



FALL HARVEST MOISSON D'AUTOMNE

Meetings on the Hill
Rencontres sur la colline

FALL HARVEST 2018 – Meetings on the Hill INDUSTRY'S OPPORTUNITY TO IMPACT PUBLIC POLICY

From November 5th to 7th, join members of the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) for three days of focused advocacy work on Parliament Hill.

As we approach the 2019 federal election, a number of key issues continue to impact the entire fresh produce supply chain in Canada – taxes, labour, trade and many others. It is crucial that the produce industry is active in outreach to government to ensure that our industry's needs are recognized in these efforts.

Our meetings are proven to work. Our advocacy in Ottawa during Fall Harvest led to several recommendations being included in the House of Commons Finance Committee's pre-Budget 2018 report to the Finance Minister just one month after Fall Harvest 2017. These meetings have also played an important role in enabling access to key decision makers year-round while raising the profile of the fresh produce industry and its issues.

Industry teams will meet with parliamentarians and senior level civil servants to communicate our message. Your participation as a delegate or sponsor is the key to success in elevating the voice of the produce industry above the many vying for the attention of our government. Please see the attached agenda and registration form for further details and don't hesitate to contact CPMA or CHC if you would like further information.

"Fall Harvest is our industry's signature advocacy event on Parliament Hill. Having attended Fall Harvest since its inception, I have seen the progress we can make with legislators on tackling some of the biggest issues facing our industry: international trade, labour, and increasing fruit and vegetable consumption. We support all efforts to ensure the viability of our industry and ensure we have fresh produce for Canadians; Fall Harvest is an effective tool for industry to align on issues of impact and lobby government for tangible results."

– Mike Furi, Federated Co-operatives Limited

"Fall Harvest is a wonderful opportunity to network and build relationships with MPs and their staff. It has opened doors for us and I am a strong supporter."

– Brian Gilroy, CHC President



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Make the voice of the produce industry resonate on Parliament Hill. Participate in Fall Harvest 2018 and [register](#) online today.

Sincerely,

Ron Lemaire, CPMA President

Rebecca Lee, CHC Executive Director



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FALL HARVEST – Meetings on the Hill – DRAFT AGENDA

Monday, November 5 to Wednesday, November 7, 2018

Fairmont Château Laurier, 1 Rideau Street, Ottawa

DATE	AGENDA ITEM	TIME
Day 1 November 5*	Welcome remarks, introductions and coffee	10:30 a.m. – 11:00 a.m.
	Issues Overview	11:00 am. – 12:00 p.m.
	Power of Persuasion Presentation	12:00 p.m. – 12:15 p.m.
	Lunch with Keynote Speaker Chantal Hébert (Toronto Star)	12:15 p.m. – 1:30 p.m.
	Plenary – Issues Deep Dive	1:30 p.m. – 3:00 p.m.
	Coffee Break	3:00 p.m. – 3:15 p.m.
	Team Prep and Practice with CPMA/CHC Staff	3:15 p.m. – 4:00 p.m.
	Final Remarks and Housekeeping Items	4:00 p.m. – 4:15 p.m.
	Group Picture on Parliament Hill	4:15 p.m. – 5:00 p.m.
	Dinner for Fall Harvest Participants	6:00 p.m. – 8:00 p.m.
Day 2 November 6	Breakfast and Meeting Prep	7:00 a.m. – 8:30 a.m.
	Meetings on Parliament Hill	9:00 a.m. – 5:00 p.m.
	Question Period**	2:00 p.m. – 3:00 p.m.
	Reception with Parliamentarians and Staffers	6:30 p.m. – 9:00 p.m.
Day 3 November 7	Self-hosted time for participants	8:00 a.m. – 12:00 p.m.
	Joint Fall Harvest and CGIM Lunch	12:00 p.m. – 1:00 p.m.
	Meetings on Parliament Hill	1:00 p.m. – 5:00 p.m.

Please Note: All participant-only events occur at the Fairmont Chateau Laurier. Locations for individual team meetings with parliamentarians can be found on the Team Schedule which will be shared with participants once in Ottawa.

**All Fall Harvest participants are required to attend the events on November 5, 2018.*

***Space is limited and tickets will be distributed to the first 30 participants.*



CANADIAN PRODUCE
MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture



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Fall Harvest 2018 – Meetings on the Hill Hotel and Registration Form

Don't miss your opportunity to advocate on behalf of your business and the fresh produce industry. Be sure to register and book your hotel room by October 5th, 2018 in order to secure our group rate.

Please click [here](#) to register online and to book your hotel room.





FALL HARVEST 2018 SPONSORSHIP

As we approach the 2019 federal election, a number of key issues continue to impact the entire fresh produce supply chain in a Canada – taxes, labour, trade and many others. It is crucial that the produce industry is active in outreach to government to ensure that fresh produce industry needs are recognized in these efforts.

On November 5-7, 2018, members of the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) will conduct three days of focused advocacy work on Parliament Hill, lobbying parliamentarians on these issues on behalf of Canada's fruit and vegetable industry. This event will be followed next spring with an Ottawa event to refresh parliamentarians about our key issues.

Our success depends on your financial support. Your sponsorship will help turn a modest budget into activities and communication materials that parliamentarians and government regulators will remember long after our meetings are over.

Our meetings are proven to work. Our advocacy in Ottawa led to several recommendations being included in the House of Commons Finance Committee's pre-Budget 2018 report to the Finance Minister just one month after Fall Harvest 2017.

To support success, we are offering three sponsorship options: a \$5,000 sponsorship to be split between Fall Harvest and our spring 2019 parliamentary event, a \$3,000 Fall Harvest sponsorship, or a \$1,000+ Fall Harvest sponsorship. Sponsorships help defray the costs of meeting space downtown, communications and marketing, AV and a unique reception for parliamentarians and political staffers.

In recognition of your support, you will receive:

- Company name recognition on sponsor materials (\$1,000+ sponsorship);
- Prominent recognition with your logo on key promotional material and on-site signage (\$3,000 and \$5,000 sponsorship);
- Two tickets to the political reception with parliamentarians and staffers on November 6th, 2018 (\$3,000 and \$5,000 sponsorship);
- One ticket to the spring 2019 parliamentary event (\$5,000 level sponsors only);
- One time recognition in *Produce Now*, CPMA's monthly e-bulletin, and *HortShorts*, CHC's e-bulletin; and
- Recognition through CPMA and CHC's various social media channels.

Most important, your contribution will allow participants to positively influence key decision makers on behalf of Canada's fruit and vegetable industry. Without your help, we will not get the face time or logistical support we need. Please support CPMA & CHC Advocacy events by pledging your donation today.



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Fall Harvest 2018 and Spring Parliamentarian Event 2019 Sponsorship Form
Hosted by CPMA & CHC

Company Name		
Contact		
Address	City	
Prov. / State	Postal Code	Country
Tel.	Ext.	
Email		

Amount you wish to sponsor/Montant que vous souhaitez contribuer

<input type="checkbox"/>	\$ 5,000 in support of Fall Harvest and Spring Parliamentarian Event
<input type="checkbox"/>	\$ 3,000 in support of Fall Harvest
<input type="checkbox"/>	Other amount (min. \$ 1,000) in support of Fall Harvest \$ _____

For Invoicing Purposes

Please indicate how you would like to receive the invoice. Note: **Invoices will be issued by CPMA**

Email / Courriel

Mail / Poste

To the attention of

Email

Address

City

Prov./State

Postal Code

Country

Sponsor Signature / Signature du commanditaire

Date

Please return this form to: **Jennifer Oakley** CPMA • 162 prom. Cleopatra Dr., Ottawa, ON, K2G 5X2 Canada
Tel (+1) 613-226-4187 X218 • Fax: (+1) 613-226-2984 • joakley@cpma.ca



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