



PRESS RELEASE

CPMA releases a report highlighting the economic impact of Canada's fresh produce sector

October 5, 2023 (Ottawa, ON) – Canadian Produce Marketing Association (CPMA) has released a report outlining the economic footprint of the Canadian fresh produce supply chain.

The 2023 Economic Footprint of Canada's Fresh Produce Sector report produced by The Conference Board of Canada provides an update on similar studies conducted in 2014 and 2017, and a comprehensive assessment of the industry's contributions for the year 2022.

According to the newly published report, the economic impact of the produce sector increased consistently from \$11.4 billion in GDP in 2013 to \$13.9 billion in 2016 and nearly \$15 billion in 2022. The sector also increased the number of direct, indirect, and induced jobs in 2022 from 147,000 in 2013 to 185,400 jobs.

Other key findings in the report include:

- Farm-gate sales for vegetables rose by 11.2% to nearly \$1.6 billion and fruit sales increased by 15.3 % to \$1.4 billion in 2022 compared with 2021.
- The fresh produce industry, including the supply chain and the induced economic activity from their employees' spending, added a total of nearly \$4.1 billion in government revenues in 2022.
- Total labour income earned in the economy because of the economic activity in the fresh produce sector was nearly \$10 billion.

"We are proud to represent an industry that provides Canadians with fresh fruits and vegetables, supports employment from coast to coast to coast, and makes a significant contribution to Canada's economy," said Ron Lemaire, CPMA President. "Despite recent challenges that threatened food security in Canada, the data in this report clearly illustrate our industry's key role in the Canadian economy and food supply chain and why we need the government to work with us to support our industry's priorities."

In addition to national-level analysis, the 2023 Economic Footprint of Canada's Fresh Produce Sector report also breaks down economic impacts in certain key provincial jurisdictions, including Ontario, British Columbia, Quebec, and three Maritime provinces.

To read the full Economic Footprint of Canada's Fresh Produce Sector report, [visit CPMA's website](#).



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About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.