

WORKING FOR YOU



CPMA 



CPMA ACDFL

Over 3600 Registrants

20 SKIDS Of produce donated to community non-profits CACI and La Corbeille

55,064 lbs Of produce donated to Moisson Montreal food bank

#CPMA 2022

- 522 exhibit spaces
- More than 929 unique companies
- Over 270 exhibiting companies
- 131 international exhibitors
- Visitors and exhibitors from 19 countries
- New Product Showcase: 69 products from 49 companies
- New Product Showcase Awards

- Best New Product Award**
- Simple Sides by Highline Mushrooms
- Best Snackable Product Award**
- Salted Hot Cocoa Nut Mix by Natursource Inc.

- Packaging Innovation Award**
- ReadyCycle® sustainable packaging by Sambrailo Packaging
- New Technology Award**
- Open Plastics Project by The Star Group
- Organics Award**
- Natural Organics Grape Tomatoes by Mucci Farms
- Social media engagement
- 259 mentions
 - 905K impressions
 - 251K reach



This was the first time for Maglio to attend and we truly appreciated the high energy, and great customer attendance. I believe we were able to meet with every major retailer and make an impression, which we hope translates into sales. Canada is an untapped market for us, we appreciate CPMA's support and look forward to building a long-term relationship.

- Jeff Stachelek, Vice-President Sales and Marketing, Maglio Produce

Food Safety



- Big 3 Pathogens seminars attended by 30 members
- Whole Genome Sequencing podcast: 1449 downloads
- Canadian Food Safety Fund: 36 members have committed to a yearly sponsorship
- Early engagement with CFIA resulted in CPMA members receiving fall 2022 romaine lettuce requirements 60-days in advance



Innovation

- 558 innovation-related articles intended for CPMA members only
- 140 contacts in innovation
- 52 companies listed on CPMA Innovation Hub with expertise in
 - Artificial intelligence
 - Robotics / Automation
 - Research
 - Genomics and CRISPR
 - Information Technology and more



Education

- Produce Talks podcast: over 130,000 downloads
- Webinars on timely industry topics
- Six Learning Lounges at CPMA 2022
- 12th edition of Passion for Produce Program
- 17 participants at CPMA 2022
- Over 180 participants since inception

Market Research

CPMA continues to work with research partners to provide its members with the latest data highlighting the most current:

- Retail trends
- Economic indicators
- Consumer perspectives and behaviours

In 2021-2022, CPMA released the Canadian Marketplace Annual Report, three quarterly reports, five monthly snapshots, and the Customer report.





Advocacy

- Recognized among the top 3 most active organizations by Lobby Monitor in 2021
- Worked with industry partners to:
 - Get Bill C-280, the Financial Protection for Fresh Fruit and Vegetable Farmers Act introduced in Parliament
 - Address supply chain disruptions at the global, North American and Canadian levels
 - Successfully lobby for measures to increase access to temporary foreign workers post farm-gate
- Engaged with all political parties to ensure the produce sector's needs and priorities were reflected in federal campaign platforms
- Launched Fresh News from CPMA, a monthly newsletter for Parliamentarians and their staff
- Submitted comments to national and international government consultations and Parliamentary Committees

Advocacy Events

Post-Election Meet and Greet series

- **31** industry members met with incoming Members of Parliament

Farm to Plate 2022

- **27** produce industry representatives met in person with **28** Parliamentarians and officials from all four major political parties
- More than **200** people attended the Farm to Plate reception



Issue Management

In 2021-2022, CPMA:

- Released the Workforce Needs in the Produce Supply Chain report highlighting the impact of labour shortages
- Collaborated with government and industry partners to:
 - Develop a Grocery Code of Conduct in Canada
 - Develop a National Index for Agri-food Performance
 - Advocate for and launch the Fresh Fruit and Vegetable Industry-CFIA Technical Working Group
 - Develop Golden Design Rules for Produce Plastic Packaging
 - Address the compostability of PLU stickers
 - Create effective pathways to reduce the impact of food packaging
- Represented industry on dozens of issues, including labelling, customs, plant health, organics, regulatory modernization, trade, and more

Industry Efficiencies

In the past year, CPMA's efforts focused on:

- Collaboration to improve the International Federation for Produce Standards global produce image PLU database
- Co-leading a new PTI working group focused on emerging technologies that support enhanced traceability
- Cybersecurity and its impact on produce industry



RAISE A FRUIT AND VEGGIE LOVER



Be A Positive Role Model

Kids learn about food choices through you. Let your kids see you enjoying fruit as a snack and veggies at meals.



Cook Together

Let your kids wash fruits and veggies, toss salad, add veggies to a pizza, and mash potatoes. They may be more likely to eat them if they prepared them.



Start A Garden

Teach your kids where their food comes from. A tomato plant is an easy plant to start with and can be grown in a pot.

Half Your Plate New this year

- Social media campaign featuring four influencers
- Instagram reels
- Practical fruit and veggie infographics
- YouTube video series
- Freggie Veggie Challenge in schools



Half Your Plate Social Media Community



Followers:	43 479
Reach:	3.2 million
Half Your Plate website Page views:	875,818
Users:	494,435

Half Your Plate Newsletters

Consumers

Average open rate: **38%**
Click-through-rate: **4.6%**

Health professionals

of members: **898**
Average open rate: **38%**
Click-through rate: **9%**

Thank you for sharing resources on the Half Your Plate website. I ran a virtual grocery shopping workshop and included a slide on seeing what produce can be purchased for \$20, inspired by Half Your Plate, and participants enjoyed that."

Half Your Plate Influencers

- This year, Half Your Plate partnered with social media health professional influencers to boost our message and reach a wider audience
- Estimated media value of the posts of our influencers:

135.2K

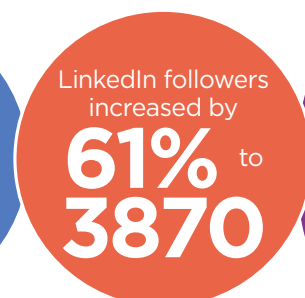
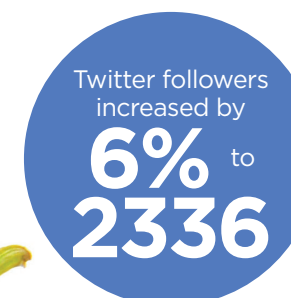


Freggie™ Children's Program

"I believe that students cannot learn while they are hungry. It is my mission as an educator to encourage healthy eating practices which include a significant regimen of fruits and vegetables. The prize from the Freggie Veggie Challenge will help my learners thrive while encouraging them to try many types of fruits and veggies. My class has great diversity, so I want to show them this diversity in the fruits and veggies we get right here in Canada, from around the world, and in our own backyard."

Gursevak Kasbia,
Elementary School Teacher.

CPMA Social Media Community



2023
APRIL 25 - 27
TORONTO
Ontario
(CENTRAL)



2024
VANCOUVER
British Columbia
(WEST)



2025
APRIL 8 - 10
MONTREAL
Quebec
(EAST)



“

Our company, Vision Greens, is a new member of CPMA and we couldn't be more impressed with the onboarding and insights we have received in just a few short months. The staff is so service oriented and focused on adding value and sharing information. I feel we have been fast-tracked in the market just from their shared learning and counsel on packaging alone. Aside from feeling like I just won the lottery by being associated with CPMA, I also take comfort in the fact that the dedicated individuals within the organization are passionate about the industry and seeing us all succeed. Vision Greens are truly proud members of CPMA.”

- Karen Gold, Head of Marketing , Vision Greens

CPMA
CANADIAN PRODUCE
MARKETING ASSOCIATION

Toronto 2023 | Vancouver 2024 | Montreal 2025
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