



Canada-Türkiye Trade Consultations
Global Affairs Canada
Trade Negotiations Division (TCE)
111 Sussex Drive
Ottawa, ON
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Submitted via email: TCE-consultations@international.gc.ca

September 14th, 2026

RE: [Consulting Canadians on a potential free trade agreement with Türkiye](#)

To Whom It May Concern:

On behalf of our members across the fresh fruit and vegetable supply chain, the Canadian Produce Marketing Association is pleased to offer comments to Global Affairs Canada regarding a potential free trade agreement with Türkiye.

About CPMA

Based in Ottawa, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies active in the marketing of fresh fruit and vegetables in Canada, from the farm gate to the dinner plate, spanning the entire produce industry. The Association's members include major growers, shippers, packers, and marketers; importers and exporters; transportation and logistics firms; brokers, distributors, and wholesalers, retailers, and foodservice distributors; and fresh cut operators and processors. Founded in 1925, CPMA is proud to represent more than 900 domestic and international members who are responsible for 90% of fresh fruit and vegetable sales in Canada.

The fresh fruit and vegetable supply chain is a significant contributor to Canada's economy and food security, generating \$18 billion in GDP and supporting more than 188,000 jobs in rural and urban communities from coast to coast to coast¹. In addition to our sector's economic contributions, we also provide Canadian families with safe and nutritious food that is crucial to supporting their health and wellbeing.

Comments

Fresh fruit and vegetable production is an important part of Canada's rural and urban economy, supporting the growing and selling of a wide range of Canadian-grown products. At the same time, Canada relies heavily on global partners to ensure consumers have access to safe, healthy and diverse fresh produce year-round. Given Canada's colder climate, shorter growing season and consumer demand for variety, four out of five dollars spent on fresh fruit and vegetables in Canada is spent on imported product.

¹ Signal49 Research (formerly Conference Board of Canada), 2025

Trade flows have also fluctuated over the past few years due to escalating geopolitical conflicts, supply chain disruptions, and extreme weather events. These pressures underscore the importance of trade agreements that allow importers to adjust sourcing decisions when disruptions affect the flow of fresh fruits and vegetables.

With this context in mind, CPMA welcomes the opportunity to provide comments on behalf of Canada's fresh produce sector regarding a free trade agreement with Türkiye.

Canada and Türkiye already have an established commercial relationship, though bilateral trade in fresh fruits and vegetables remains relatively limited. As an important global producer and exporter of commodities such as citrus fruit, grapes and stone fruit, Türkiye could offer opportunities to further diversify the sources of fresh produce available to the Canadian market.

To support increased market access and the long-term sustainability of the Canadian fresh fruit and vegetable industry, future trade discussions should prioritize mutual recognition of food safety systems and greater international alignment of crop protection regulations, products and residue limits. Reducing unnecessary regulatory duplication will be critical to supporting competitiveness and facilitating predictable trade.

This work requires coordination across Canadian government departments and agencies and sustained collaboration with international trading partners. Addressing these issues during trade negotiations can help prevent technical barriers from emerging after agreements are signed.

Phytosanitary requirements that are not science-based or proportionate to risk can act as effective non-tariff barriers and should be addressed as part of any enhanced trade relationship. Any future agreement with Türkiye should therefore ensure that sanitary and phytosanitary measures are transparent, predictable and science-based, while supporting efficient processes for highly perishable products.

At the same time, CPMA reiterates that an enhanced trade relationship with Türkiye should create the foundation for future discussions regarding the mutual recognition of food safety systems, while ensuring that any future market access is supported by equivalent, transparent and science-based food safety outcomes.

Imports

On the import side, Türkiye is an international supplier of several commodities of interest to the Canadian market, including citrus fruit, figs, pomegranates and apples. Given Canada's reliance on imports to meet year-round consumer demand for a wide variety of fresh fruits and vegetables, greater access to a diversified range of suppliers, including Türkiye, can provide Canadian importers with additional flexibility when disruptions affect established sources of supply. Any expansion of fresh produce imports from Türkiye should be supported by transparent, predictable and science-based requirements that reflect the highly perishable nature of the sector, including clear phytosanitary protocols and efficient border processes.

Exports

While current Canadian fresh produce shipments to Türkiye remain limited, a future agreement could help create more predictable conditions for Canadian companies to assess commercial opportunities over time. Given Türkiye's significant domestic production of many fruits and vegetables, opportunities for some

Canadian commodities may be more targeted. Nevertheless, Canada can serve as a reliable trading partner where Canadian production differs from Türkiye's domestic season or from the production of neighbouring suppliers, offering additional supply options when weather events, crop pressures, or regional disruptions affect availability in nearby markets.

CPMA encourages the Government of Canada to consider fresh produce market access as part of broader efforts to strengthen and diversify trade with Türkiye. In doing so, it will be important to address any tariff, phytosanitary, and regulatory requirements that could affect the ability of importers and exporters to build commercially viable trade over time. Strengthening the Canada-Türkiye trade relationship also presents an opportunity to diversify Canada's international fresh produce supply while exploring targeted market opportunities for Canadian growers and exporters. This would help the sector better respond to market demand and support greater stability over time.

We look forward to working with the Government of Canada to ensure that any future agreement with Türkiye supports the growth and stability of the produce sector while addressing the issues outlined above.

Thank you for taking the time to review our comments. We would be pleased to respond to any questions or provide additional information as needed.

Sincerely,

A handwritten signature in black ink, appearing to be 'RL' followed by a horizontal line.

Ron Lemaire
President
Canadian Produce Marketing Association