



## PRESS RELEASE

### CPMA announces the 2024 PFP participants

March 19, 2024 (OTTAWA, ON) –The Canadian Produce Marketing Association (CPMA) is proud to announce 20 rising stars who will participate in the 2024 Passion for Produce (PFP) program in Vancouver.

As an added value to membership, PFP was created by CPMA in 2010 to provide young professionals in the produce industry with the opportunity to accelerate their professional development through a unique mentoring experience at the CPMA’s Annual Convention and Trade Show.

“We are delighted to see a great interest in this program from young professionals working within our industry,” said Ron Lemaire, CPMA President. “PFP is a program that provides participants with mentorship and education opportunities in a fast-paced but fun setting. This allows them to expand their professional network and their knowledge beyond the scope of their current role within the industry.”

Over the three-day Convention and Trade Show, PFP participants will be partnered with industry mentors for interactive sessions, networking events, and more to learn all they can about the fresh produce industry in Canada.

PFP participants gain knowledge through first-hand experiences, discussions, and networking that empowers them to return to work with an enriched understanding and renewed enthusiasm for the produce industry. Participants develop lasting relationships with mentors, fellow candidates, and other industry leaders that will guide them through their careers.

This year marks the 14<sup>th</sup> edition of the PFP program. Since 2010, 210 individuals have participated in the program representing over 90 member companies. The call for applications for the 2025 PFP program will open in fall 2024.

Learn more about the program and [this year’s participants](#).

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**For more information, please contact:**

Micken Kokonya

Manager, Communications and Market Research, Canadian Produce Marketing Association

Cell: 613-878-3312

Email: [mkokonya@cpma.ca](mailto:mkokonya@cpma.ca)

**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.