



## PRESS RELEASE

### CPMA advocating for fresh produce priorities in Federal Election 2025

March 23, 2025 (Ottawa, ON) – The Canadian Produce Marketing Association is advocating for fresh produce industry priorities to be front and centre in the federal election campaign. Canadians will go to the polls on April 28th.

“Ongoing political uncertainty with our largest trading partner, a series of recent port disruptions, escalating severe weather events and continuing consumer concerns about the cost of food have all contributed to significant challenges for the Canadian fresh produce sector,” said CPMA Chair George Pitsikoulis. “It is imperative that, in this campaign, all parties articulate their plan for how they will help Canadian businesses thrive and ensure that we can continue to provide our safe, nutritious products for tables here at home and around the world.”

CPMA has been actively engaged with all political parties, to highlight recommendations for party platforms in five priority areas, including:

- Advancing Canadian interests in international trade,
- Increasing produce consumption for healthier communities,
- Fueling a competitive and resilient produce supply chain,
- Building the fresh produce workforce, and
- Supporting a sustainable produce sector.

“The fresh fruit and vegetable supply chain generates nearly \$15 billion of Canada’s GDP and supports more than 185,000 jobs from coast to coast to coast, and we will continue to play a major economic role as we move forward,” said CPMA President Ron Lemaire.

“More government support is needed to make food a federal priority and to create the conditions necessary to fuel a dynamic fresh produce sector in Canada, while ensuring our competitiveness in the global marketplace. We will continue to push for these issues to be reflected in this campaign.”

More information about CPMA’s election platform priorities can be found on the [CPMA website](#).

-30-

**For more information, please contact:**

Candace Knights

Manager, Communications and Market Research, CPMA

Cell: 613-878-3312

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



**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.