



2023/2024

WORKING FOR YOU

FOR 100 YEARS

CPMA  ACDFL

CPMA.CA

CPMA Fresh Week 2024



- **+ 4000** attendees
- **638** exhibit spaces
- Visitors and exhibitors from **29** countries
- **+ 1300** unique companies represented at the event
- **+ 300** companies exhibiting including **148** from international
- **60** products from **36** companies participated in the New Product Showcase
- **42, 223** lbs of leftover produce donated to the Greater Vancouver Food Bank.

Social Media Engagement

669 mentions **2.1M** impressions **1M** reach

“CPMA 2024 proved to be a vibrant hub for networking, forging fresh partnerships, and advocating for sustainable food packaging across North America. We eagerly anticipate exhibiting at the upcoming CPMA 2025 show in Montreal to amplify the pivotal role of custom-designed rPET packaging in advancing a circular economy. We are grateful to CPMA and Centerplate for partnering with us to champion sustainability, transparency, and traceability.”

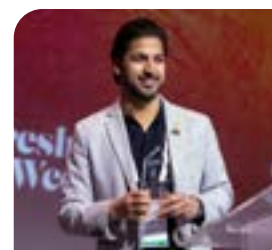
Lucid Corp

Awards

Convention Awards



CPMA Lifetime Achievement Award
Murray Driediger
BCfresh



Fresh Health Award
City Wide Produce



Young Professional Award
Jessica Levac
Bellemont Powell



The Packer's Produce Person of the Year Award
David Karwacki, Former CEO of The Star Group

Best Booth Awards



Best Island Booth
Mastronardi Produce

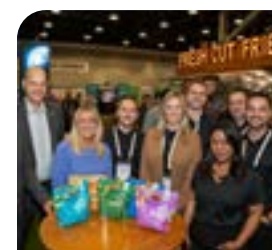


Best Inline Booth
Sollum Technologies



Best First-Time Exhibitor Booth
Quik's Farm

New Product Showcase Awards



Best New Product Award
Steamed fresh vegetables
EarthFresh



Best Snackable Product Award
Snack Packs
Taylor Farms



Packaging Innovation Award
Mucci Farms



Organics Award
Eco Paper
Windset Farms



Food Safety

- Held **3** food safety workshops attracting **120 participants**
- CPMA representative joined the IFPA Food Safety Steering Committee
- CPMA, representing IFPS, was added to the GFSI – North American working group

Innovation

- CPMA 2024 featured the second edition of Innovation Zone which highlighted **8 innovative companies**
- **70+ companies** on the Produce Innovation Hub



Education

- Launched Women in Produce Pilot Mentoring Program
- Held Young Professionals Events attracting **110** participants
- Released **12** episodes of Produce Talks podcasts
- Held **6** Learning Lounges at CPMA 2024 Trade Show
- Passion for Produce Program
 - **20** people participated in the 14th cohort in Vancouver
 - Over **225** young professionals have participated in the Passion for Produce program since 2010



Sustainability

- **Developed** impact studies to mitigate risks with proposed fresh produce packaging regulations in Canada
- **Made multiple appearances** including as a panellist at Fruit Logistica in Berlin, promoting the fresh produce industry's efforts and investments in sustainable packaging.
- **Developed** a sustainable packaging guide for fresh produce highlighting market-leading packaging use cases and providing tools to improve the adoption of sustainable packaging
- **Supported** the Sustainability and Packaging Working Group by guiding members in their efforts to adopt sustainable packaging and increase sustainability outcomes
- **Hosted** the International Sustainability Summit, in partnership with GCFP and IFPS on April 26 in Vancouver which attracted over 100 fresh produce stakeholders from around the world

Communications

Member bulletins

- Average open rates **increased by 3% to 44%**

Social media

- X followers: **Increased by 3% to 2474**
- LinkedIn followers: **Increased by 26.2% to 7540**

Websites

CPMA website

- Total # of users **increased by +1.7%**
- Page views **increased by +13.4%**

Convention and Trade Show website

- Total # of users **increased by +229%**
- Page views **increased by +261%**



Market Research

CPMA published unique Canadian research reports with the most current data on retail trends, economic indicators, consumer perspectives and behaviours

- **Canadian Marketplace Annual Report**
- **CPMA Produce Yearbook**
- **Quarterly Customer reports**



From left to right – Ron Lemaire, CPMA President; Amy Argentino, FVGC Director of Operations; Quinton Woods of Gwillimdale Farms; The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food; Jan VanderHout, FVGC Past President; and Marcus Janzen, FVGC President

Advocacy

- **Held two successful advocacy events** on Parliament Hill: Fall Harvest and Farm to Plate
- **Engaged** with elected officials from all parties throughout the year, and grew our presence on Parliament Hill with monthly newsletters to Parliamentarians and staff
- **Highlighted 25** recommendations for Federal Budget 2024 and made submissions to more than **25** national and international government consultations
- **Recognized MP Kody Blois as the 2023 Produce Champion** and hosted **6** Parliamentarians at the 2024 CPMA Convention and Trade Show



On the right, Kody Blois, MP for Kings-Hants, Nova Scotia, and CPMA 2023 Produce Champion

Key Achievements

- The Grocery Sector Code of Conduct obtained support from all grocers and key suppliers, and \$1.2 million in funding from the federal government
- Bill C-280, the *Financial Protection for Fresh Fruit and Vegetable Farmers Act*, passed with nearly unanimous support in the House of Commons and is now in the Canadian Senate
- The Government of Canada announced a National School Food Program, a longstanding CPMA recommendation to the government
- CPMA joined Canadian Parliamentarians in meetings with US Congressional representatives and officials on the importance of integrated supply chains, food security and financial protection for fresh produce sellers
- The establishment of the National Supply Chain Office reflected a core CPMA recommendation for a whole-of-government approach to address supply chain disruptions
- Several CPMA recommendations were included in reports from House of Commons Standing Committees, including the Finance and Agriculture and Agri-food Committees



From left to right – Senator Mary Robinson, Congressman David Valadao, MP Heath Macdonald, MP Kody Blois, Congressman Glenn “GT” Thompson, MP John Barlow, MP Scot Davidson, Congressman Jim Costa, Senator Brent Cotter, MP Randy Hoback, and Ron Lemaire, CPMA President

Issue Management

- CPMA was actively engaged in **dozens of key areas of impact** for the industry, including trade, customs, labour, organics, plant health, labelling, supply chain challenges, other regulatory challenges, and more
- In 2023-2024, CPMA:
 - **Engaged** regularly with federal departments including CFIA, AAFC, CBSA, Health Canada, Transport Canada, ECCC, and others
 - **Coordinated** meetings between produce supply chain members and officials from federal departments to discuss issues impacting the industry
- **Represented** industry on multiple government and stakeholder working groups, including:
 - > Agriculture and Agri-food Canada Sector Advancement Tables
 - > Agriculture and Food Budget Coalition
 - > CBSA Border Commercial Consultative Committees
 - > Fresh Produce Alliance-CFIA Technical Working Group
 - > Global Coalition of Fresh Produce
 - > National Index on Agri-food Performance
 - > Organic Standards Review Technical Committee, and more

Labelling

- **Completed 23 label reviews** and answered **109 labelling questions** from CPMA members
- **Hosted** a labelling webinar with CFIA on the labelling requirements in Canada
- **Established** a CPMA Labelling Task Force as a forum to address industry labelling issues with CFIA
- **Advocated successfully for** the reclassification of sulphite treatment of table grapes to address labelling challenges for the sector

Industry Efficiencies

- **Chaired** the International Federation for Produce Standards
- **Co-led** Produce Traceability Initiative efforts to support industry compliance with the new US FSMA 204 Traceability Rule
- **Coordinated** the Canadian review of 7 applications for new PLU codes

Half Your Plate

Website

- **124,000** users
- **18,436** homepage views



Half Your Plate #Fresh20 campaign helps Canadians include more fruits and veggies in their grocery baskets

New consumer tools and resources

- **Educational videos:**
 - An Easy as 1, 2, 3 video series to help consumers select, store, and prepare produce
 - New infographics:
 - > Cheat sheet: Vegetable cooking times
 - > Produce pairing guide
 - > The ultimate guide to leafy greens
- **A collection of healthy and on-trend recipes** (E.g. Grilled Caesar salad, cold veggie peanut noodle salad, dill pickle sandwich, etc.)



Social media engagement

Half Your Plate was actively engaged on Instagram, Facebook, X, Pinterest, and YouTube, to reach various audiences. A 2024 social media guide was created and distributed to the industry for monthly content development ideas and inspiration.

- **5.6 M** combined impressions
- **2.7 M** combined reach
- **43,976** combined followers
- **57,010** combined engagement



Health Professionals

Half Your Plate collaborated with dietitians and health professionals to improve consumers' fruit and vegetable consumption.

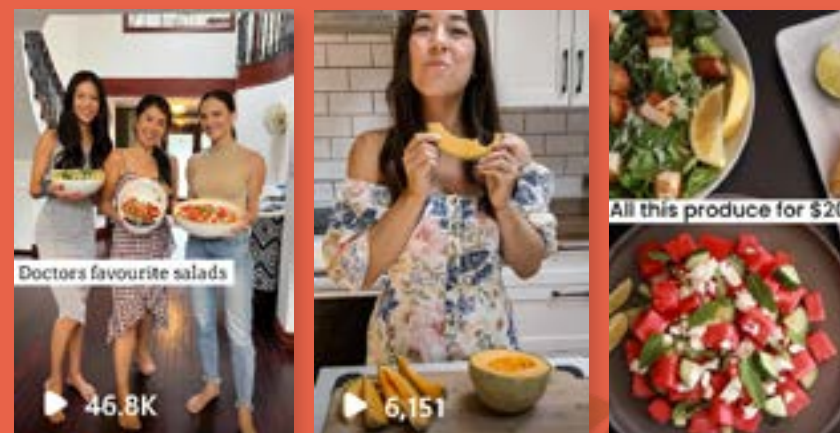
- **1767** health professionals in *Half Your Plate* network
- *Half Your Plate* exhibited at the International Congress of Nutrition and Dietetics and interacted with more than **300** dietitians

- **487** registered for a webinar targeting dietitians to help picky eaters eat more veggies
- **60** dietitians and nutrition professionals attended the *Half Your Plate* symposium at the 2024 CPMA Convention and Trade Show held in Vancouver

“I love your new veggie prep cheat sheet! I can't wait to share it with my prenatal nutrition group and counselling clients. *Half Your Plate* resources are always so colourful, practical, and beautifully designed.”

“I just wanted to thank CPMA for the Ottawa fruit and veggie field trip tour for dietitians. What an amazing opportunity to visit the nearby produce industry with such an enthusiastic group. The resources and nutrition materials provided are very much appreciated and will be useful in practice.”

Influencer Program



Half Your Plate worked with various influencers on social media, from Olympians and chefs to dietitians and health professionals, to reach new audiences and promote fruit and vegetable consumption.

- **1.7M** impressions
- **218,000** reach
- **12,200** engagement
- **\$155,900** estimated media value



Freggie™ Children's Program

Educators across Canada implemented activities from the Freggie curriculum to help kids in their classrooms eat more fruit and vegetables.

THANK YOU



CPMA ACDFL

LE PROGRAMME DE RECONNAISSANCE DES PARTENAIRES

CENTER PLATE

PARTNER RECOGNITION PROGRAM

cpma.ca



CPMA

100 YEAR PROVEN TRACK RECORD

ADVOCATING FOR
THE PRODUCE
INDUSTRY

CONNECTING
INDUSTRY
MEMBERS

STRENGTHENING
BUSINESS
RELATIONSHIPS

SUPPORTING
BUSINESS GROWTH
IN CANADA



CPMA.CA



APRIL 8-10, 2025
MONTREAL
 Quebec
 (EAST)



APRIL 28-30, 2026
TORONTO
 Ontario
 (CENTRAL)



2027
VANCOUVER
 British Columbia
 (WEST)

OVER 1000 YEARS OF COMBINED EXPERIENCE

Meet the CPMA Board of Directors

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2nd Vice Chair | **David Dubé** | Krown Produce

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Executive Committee Member | **Andrea Vandergrift** | Costco Wholesale Canada

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Associated Grocers

Brian Faulkner
BCfresh

Andrea Vandergrift
Costco Wholesale Canada

Robert Johnson
Country Grocer

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Courchesne Larose Ltée

Daniel Terrault
Cultures Gen V

Dan Martin
EarthFresh

Jennie Coleman
Equifruit

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Giant Tiger Stores Ltd.

John Corsaro
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Gwillimdale Produce Ltd.

Michèle McMillan
Ippolito Fruit & Produce
Ltd.

Hutch Morton
J.E.Russell Produce Ltd.

Kendra Mills
P.E.I Potato Board

Jeff Madu
Windset Farms

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POM Wonderful LLC

Sierra Johnston
Save-On-Foods Limited

Mimmo Franzone
Longo Bros. Fruit Markets
Inc.

Simon Romano
Loblaw Companies Ltd.

Stephan Schmekel
North American Produce
Buyers Limited

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Yan Branco
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CPMA

CANADIAN PRODUCE
MARKETING ASSOCIATION