



PRESS RELEASE

CPMA, IFPS and the Global Coalition for Fresh Produce Publishes the International Sustainability Summit Report and Draft Sustainability Charter

International Sustainability Summit Final Report includes a Draft Fresh Produce Sustainability Charter Emphasizing the Critical Importance of Harmonization to Achieving Fresh Produce Sustainability

October 15, 2024 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA), in partnership with the International Federation for Produce Standards (IFPS) and the Global Coalition of Fresh Produce, released the final report from the International Sustainability Summit hosted on April 26 in Vancouver. Attracting over 100 participants from around the globe, this one-day event brought together fresh produce leaders from across the world to discuss leading sustainability challenges, barriers and opportunities for the fresh produce industry.

"Harmonization is increasingly important to achieve sustainability of the fresh produce sector both domestically and around the world," said Ron Lemaire, CPMA President. "Harmonization is necessary – if not increasingly critical – to achieving the sustainability outcomes required to make the fresh produce industry resilient and sustainable in the long term. The International Sustainability Summit report and Sustainability Charter provides a timely set of principles and strategic outcomes to guide the industry as it navigates the complexities of sustainability monitoring and reporting."

"Since its incorporation in 2006, the IFPS has led the produce industry in global standardization efforts around traceability, data management, and produce identification. Sustainability is recognized as the next big challenge and opportunity for the industry and we were therefore happy to co-host this important event. Our members from produce organizations around the globe look forward to leveraging the Summit outcomes to move forward towards a standardized approach to sustainability implementation and reporting," said Jane Proctor, IFPS Chair.

The Summit's final report provides key takeaways from the day's speakers, as well as from the breakout sessions identifying the environmental, social and governance (ESG) principles, activities, risks and actions associated with promoting an increased level of harmonization across the global produce industry.

Included in the report is a Draft Fresh Produce Sustainability Charter based on the day's proceedings, which includes principles that should guide the fresh produce industry towards more harmonized sustainability practices:



1. **Adopt an Integrated Approach to Sustainability:** Recognize the interconnectedness of environmental, social, and governance (ESG) aspects and adopt a systems-based view to address sustainability holistically.
2. **Foster a Culture of Continuous Improvement:** Set ambitious yet realistic sustainability goals and targets to drive ongoing progress. Regularly measure and report on sustainability performance to identify areas for improvement.
3. **Prioritize Global Harmonization and Common Standards:** Develop harmonized, industry-wide standards and best practices for sustainability metrics, reporting, and certifications. Align these standards with globally recognized frameworks like the UN Sustainable Development Goals.
4. **Elevate Industry Leadership and Advocacy:** Industry and associations should play a proactive role in shaping sustainability narratives and policies, advocate for supportive government policies, research funding, and infrastructure investments.

The Summit's Final Report also outlines strategic outcomes to pursue in support of sustainability harmonization, as well as leading barriers and risks which should be monitored and mitigated.

The International Sustainability Summit's final report, Draft Fresh Produce Sustainability Charter, as well as participant presentations and video recordings are available on the [CPMA website](#).

For more information, please contact:

Daniel Duguay, BScA, MEng.
Sustainability Specialist
Canadian Produce Marketing Association
Cell: 613 769-5670
Email: dduguay@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.

About the International Federation for Produce Standards (IFPS)

The International Federation for Produce Standards (IFPS) is a non-profit organization representing produce standards organizations from around the world. IFPS aims to develop and promote harmonized



international standards for produce, to enhance efficiency in the supply chain and benefit the industry and consumers worldwide.

About the Global Coalition of Fresh Produce

The Global Coalition of Fresh Produce brings together fresh produce associations from around the world, based on their joint vision to create resilient global value chains for fruits and vegetables that bring a myriad of economic, environmental and societal benefits. The Coalition's mission is to voice solutions to address disruptions in global supply chains for fresh produce, including – but not limited to – rising costs, and share and promote best practices. The Coalition's current members are Afruibana, the Association of Banana Exporters of Ecuador (AEBE), the Canadian Produce Marketing Association (CPMA), the Committee Linking Entrepreneurship–Agriculture–Development (COLEAD), Freshfel Europe, the Fruit and Vegetable Growers of Canada (FVGC), the International Fresh Produce Association (IFPA), the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) and United Fresh New Zealand. To find out more about the Global Coalition of Fresh Produce and obtain the full report, visit our website at <http://www.producecoalition.net> or contact us at info@producecoalition.net.