



# WORKING FOR YOU

2022-2023

# CPMA 2023

- **+ 4200** attendees
- **637** exhibit spaces
- Visitors and exhibitors from **27** countries
- **+ 1000** unique companies represented at the event
- **+ 300** companies exhibiting with **158** from international
- **69** products from **49** companies participated in the New Product Showcase
- **49,473** lbs of produce donated to Second Harvest and Toronto's Daily Bread Food Bank.



## Food Safety

- **Supported** members with questions regarding the Safe Food for Canadians regulations specifically the requirements for importers and preventive control plans
- **Responded** to member questions on Health Canada's policy on *Listeria monocytogenes* in ready-to-eat foods (2023)
- **Engaged** with CFIA early re the 2023 fall romaine lettuce imports requirements resulting in the industry receiving information well before they came into force
- **Chaired** the Canadian Supply Chain Food Safety Coalition (CSCFSC) and Whole Genome Sequencing Workshop
- **37 members contributed** to the Canadian Food Safety Fund

“We would specifically like to thank Jennifer Ong Tone of CPMA for all her help to ensure the labelling on our organic ginger packaging was fully compliant to access all markets in Canada. It really is an invaluable service to have a professional review of our artwork. Since we are now working with Costco Canada, they referred us to CPMA's label review service our membership provided. Although we did not exhibit at the show this year, we were able to meet with all our clients and walk the show to see emerging trends in our industry. Our office is in Mount Vernon, Washington, and only a short drive to next year's show in Vancouver!”

Chris Ford, Business Development and Marketing Manager, Viva Tierra Organic Inc.

## Awards

- CPMA Lifetime Achievement Award – **Sam Silvestro**
- The Packer's Produce Person of the Year Award– **Mario Masellis**, Catania Worldwide
- Young Professional Award – **Greg Palmer**, Loblaw Companies Ltd.
- Fresh Health Award – **Mucci Farms**



## Social Media Engagement

- **323** mentions
- **2.1M** impressions
- **691K** reach

“CPMA 2023 was one for the books! So many great conversations and connections.”

Nature Fresh Farms

## Best Booth Awards

- **Best Island Booth Award** – **EarthFresh**
- **Best Inline Booth Award** – **Highline Mushrooms**
- **Best First-Time Exhibitor Booth** – **Lucid Corp**



## New Product Showcase Awards

- Best New Product Award – **Yoom Tomatoes** by Nature Fresh Farms
- Best Snackable Product Award – **Boost Bento and Bliss Bento** by Naturipe Farms
- Packaging Innovation Award – **Closed Baskets** for fresh produce by Cascades
- Organics Award – **Queen of Greens** by Mastronardi Produce

## Industry Efficiencies

- **Collaborated** in hosting the International Federation for Produce Standards Sustainability Symposium
- **Co-led** Produce Traceability Initiative efforts to support industry compliance with the new U.S. FSMA 204 Traceability Rule
- **Focused** on addressing cybersecurity and impacts on the produce industry
- **Published** industry's guidance on Quebec labelling requirements for bulk organic produce



### Global Coalition of Fresh Produce

- **Led** Coalition's efforts to address increasing costs of fresh produce production.
- **Published** joint call for urgent policy measures
- **Conducted** global industry survey and released a preliminary report on costs of production

### Grocery Code of Conduct

- **Collaborated** with industry partners in developing the Canadian Grocery Code of Conduct
- **Aligned** the Code with the trading principles of the Fruit and Vegetable Dispute Resolution Corporation

### Plastics, Packaging & PLUs

- **Collaborated** with Canada Plastics Pact
- **Published** guidance to address the compostability of PLU stickers
- **Launched** an online tool to support industry in reducing the impact of food packaging



## Education

- Produce Talks podcast: **+130,000** downloads
- **Six Learning Lounges** on the CPMA 2023 show floor in Toronto
- **13<sup>th</sup> edition** of Passion for Produce Program
  - **17** participants
  - **Over 200** participants since inception

## Innovation

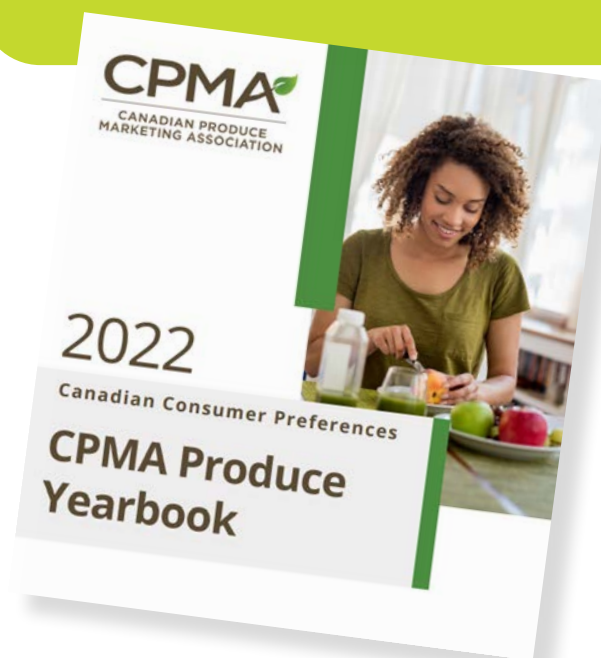
- CPMA 2023 featured our inaugural Innovation Zone which highlighted **10** innovative companies
- CPMA's Innovation Hub features **67** organizations
- CPMA's member-exclusive innovation library houses **600+** articles
- **Developed partnerships** with multiple incubators and academic institutions to increase their awareness of CPMA and create project opportunities for CPMA members

## Market Research

In 2022-2023, CPMA diversified its research portfolio. In addition to releasing the Canadian Marketplace Annual Report, quarterly reports, and monthly snapshots, CPMA introduced the first edition of the Canadian Consumer Preferences-CPMA Produce Yearbook which showcases Canadian consumers' produce preferences.

All these reports provide members with the most current data on:

- **Retail trends**
- **Economic indicators**
- **Consumer perspectives and behaviours**



## CPMA Social Media Community

- **Twitter followers:**  
Increased by **3%** to **2397**
- **LinkedIn followers:**  
Increased by **30%** to **5560**

## Advocacy

- **Engaged** with elected and other government officials
- **Hosted** advocacy events on Parliament Hill: *Half Your Plate* breakfast, Fall Harvest, and Farm to Plate
- **Contributed** to Federal Budget recommendations and submissions to national and international government studies and consultations
- **Recognized** Parliamentarians as produce champions
- **Distributed** monthly newsletter to Parliamentarians



## Advocacy Achievements

- Bill C-280, the *Financial Protection for Fresh Fruit and Vegetable Farmers Act*, was unanimously passed in its initial stages in the House of Commons
- National Supply Chain Task Force report reflected our recommendations to address ongoing supply chain disruptions and our call for further government action on a National Supply Chain Strategy was announced in Budget 2023
- Extension of measures to increase access to temporary foreign workers post-farmgate and launch of a three-year Recognized Employer Pilot
- Several CPMA's recommendations have been included in reports of the House of Commons Standing Committees, including the Finance and Agriculture and Agri-food Committees



## Issue Management

CPMA is actively engaged in dozens of key areas of impact for the industry, from sustainability to customs, labelling to plant health, organics to trade, labour, and more.

In 2022-2023, CPMA:

- **Engaged** on a regular basis with federal departments including CFIA, AAFC, CBSA, Health Canada, Transport Canada, ECCC, and others
- **Brought** produce supply chain members and officials from federal departments together to discuss issues impacting the industry

- **Represented** industry on multiple government and stakeholder working groups including:
  - Global Coalition of Fresh Produce
  - Agriculture and Agri-food Canada Sector Advancement Tables
  - CBSA Border and Commercial Consultative Committees
  - Fresh Produce Alliance-CFIA Technical Working Group
  - National Index on Agri-food Performance, and more

# Half Your Plate

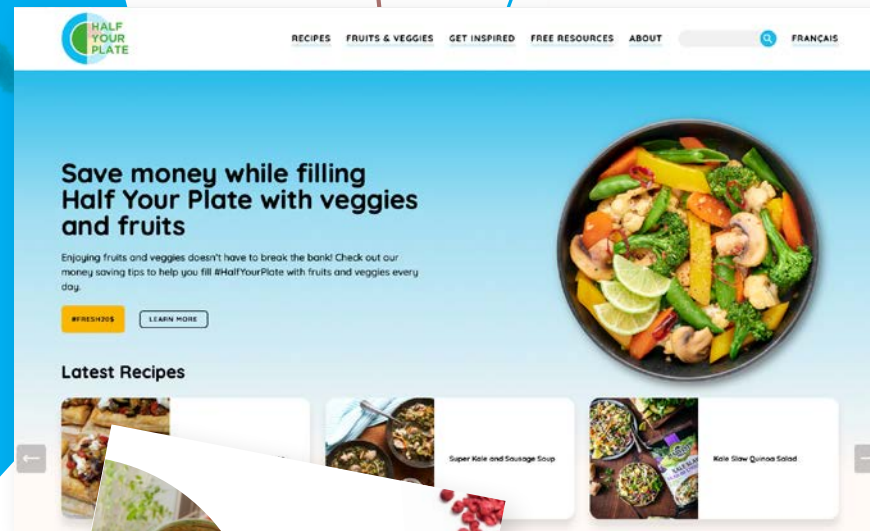
## Website

- Revamped the website to deliver a better user experience
- **58K** users (Jan-August)
- **122K** page views

## Resources

New resources were developed to help Canadians fill half their plates with fruits and veggies

- Try something new: Fruits and veggies from around the world
- 6 easy ways to fill half your plate with fruits and veggies
- How to make a stir fry
- How to store your produce in the fridge
- Saving money guide
- Waste less guide



## Half Your Plate NEWSLETTERS

### CONSUMERS

Average open rate: **35%**  
Click-through rate: **4%**

### HEALTH PROFESSIONALS

Average open rate: **35%**  
Click-through rate: **5%**

## Freggie Children's Program

- **The Freggie curriculum** has been updated and redesigned to align with current nutrition recommendations

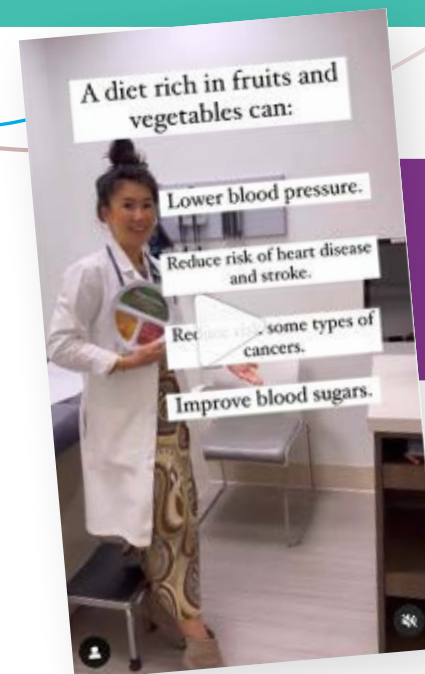


## Social Media and Influencer Program

Jan 1-August 8, 2023

- **1.8K** mentions on social media
- **2.5M** reach
- **4.8M** impressions

- Influencer program (Nov 1, 2022-Aug 4, 2023)
  - Reach: **349.3K**
  - Engagement: **19.1K**
  - Estimated media value: **\$426.4K**



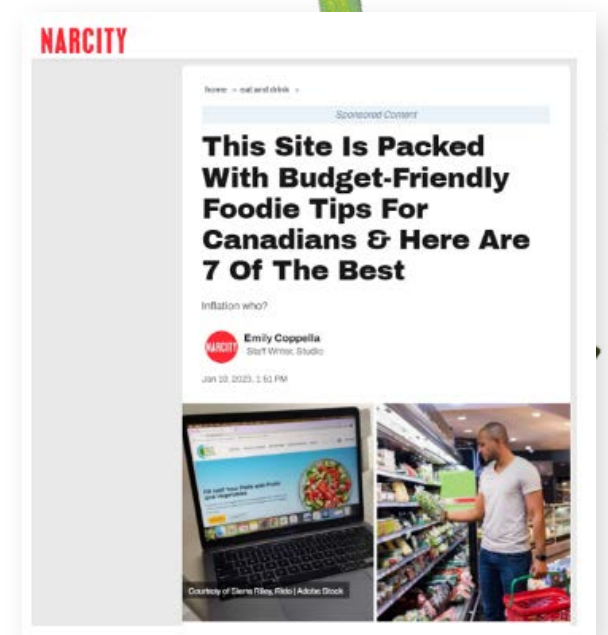
## Health Professionals' Network

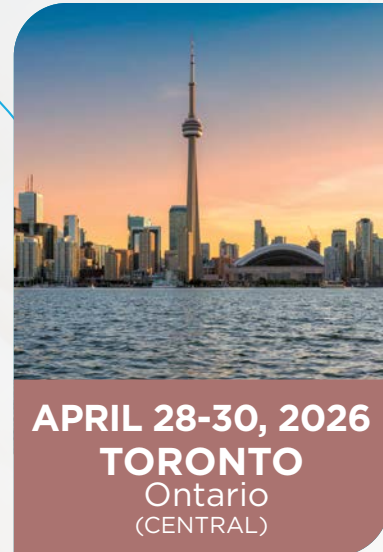
- **1275** health professionals
  - **42%** increase since last year
- **New** fruit and vegetable toolkit for health professionals
- **Webinars**
  - Trained Save-On-Foods dietitians who delivered a produce webinar to **30** produce managers from Western Canada
- Sponsored brain health webinar featuring leafy greens delivered to **539** health professionals



## To Tackle Food Inflation This Past Year, Half Your Plate

- **Shared** budget-friendly tips on Narcity Canada, a popular website with millennials, which generated:
  - Over **6K** page views
  - Average time spent on the article: **4 minutes**
  - **11.38%** click-through rate
- **Worked** with dietitians across Canada to highlight how much produce they could buy with \$20 via Instagram reels (#Fresh20 campaign)





# OVER 1000 YEARS OF COMBINED EXPERIENCE

## Meet the CPMA Board of Directors

Chair | **Colin Chappelaine** | Star Group / BC Hot House Foods Inc  
Past Chair | **Mario Masellis** | Catania Worldwide  
1<sup>st</sup> Vice Chair | **George Pitsikoulis** | Canadawide Fruit Wholesalers Inc.  
2<sup>nd</sup> Vice Chair | **Steve Bamford** | Fresh Advancements  
Executive Committee Member | **David Dube** | Krown Produce  
Executive Committee Member | **Steve Boulianne** | Metro Richelieu Inc.

**Brian Faulkner**  
BCfresh

**Andrea Vandergrift**  
Costco Wholesale Canada

**Robert Johnson**  
Country Grocer

**Bernard Coté**  
Courchesne Larose Ltée

**Daniel Terrault**  
Cultures Gen V

**Dan Martin**  
EarthFresh

**Jennie Coleman**  
Equifruit

**Dave Pullar**  
Federated Co-operatives  
Limited

**Jozef Hubburmin**  
Fresh Direct Produce Ltd.

**Jerry Dzikowski**  
Giant Tiger Stores Ltd.

**John Corsaro**  
The Giumarra Companies

**Sabrina Pokomandy**  
Highline Mushrooms

**Oleen Smethurst**  
Loblaw Companies Ltd.

**Mimmo Franzone**  
Longo Brothers Fruit  
Markets Inc.

**Stephan Schmekel**  
North American Produce  
Buyers Limited

**Steve Roosdahl**  
The Oppenheimer Group

**Kendra Mills**  
P.E.I. Potato Board

**Michael Catalano**  
POM Wonderful LLC

**Zack Jones**  
Save-On-Foods Limited

**Yan Branco**  
Sobeys National  
Procurement

**Tom Bak**  
Sysco

**Kimberly Roberts**  
Walmart Canada

**Jeff Madu**  
Windset Farms