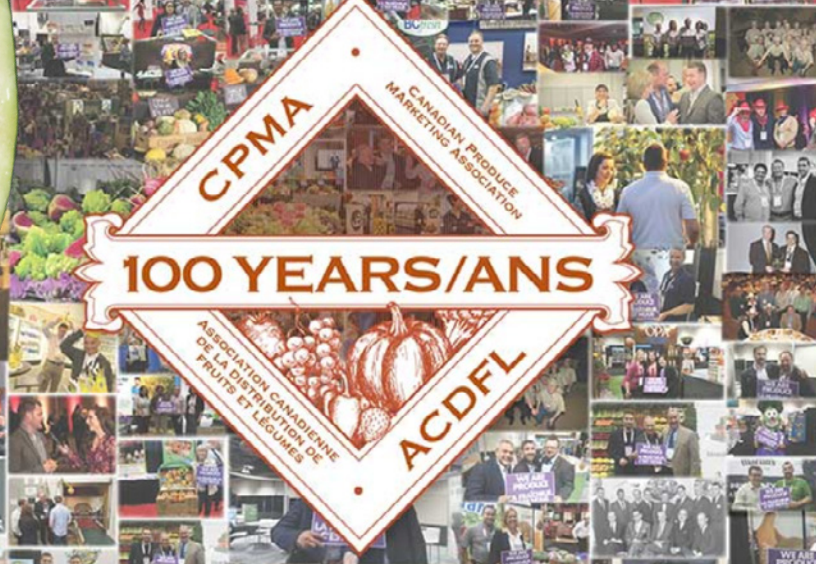


WORKING FOR YOU

2024/2025



CPMA's 100th ANNIVERSARY



Marked this significant milestone through

• A microsite: **4.4K**
unique visitors

**Social media
engagement:**

- **+24,000**
impressions

- **+5,000**
video views

- **+600**
clicks

CPMA Fresh Week 2025

- **+ 4300** attendees
- **688** exhibit spaces
- **+29** countries represented
- **+ 1200** unique companies
- **+ 300** companies exhibited including **138** international
- **70** products from **49** companies participated in the New Product Showcase
- **46,808** lbs of leftover produce donated to the Moisson Montreal Food Bank

Awards

Convention Awards



**CPMA Lifetime
Achievement**
**Les Mallard
Fyffes**



Fresh Health
Rollo Bay Holdings



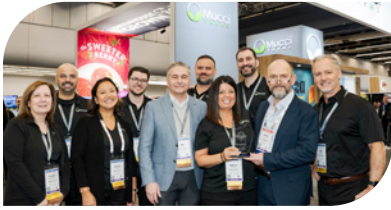
Young Professional
**Amanda Sharman
Del Fresco Produce**



**The Packer's
Produce Person
of the Year**
**George Pitsikoulis
Canadawide Fruits**



Best Booth Awards



Best Island Booth
Mucci Farms



Best Inline Booth
Ponderosa Mushrooms



Best First-Time Exhibitor Booth
Mitchell Lincoln

New Product Showcase Awards



Best New Product
SSizzlin' Hot
Stuffed Mushrooms
Highline Mushrooms



Best Snackable Product
Fresh Foods
Carrot Shakers
Bolthouse Fresh



Packaging Innovation
Backyard Farms® Green
Leaf Lettuce
Mastronardi Produce



Organics
Organic Sun Drops
Grape Tomatoes
Mucci Farms

Social media
engagement

• **103** mentions • **716K** impressions
• **125K** reach

Food Safety

- **Held 3** food safety workshops attracting **185** participants
- Surveyed members to identify “pain points” caused by Canadian Food Inspection Agency (CFIA) activities
- Engaged with CFIA to assist members in navigating various regulatory requirements of the Safe Food for Canadians regulations
- Collaborated with industry partners in advocating for a single national food safety system

Innovation

- Held a 3rd edition of CPMA's Innovation Zone at CPMA 2025 in Montreal
- Partnered with up-and-coming innovators including accelerators, academic incubators, funding organizations and government entities
- Expanded our presence at domestic and international innovation events





Education

- Passion for Produce Program
 - **19** people participated in the 15th cohort in Montreal
- Women in Produce Program
 - Hosted 1st Women in Produce Summit at CPMA 2025 which attracted over **80** women
- Over **247** participants in the Passion for Produce program since 2010
- Held Young Professionals Event attracting over **75** young professionals in Toronto
- The Produce Talks podcast continues to offer members up-to-date information in an accessible, conversational format



Sustainability

- **Launched** the CPMA Sustainability Strategy highlighting sustainable packaging, reducing food loss and waste and GHG emissions, and mitigating sustainability reporting risks
- **Established the first ever** CPMA Sustainability Committee with members from across the supply chain
- **Developed** a strategy for compostable PLU sticker adoption based on a global standard
- **Launched** a supply-chain wide food loss and waste policy analysis study, supplemented by an update to the CPMA retail shrink survey
- **Hosted** an industry workshop to assess options to mitigate sustainability reporting risks

Communications

- **49%** average bulletin open rates: **5%** increase
 - **8834** LinkedIn followers: **13%** growth
 - **23%** increase in Convention website users and **104%** increase in page views
- 

Market Research

Provided members with the most current data on retail trends, economic indicators, consumer perspectives and behaviours through

- **Canadian Marketplace Annual Report**
- **CPMA Produce Yearbook**
- **Weekly Consumer Pulse reports**



- Hosted a successful Fall Harvest event on Parliament Hill in November 2024
- Represented the fresh produce industry in federal election efforts, including meetings and submissions to all parties outlining key issues of importance to the industry
- Built relationships with new and returning Parliamentarians at three post-elections Meet and Greets in Montreal, Vancouver and Toronto

- **Highlighted 22** recommendations for Fall 2025 Federal Budget and made **over 20** submissions to multiple national and international government consultations on issues of impact to the industry
- Recognized **MP Lianne Rood as the 2024 Produce Champion**
- Engaged with elected officials from all parties throughout the year and grew our presence on Parliament Hill with monthly newsletters to Parliamentarians and staff

Advocacy



Advocacy Achievements

- After decades of advocacy, **Bill C-280**, the ***Financial Protection for Fresh Fruit and Vegetable Farmers Act***, passed at the third reading in the Canadian Senate and received Royal Assent in December 2024
- Achieved regulatory gains for members through the planned removal of long-standing labelling irritants by CFIA
- Successfully advocated for the removal of Canadian retaliatory tariffs on certain U.S. fresh produce items, which imposed costs on importers and consumers and threatened action against Canadian exporters

Issue Management

CPMA is actively engaged in **dozens of key areas of impact** for the industry, from food affordability to customs, labelling and other regulatory challenges, labour, organics, plant health, trade, supply chain challenges, and more

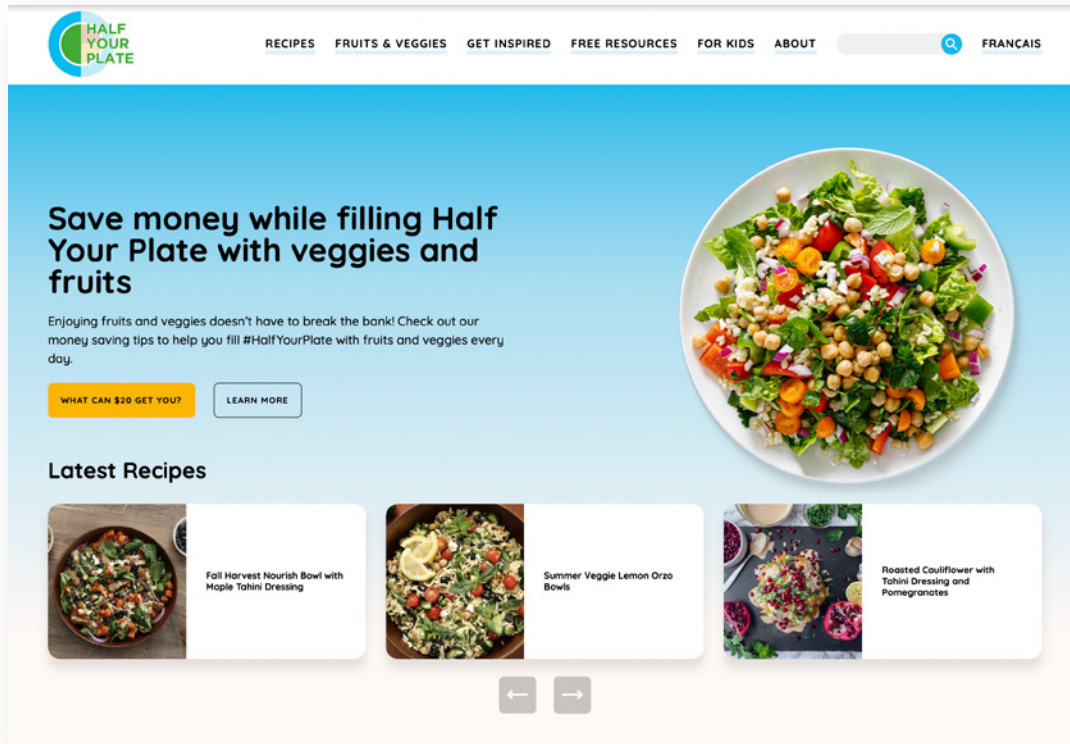
- **Engaged** on a regular basis with federal departments including CFIA, AAFC, CBSA, Health Canada, Transport Canada, ECCC, and more
- **Engaged** with international government departments to deepen partnerships with industry in Mexico and the U.S. to support trade
- **Coordinated** meetings between 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
 - CGSB technical working group
 - National Index on Agri-food Performance
 - Organic Standards Review Technical Committee, and more

Labelling

- Completed **26 label reviews** and answered **118 labelling questions** from members
- **Held a meeting** between CFIA and CPMA Labelling Task Force to advance a flexibility on net quantity declarations for fresh produce
- **Collaborated** in the national review of the voluntary non-GMO labelling standard
- **Engaged** with CFIA and PMRA on pesticide-free claims; collaborating with FVGC to explore industry guidance on biopesticide use
- **Collaborated** with QPMA and OQLF on Quebec Bill 96 requirements

Industry Efficiencies

- **Chaired** the International Federation for Produce Standards (IFPS)
- **Led** IFPS Sustainability Committee efforts to advance global industry efforts in the standardization of PLU compostability, sustainability auditing and reporting
- **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

- **445,000 views** (+125% growth)
- **289,000 active users** (+90% growth)
- Designed new consumer resources



#Fresh20 Campaign



Highlighted how much produce consumers can get for \$20 through the #Fresh20 weekly campaign in partnership with Canadian dietitian influencers

- Over **150K** reach
- Over **140K** impressions
- **224** social mentions



Social Media Engagement

Maintained a strong presence on Instagram, Facebook, Pinterest, YouTube, and now on Tik Tok to promote fruit and vegetable consumption.

- **11.4%** growth on Instagram
- **+ 42K** combined followers
- **+ 120K** reach on Facebook
- **+ 10K** views on Tik Tok since launching on July 1, 2025
- **+ 1M** views combined from influencer collaboration





Health Professionals

Teamed up with dietitians and health professionals to inspire consumers to eat more fruits and vegetables:

- Over **2250** health professionals are part of the *Half Your Plate* network
- More than **70** dietitians and nutrition professionals participated in the *Half Your Plate* Symposium at CPMA 2025
- Organized a Calgary produce tour which attracted **24** dietitians who gained firsthand insights into the produce industry.



Freggie™ Children's Program

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

THANK YOU MERCi



CPMA ACDFL | LE PROGRAMME DE RECONNAISSANCE DES PARTENAIRES
CENTER PLATE
PARTNER RECOGNITION PROGRAM

Visit us online for more information
cpma.ca

Pour de plus amples renseignements, veuillez visiter
cpma.ca

THANK YOU

TO OUR MEMBERS FOR
100 YEARS OF SUPPORT



@HalfYourPlate

@halfyourplatecanada



@CPMA_ACDFL

cpma.ca



APRIL 28-30, 2026
TORONTO
 Ontario
 (CENTRAL)



APRIL 13 - 15, 2027
VANCOUVER
 British Columbia
 (WEST)

OVER 1000 YEARS OF COMBINED EXPERIENCE

Meet the CPMA Board of Directors

Chair | **Steve Bamford** | Fresh Advancements

Past Chair | **George Pitsikoulis** | Canadawide Fruit Wholesalers Inc.

1st Vice Chair | **David Dubé** | Krown Produce

2nd Vice Chair | **Steve Boulianne** | Metro Richelieu Inc.

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

Executive Committee Member | **Jeff Madu** | Windset Farms

Brody Powell
Associated Grocers

Brian Faulkner
BCfresh

Robert Johnson
Country Grocer

Bernard Coté
Courchesne Larose Ltée

Daniel Terrault
Cultures Gen V

Dan Martin
EarthFresh

Jennie Coleman
Equifruit

Lindsay Young
Federated Co-operatives
Limited

Adri De Wet
Fresh Direct Produce Ltd.

Jack Howell
Fyffes North America, Inc.

Jerry Dzikowski
Giant Tiger Stores Ltd.

Alex Giumarra
The Giumarra Companies

Quinton Woods
Gwillimdale Produce Ltd.

Michèle McMillan
Ippolito Fruit & Produce
Ltd.

Hutch Morton
J.E.Russell Produce Ltd.

Simon Romano
Loblaw Companies Ltd.

Frank Gambioli
Loblaw Companies

Kendra Mills
P.E.I Potato Board

Michael Catalano
POM Wonderful LLC

Aaron Bregg
Save-On-Foods Limited

Joe Fusco
Longo Brothers Fruit
Markets Inc.

Stephan Schmekel
North American Produce
Buyers Limited

Michael Catalano
POM Wonderful LLC

Stewart Lapage
The Oppenheimer Group

Yan Branco
Sobeys National
Procurement

John Lambiris
Star Group/CFP Ltd.

Tom Bak
Sysco Canada

Kimberly Roberts
Walmart Canada Corp

CPMA

CANADIAN PRODUCE
MARKETING ASSOCIATION