CPMA

PRESS RELEASE

CPMA applauds strategic investments in Budget 2025

November 5, 2025 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) was pleased to see the inclusion of certain key supports for the Canadian fresh fruit and vegetable sector in Budget 2025, released yesterday by Finance Minister François-Philippe Champagne.

The 2025 Federal Budget includes several commitments that reflect recommendations made by CPMA in its advocacy efforts and pre-budget submissions to government, such as:

- A dedicated focus on supporting Canadian businesses in expanding food exports, including through programs such as CanExport and the SME Export Readiness Initiative, and support for modernized digital trade tools and services at the Canadian Food Inspection Agency (CFIA);
- Significant investments in trade and transportation infrastructure, including $5 billion for a new Trade Diversification Corridors Fund, additional funding through the Major Projects Office and increased resources to support Canada Border Services Agency operations and enhance pre-clearance;
- Building on the commitments from Budget 2024 by introducing legislation and providing funding to make the National School Food Program permanent;
- A new Build Communities Strong Fund to support a wide range of infrastructure projects such as housing and transportation, which are critical to attracting and retaining workers in communities across the country; and
- New and sustained funding for CFIA to enhance regulatory collaboration and secure, expand, and restore market access for Canadian agriculture.

“Growing political uncertainty with our largest trading partner, a series of 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 President Ron Lemaire. “We are pleased to see the government’s commitment to strategic investments in trade, transportation and other food system infrastructure and innovation to fuel sector growth, improve supply chain fluidity and maintain Canada’s reputation as a reliable trading partner.”

CPMA will be reviewing the Budget 2025 in more detail in the coming days to assess its specific implications for the fresh fruit and vegetable industry and how our members can access the new supports introduced.

“The fresh fruit and vegetable supply chain contributes $18.6 billion to Canada’s GDP, and supports more than 187,400 jobs in rural and urban communities across the country. We also provide Canadian families with safe and nutritious food that is crucial to supporting their health and well-being,” said Lemaire. “We appreciate the government’s recognition of agri-food as key part of Canada’s competitive advantage. As it moves to implement the Budget, we urge the government to make agriculture and food production a national priority in the government’s broader Build Canada economic strategy.”

While CPMA recognizes the need for fiscal prudence, it is also imperative that critical government functions that facilitate trade and commerce, such as inspection resources, continue to serve industry needs. CPMA will engage with the government as it moves forward with its plans for expenditure review and streamlining of processes across the public service to ensure that there are not unintended negative impacts on the fresh produce supply chain.

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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.