



PRESS RELEASE

CPMA concludes its Semi-Annual Board and Committee meetings with a renewed focus on making the Association a produce industry solutions space

August 29, 2024, (Ottawa, ON) – Canadian Produce Marketing Association (CPMA) is pleased to announce the successful conclusion of its Semi-Annual Board and Committee Meetings held last week in Kelowna, British Columbia. The team had productive meetings with the Board reviewing and expanding CPMA's sustainability mandate and position as the industry's solutions space.

A key outcome of the meetings was the approval of CPMA's updated Sustainability Strategy which builds on the Association's efforts over the past four years to increase the adoption of sustainable packaging across the produce industry. The comprehensive strategy, set to be launched in November 2024, will focus on four key priorities:

- Increase adoption of sustainable fresh produce packaging
- Minimize fresh produce food loss and waste
- Minimize the carbon footprint of fresh produce supply chains
- Promote the harmonization of fresh produce sustainability practices

The Sustainability Strategy also identifies the need to support and collaborate with key produce stakeholders to help advance essential sustainability outcomes, including:

- Water stewardship
- Soil health
- Biodiversity and agrobiodiversity
- Supply chain adaptation to climate change
- Financial vibrancy and resiliency
- Sustainable finance

"CPMA continues to serve as a true solution space for our members in Canada and the global produce community," said Ron Lemaire, CPMA President. "While CPMA has always played this role, the Board has confirmed its commitment to move forward and reinforce this value for the industry. This focus will be integrated into all our activities and initiatives for members."

"CPMA has been the voice for the Canadian produce industry for 100 years," added George Pitsikoulis, CPMA Chair. "Since its founding, the organization has been proactive and at the forefront of the industry's emerging needs which has contributed to making the Canadian produce industry one of the most dynamic marketplaces across the world."

In addition to the Board meetings, CPMA's committees including education, marketing and promotions, member services, CPMA's Government Issue Management, and CPMA's Industry Technology Advisory Committee (CITAC) met to frame strategies for 2025. Reusable Plastic Containers (RPC) were also on the agenda at CITAC's meeting given the anticipated expansion of their use by some of Canada's largest retailers. The Association committed to creating an RPC Task Force to bring the industry together and ensure successful expansion of RPC use across the entire supply chain.



CPMA Board also recognized the emerging influence of generative AI on our sector and reviewed the topic with subject matter experts from KPMG. CPMA will further review how best it will support members on AI governance and privacy.

To learn more about CPMA's Sustainability Strategy and upcoming initiatives, please contact Daniel Duguay, CPMA Sustainability Specialist at dduguay@cpma.ca.

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About Canadian Produce Marketing Association (CPMA)

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that has been supporting a diverse membership made up of every segment of the fresh produce supply chain for 100 years. CPMA represents nearly 900 member companies responsible for 90% of the fresh fruits and vegetable sales in Canada and an industry that contributes nearly \$15 billion to Canada's GDP annually, supports over 185,000 jobs, and improves the health and productivity of Canadians.