

### **CPMA Hosts Successful “Ready for Trade” Luncheons with Foreign Embassies in Ottawa and Vancouver**

The Canadian Produce Marketing Association hosted two “Ready for Trade” luncheons earlier this month for foreign embassies dignitaries looking for ways to connect their produce industries to the Canadian market. The well attended event featured dignitaries from over 20 countries, and included discussions on trade, food safety, and doing business in Canada.

“We were pleased to host another series of successful luncheons,” states Ron Lemaire, CPMA President, “Canadian consumers expect a wide range of safe, high quality fresh fruit and vegetables year round. To achieve this, a domestic supply of fresh fruit and vegetables and a diversified offering of produce from around the world is essential. It can be challenging to understanding the requirements for the Canadian market and CPMA has made it a priority to work with its trading partners to educate them on best practice for exporting to Canada and introducing them to key industry representatives.”

“The Embassy of the Dominican Republic in Canada was honored to attend this event and we see this as a valuable networking opportunity to interact with both CPMA Executives and Canadian retailers. Furthermore, we appreciated the opportunity to learn about updates to Canadian regulations, especially Food Safety,” His Excellency Ambassador Briunny Garabito Segura, Embassy of the Dominican Republic in Canada

“Given that agriculture is identified as an important driver for economic growth and job creation in South Africa, the Embassy event provided the High Commission with ideas about how to approach the challenges that may arise when South African companies try to gain a foothold amid Canada’s changing regulatory environment. It is hoped that events like this will assist the embassy to deliver on one of its mandates of promoting awareness of South African agricultural trade and investment opportunities,” Her Excellency Sibongiseni Yvonne Dlamini-Mntambo, High Commissioner, South Africa.

In addition to discussions on trade, CPMA provided information on current industry issues, information on fair trading practices with the Fruit and Vegetable Dispute Resolution Corporation (DRC), consumer programs, and CPMA membership benefits. CPMA plans to expand these “Ready for Trade” events to other major Canadian cities.

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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 of 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.