



## PRESS RELEASE

### ***Half Your Plate* and le Mouvement J'aime les fruits et légumes release a new video series to help Canadians eat more fruits and veggies**

May 2, 2024 (Ottawa, Ontario) – The *Half Your Plate* program has partnered with Quebec's Mouvement J'aime les fruits et légumes in releasing the new "[Easy as 1, 2, 3](#)" video series with tips and tricks to help consumers in Canada and Quebec increase their fruits and vegetables consumption.

According to [The Economic Burden Attributable to Low Fruit and Vegetable Consumption in Canada](#) report released by the Canadian Produce Marketing Association (CPMA) an organization that represents the fresh produce industry in Canada, close to 90% of Canadians are not eating enough fruits and vegetables, despite the numerous benefits fruits and vegetables have on health.

The "Easy as 1, 2, 3" videos feature practical tips that help consumers make the most out of fresh produce by reminding them how simple it is to pick, store, and cook fruits and vegetables and by doing so, curb food waste and save money.

"Consumers across the country are still grappling with high costs of food that have been soaring with the ongoing inflation," said Ron Lemaire, CPMA President. "In addition to advocating on behalf of the fresh produce industry, CPMA has, through its *Half Your Plate* program, developed new tools and resources to show consumers that fresh produce is good for their health and it's still accessible in this environment where inflation is on everyone's mind."

"We want to show Canadians how to optimize the usage of the most common fruits and vegetables, said Mario Lalancette, Quebec Produce Marketing Association (QPMA) General Manager. "We provide consumers with tips to maximize produce conservation to reduce food waste and make sure they get the most value for their money. We also offer simple meal ideas to include more fruits and vegetables on their plate."

*Half Your Plate* is an educational program founded by CPMA in 2015 to educate consumers of all ages about the importance of fresh produce consumption and encourage them to fill half their plates with fruits and vegetables to improve their health.

This video series is one of the many resources developed by the program to help consumers across the country incorporate a variety of fruits and vegetables into their meals. Other resources include:

- [#Fresh20 campaign](#), which raises awareness of the variety of fresh fruits and veggies one can get for \$20 in different cities across Canada.
- [Infographics](#) to help consumers save money, store produce properly, reduce food waste, and more.
- [Blogs and videos](#) on how consumers can save money through meal planning, and more.



- [Healthy recipes](#) to inspire Canadians to eat more fruits and veggies.

To learn more about CPMA's *Half Your Plate* program and free resources for consumers, [visit the Half Your Plate website](#).

Le Mouvement J'aime les fruits et légumes was founded in 2018 by the QPMA to raise awareness of the importance of eating fruits and vegetables in adopting healthy lifestyle habits in Quebec. Le Mouvement J'aime les fruits et légumes has developed several initiatives to help consumers in Quebec eat fruits and vegetables more often, including:

- [Je cuisine avec simplicité](#): to provide tools that help anyone cook and be more comfortable in the kitchen.
- [Comparatif de prix](#): highlight the large quantity of fruits and vegetables that one can get for \$20 all year round.
- [Cahier zéro gaspi](#): monthly guides to optimize the conservation and use of fruits and vegetables.

To learn more about QPMA's *J'aime les fruits et légumes* Movement and free resources for consumers visit [jaimefruitsetlegumes.ca](http://jaimefruitsetlegumes.ca).

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**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.



**About the Quebec Produce Marketing Association (QPMA)**

Founded in 1947, the Quebec Produce Marketing Association (AQDFL) is the largest business network in Quebec's fruit and vegetable industry. As a non-profit organization, it unites active members across the entire fruit and vegetable supply chain and works in synergy with various industry partners. AQDFL's mission is to promote fruit and vegetable consumption in Quebec and the activity of its sector members. For more information, visit <https://aqdfl.ca/>.