



PRESS RELEASE

Produce industry members to voice their concerns ahead of federal elections

October 2, 2024 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) and the Fruit and Vegetable Growers of Canada (FVGC) will hold their fall joint advocacy event, **Fall Harvest 2024, November 18-20, on Parliament Hill, in Ottawa.**

Fall Harvest is an annual event that provides produce industry members with unique opportunities to meet with Parliamentarians and other key government officials, to discuss critical issues impacting the Canadian fresh fruit and vegetable sector.

The fresh fruit and vegetable industry is a vibrant part of the Canadian economy that works tirelessly to improve the health of Canadians while contributing \$15 billion annually to Canada's GDP, and supporting over 185 000 jobs in communities across the country. As we look ahead to a potential federal election, now is the time to ensure that the voice of the Canadian produce sector is heard in Ottawa and work with the government to establish practical solutions that will advance the industry's competitiveness in the global marketplace.

This year's edition of Fall Harvest will focus on how the federal government can support our industry in ensuring that Canadians continue to have access to safe and nutritious fruits and vegetables. Topics of discussions will include improving access to labour, supporting the industry's sustainability efforts, and establishing a financial protection mechanism for produce sellers through Bill C-280, *the Financial Protection for Fresh Fruit and Vegetable Farmers Act*, which has been a longstanding advocacy focus for both CPMA and FVGC.

To participate in Fall Harvest 2024, CPMA and FVGC members are invited to **register by October 11.**

[Learn more about Fall Harvest 2024.](#)

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About the Canadian Produce Marketing Association

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.

About the Fruit and Vegetable Growers of Canada

The Fruit and Vegetable Growers of Canada (FVGC) represents growers across the country involved in the production of over 120 different types of crops on over 14,000 farms, with a farm gate value of \$6.8 billion in 2022. FVGC is an Ottawa-based voluntary, not-for-profit, national association, and, since 1922, has advocated on important issues that impact Canada's fresh produce sector, promoting healthy, safe, and sustainable food, ensuring the continued success and growth of the industry.