



PRESS RELEASE

CPMA announces its 2025 Lifetime Achievement Award recipient

April 9, 2025 (Ottawa, ON) – Les Mallard, Vice President Sales of Fyffes North America Inc., has been named the 2025 Canadian Produce Marketing Association (CPMA) Lifetime Achievement Award recipient, recognizing his outstanding dedication, leadership, and service to the produce industry over a remarkable 38-year career.

Growing up in Prince Edward Island, Les's professional journey began with a degree in Economics from the University of Prince Edward Island, setting the foundation for a career that would have a significant impact on the Canadian produce sector. Les worked with Chiquita Brands for 30 years, from 1987 to 2017, in various key roles, ultimately serving as Country Manager for Canada. Upon his retirement from Chiquita, Les transitioned to a consulting role before joining Fyffes North America in 2018 as Vice President of Sales, Canada.

Les's contributions extend far beyond his corporate roles. He has been a passionate volunteer and leader within the CPMA, beginning with his service as Entertainment Chair for the 1998 CPMA Convention in Halifax. He played an instrumental role in establishing the Mary Fitzgerald Award, which later evolved into the CPMA Young Professional Award. Throughout his career, Les has served on several CPMA committees, including the Marketing, Membership, and Education Committees, and has been a pivotal figure in driving the Association's initiatives forward.

In 2014, Les expanded his role with CPMA, becoming Chair of the Membership Committee before entering the Executive Committee. His leadership culminated in his term as CPMA Chair in 2019, where he focused on several key mandates, including Innovation and Trade. In recognition of his exemplary work, Les was named Produce Person of the Year in 2019.

Currently, Les continues to serve on the Past Chair Council and is an active member of CPMA's Passion for Produce Mentor and Leadership Committees. His deep commitment to the industry and his passion for mentorship are just some of the qualities that have made him an invaluable asset to the produce community.

Beyond his professional accomplishments, Les considers his greatest achievement to be his family. He is proud to be married to Susan, and together they have two children, Matthew (21) and Sarah (19). Les is also an avid sports enthusiast, having coached hockey and basketball, and continues to enjoy playing basketball and golf in his free time.

Les Mallard's career has been defined by a steadfast commitment to excellence, innovation, and community service. His leadership and unwavering support for the produce industry have earned him the admiration of his peers, and this Lifetime Achievement Award is a fitting recognition of his decades of dedication.



The CPMA extends its warm congratulations to Les Mallard on this well-deserved honor, and thanks him for his lifelong contributions to the Canadian produce industry.

Les will be presented with this award alongside other industry members and businesses at the 2025 CPMA Convention and Trade Show's Awards Brunch on Thursday, April 10, in Montreal.

CPMA members can learn more about the history of the CPMA Lifetime Achievement award, including a complete list of previous winners, in the [Produce + membership directory](#) on community.cpma.ca.

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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.