



WORKING
FOR
YOU

CPMA 



“

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**

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
Sambailo 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



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



**FARM TO PLATE
DE LA FERME À L'ASSIETTE**

Produce and Politics
Fruits, légumes et politiques



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
- Cyber-security 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.”



Lettuce talk about health!
FEBRUARY 2022

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.

Half Your Plate Influencers

4

- 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

CPMA Social Media Community

Twitter followers
increased by
6% to
2336

LinkedIn followers
increased by
61% to
3870



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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