



PRESS RELEASE

CPMA names MP Lianne Rood as its 2024 Produce Champion

July 9, 2024 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is proud to recognize its 2024 Produce Champion: Lianne Rood, Member of Parliament (MP) for Lambton–Kent–Middlesex, Ontario.

CPMA's annual Produce Champion award is given to a Member of Parliament or Senator who has been supportive of the produce industry and effective at bringing industry issues to the forefront on Parliament Hill.

“Since her election in 2019, MP Rood has been actively engaged in issues important to the fresh fruit and vegetable sector and a strong voice holding the government accountable to supporting issues important to our sector,” said CPMA President, Ron Lemaire. “Her own family background in the fresh produce industry has given her a passion and dedication that is evident in her work on the Standing Committee for Agriculture and Agri-food and her continued efforts in support of Canadian agriculture.”

In recognition of this award, MP Lianne Rood will be featured on an upcoming episode of CPMA's podcast, *Produce Talks*, in a conversation with Lemaire. The 2024 Produce Champion will also be highlighted at the next CPMA Convention and Trade Show, which will take place in Montreal, April 8-10, 2025.

“It is a great honour to be given this recognition from the CPMA,” said MP Rood. “I come from a multigenerational produce farming family, and I understand the issues that are important to the success of the Canadian produce industry. This is something I am passionate about, and I will continue to champion Canadian agriculture through my role in Parliament.”

CPMA congratulates MP Lianne Rood on her recognition as the 2024 Produce Champion and looks forward to continuing to work with her and all Parliamentarians moving forward.

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About the Canadian Produce Marketing Association

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.