



For immediate release

## **CPMA leadership in California to discuss the importance of free trade**

**July 26, 2017 — Ottawa:** Canadian Produce Marketing Association (CPMA) President Ron Lemaire and CPMA Chair Rick Alcocer will meet with State officials in California this week to highlight the benefits of free trade between Canada and the United States for fresh produce.

The meetings, on Thursday, July 27 and Friday, July 28 in San Francisco, Salinas and Monterey, will be held prior to the start of talks next month between Canada, the U.S. and Mexico to renegotiate and modernize the North American Free Trade Agreement (NAFTA).

“CPMA supports an integrated North American market for fresh produce,” said Mr. Lemaire. “Open trade is critical to ensuring Canadians have access to fresh fruit and vegetables year-round, as well as ensuring growth and economic sustainability.”

During this week’s meetings, Mr. Lemaire and Mr. Alcocer will discuss areas of common interest to Canada and California, including a perimeter approach to trade at the border, food safety and alignment of regulations. They will meet with the Office of State Assemblymember Anna Caballero; the Office of State Senator Bill Monning; the Office of United States Congressman Jimmy Panetta; the Office of State Assemblymember Mark Stone; and the Office of State Senator Scott Wiener.

“California and Canada enjoy a special trading relationship for fruit and vegetables that benefits businesses and Canadian consumers,” said Mr. Alcocer. Last year California exported over \$2 billion USD in fresh fruit and vegetables to Canada.

CPMA will continue to represent the interests of the produce industry during NAFTA negotiations, engaging with government, stakeholders and industry partners. More information on trade of produce in North America can be found on CPMA’s [NAFTA web page](#).

### **For more information, please contact:**

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### **About the Canadian Produce Marketing Association:**

Based in Ottawa, CPMA is a not-for-profit organization that represents companies that are active in the marketing of fresh fruit and vegetables in Canada, from farm gate to the dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruit and vegetables for its members. CPMA is proud to represent over 840 members who are responsible for 90% of fresh fruit and vegetable sales in Canada.