

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

# #CPMA 2022

CPMA ACDFL

O SKIDS

Of produce donated

to community non-profits CACI and La Corbeille

• **522** exhibit spaces

Over

Registrants

- 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 AwardSimple Sides by
  - Highline Mushrooms

#### Best Snackable Product Award

 Salted Hot Cocoa Nut Mix by Natursource Inc.

#### **Packaging Innovation Award**

55.064 lbs

Of produce

donated to

Moisson Montreal food bank

- ReadyCycle<sup>®</sup> 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



# 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
- 12<sup>th</sup> 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



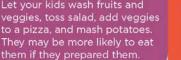
# **RAISE A FRUIT AND VEGGIE** VER



Be A Positive Role Model Kids learn about food choices through you. Let your kids see you enjoying fruit as a snack and veggies



**Cook Together** Let your kids wash fruits and



#### Start A Garden

their food comes from. A 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:	<b>3.2 million</b>
<i>Half Your Plate</i> 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 produce can be purchased for \$20, inspired by Half Your Plate, and participants enjoyed that."





## 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."

Twitter followers

increased by

to

**Gursevak Kasbia,** Elementary School Teache



- 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: **1355\_2K** 



CPMA WORKING FOR YOU

LinkedIn followers

increased by







## 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 fasttracked 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."



Toronto 2023 | Vancouver 2024 | Montreal 2025 www.cpma.ca I @CPMA\_ACDFL

- Karen Gold, Head of Marketing , Vision Greens