



Canadian Produce Marketing Association Announces Fresh Health Award Winner

Montreal- April 17, 2015: The Canadian Produce Marketing Association (CPMA) today announced Walmart Canada as the winner of the 2015 Fresh Health Award. Since its introduction in 1998, the Fresh Health Award has been presented to a company or organization which has shown outstanding leadership in their efforts to increase consumption of fruits and vegetables to improve population health and industry prosperity.

Award recipients must effectively use the messaging and marketing materials developed by either the *Half Your Plate* or Freggie Children's programs.

"This year, the award recognizes one of the early adopters of the *Half Your Plate* message", said CPMA President Ron Lemaire. Since October 2014 Walmart Canada has included the *Half Your Plate* logo, message and information in their flyer which reaches over 10 million consumers across Canada. Through an active social media campaign, an integrated strategy across their marketing channels and an outreach to their suppliers, they have helped to share the message of 'Make a Healthy Choice, fill Half Your Plate with Fruits and Veggies at every meal.'

"*Half Your Plate* is based on *Canada's Food Guide to Healthy Eating* and offers Canadians a simple, clear message for making better food choices that is applicable to all age groups," added Lemaire. "The campaign was developed in consultation with representatives from the entire produce industry, health organizations including the Canadian Cancer Society, Heart and Stroke Foundation, the Canadian Public Health Agency as well as regional produce marketing associations (BC, Calgary, Ontario and Quebec) and other concerned stakeholders. The new program aligns with efforts that are already working in the United States and provides a consistent healthy eating message for all of North America."

-30-

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transportation, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators, processor integrating all segments of the fresh produce industry. CPMA is proud to represent over 800 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs. For more information about CPMA, please visit www.cpma.ca.

-30-

For more information please contact:

Sue Lewis, Director, Market Development

Canadian Produce Marketing Association • 613-226-4187 x226 • slewis@cpma.ca