



Restaurant News

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CPMA and United Fresh Produce Association Hold Information Session at Canadian Embassy

[2009-08-11] The United Fresh Produce Association, in partnership with the Canadian Produce Marketing Association (CPMA) will host a special educational session on Friday, September 11th at the Canadian Embassy in Washington.

As one of three concurrent field educational sessions during this year's Washington Public Policy Conference, the embassy visit will give attendees the opportunity to meet with Canadian agricultural officials and discuss trade matters between the two countries. CPMA Chair Adrian Abbott of B.C. Tree Fruits Ltd. will welcome attendees and moderate the event.

"We appreciate CPMA joining us to host this event," says Robert Guenther, United's senior vice president of public policy. "This briefing will offer our US members who are either conducting business in Canada or who may be considering exporting products to Canada a better understanding of the Canadian standards and processes. The event will also offer tips and ideas to ensure that the process is easier, as well as provide a point-of-contact for specific questions."

"The produce trade between Canada and the United States is important to both countries," says Jane Proctor, CPMA vice president of policy and issue management. "We share many common interests from ensuring consistent government rules on matters such as food safety and inspections, to facilitating standardized best practices in the marketplace."

"In appreciation to CPMA for co-hosting this event, we are pleased to extend United Fresh member registration rates for the Washington Public Policy Conference (WPPC) to all CPMA members," says Guenther. "We hope that our Canadian industry colleagues will take this opportunity to come see Washington, learn about the U.S. government system and its effect on the North American produce industry, and enjoy a visit to their beautiful embassy."

The embassy event adds to an already-busy schedule of events at this year's WPPC, including the keynote address from USDA Secretary Tom Vilsack, the annual Fresh Festival on Capitol Hill with honorary co-hosts Senators Tom Harkin (D-IA), Saxby Chambliss (R-GA), Lindsey Graham (R-SC) and Debbie Stabenow (D-MI), and Representatives Colin Peterson (D-MN), John Lucas (R-OK), Dennis Cardoza (D-CA) and Adam Putnam (R-FL), as well as a luncheon general session featuring CNN analyst and pundit Paul Begala.

The annual conference, September 9-11th at the Renaissance Mayflower Hotel, will provide attendees the opportunity to engage in a wide range of policy-oriented activities, including visits to more than 140 congressional offices and a private town hall meeting with the U.S. Food and Drug Administration.

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