



CPMA Wraps National Post-Election Meet & Greet Series to Advance Fresh Produce Advocacy

Ottawa, ON, August 20, 2025 – The Canadian Produce Marketing Association (CPMA) has concluded its summer Meet and Greet series, a national initiative designed to strengthen relationships between Canada’s fresh produce industry and Parliamentarians following the federal election this spring.

Over the course of the summer, CPMA hosted a series of regional half-day sessions in Montreal, Vancouver, and Toronto, bringing together Members of Parliament, Senators, and industry members. These events provided a platform to introduce federal officials to CPMA’s membership, share the sector’s federal policy priorities, and build strong relationships with new and returning champions for the fresh produce industry from coast to coast.

“Engaging directly with Parliamentarians is critical to ensuring that Canada’s fresh produce sector continues to thrive,” said Ron Lemaire, CPMA President. “These sessions allowed us to discuss important issues facing the industry, including challenges and opportunities in trade, strengthening supply chains, securing food accessibility, and supporting sustainable practices. They also gave us the opportunity to showcase the critical role our members play every day in feeding Canadians in communities across the country.”

CPMA extends its gratitude to the MPs, Senators, and industry representatives who participated in the series, as well as to the member companies who generously hosted each session. Their contributions were vital in generating momentum on shared priorities and positioning the fresh produce sector as a trusted partner in policy development.

CPMA will continue its advocacy efforts in the months ahead, including ongoing engagement in Ottawa this fall to advance the priorities discussed during the series.

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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. Learn more at www.cpma.ca.

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