



PRESS RELEASE

CPMA Congratulates Jane Proctor on receiving the Honourary Life Member Award from the Fruit and Vegetable Growers of Canada

March 13, 2025 (Ottawa, ON) – Canadian Produce Marketing Association (CPMA) is proud to congratulate Ms. Jane Proctor, VP of Policy and Issue Management, as the recipient of the Honourary Life Member award from the Fruit and Vegetable Growers of Canada. This prestigious award honours individuals who have dedicated years of tireless effort to advancing the field of horticulture, both within Canada and abroad, through exemplary leadership, innovation, collaboration, and hard work. Recipients of this award demonstrate unwavering dedication, long term commitment and an outstanding contribution of time and effort.

On behalf of the fresh produce sector, Jane has been a key player in numerous domestic, bilateral (U.S.), and international initiatives. She played a pivotal role in the development of the International Federation for Produce Standards (IFPS), serving as its first Chair. As part of this work, Jane was instrumental in the development of the globalized PLU code list used in countries around the world.

“Jane’s unwavering commitment, leadership, and passion have made a lasting impact on the industry,” said Ron Lemaire, CPMA President. “Her expertise and contributions have helped shape policies, drive innovation, and support the success of countless businesses and professionals. We are truly grateful for your decades of hard work and the invaluable role she has played in advancing the produce industry in Canada and beyond. Congratulations, Jane, on this remarkable achievement!”

As Jane prepares to retire in a few months, this award serves as a fitting tribute to her exceptional career and lasting legacy in the horticultural industry.

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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.