



## PRESS RELEASE

### **Greg Palmer joins CPMA as Vice-President of Trade and Market Development**

June 24, 2024- The Canadian Produce Marketing Association (CPMA) is pleased to announce Greg Palmer as its Vice President of Trade and Market Development, a newly created role designed to strengthen CPMA's membership offerings and expand into new markets domestically and beyond Canada.

Mr. Palmer brings a wealth of knowledge and experience to this role, having held roles with major retailers in Canada. Greg's retail experience is well-positioned to support CPMA membership in its efforts to build the Canadian marketplace.

"We are excited to welcome Greg to our team," says Ron Lemaire, CPMA President. His expertise in produce procurement, quality control, food safety, and his involvement in our industry make him an invaluable addition to our sales support and trade development team."

Passionate about advancing the produce industry, Greg is deeply involved in the fresh fruit and vegetable sector. He has served on several boards and committees including the Greenhouse Vegetables Industry Advisory Committee in 2022, the CPMA's Diversity Equity and Inclusion Working Group in 2022, and currently, the Ontario Produce Marketing Association Young Professional Network Committee.

He has also participated in programs that support young professionals pursuing careers in produce such as CPMA's Passion for Produce in 2022, the International Floral and Produce Association (IFPA) Emerging Leaders in 2022 and the IFPA Young Leaders class of 2023.

His involvement in the industry has earned him awards including CPMA's Young Professional Award in 2023 and IFPA's Emerging Leaders Program Participant and High Performance Award.

Greg will join the CPMA team on July 15.

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**For more information, please contact:**

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**About the Canadian Produce Marketing Association (CPMA)**

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.