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## **QPMA recognizes the efforts of essential workers**

October 21, 2020

The Quebec Produce Marketing Association is taking the lead in the pan-Canadian philanthropy effort initiated by the Canadian Produce Marketing Association by recognizing the efforts of essential workers across Quebec who've been courageously on the front lines with unwavering dedication since day one of the pandemic.

As a gesture of thanks, some 500 fruit and vegetable baskets were handed out to volunteers in a number of Quebec community-based organizations Oct. 16 as part of World Food Day celebrations.

While the current health crisis affects everyone, certain groups are more impacted by the pandemic than others, especially in terms of social isolation and access to healthy food. So, it should come as

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no surprise that the Quebec Produce Marketing Association has decided to highlight the work of selected community-based organizations and their volunteers in their tireless efforts in helping the most vulnerable among us, despite being hit hard by financial and organizational factors.

“During the First Wave of the pandemic, we saw a 35 percent increase in demand at Quebec food banks. The Second Wave is already showing signs that demand will grow even more, so we must redouble our efforts in keeping up a continuous supply and in working together for a healthier Quebec,” said Sophie Perreault, QPMA president and CEO.

This awareness campaign initiative, as part of the QPMA I Love Fruits and Veggies Movement, is being carried out in partnership with Mangezquebec.com and in collaboration with the following QPMA wholesale members: Fruits et légumes Gaétan Bono, Courchesne Larose, Canadawide, and Chenail import-export.

This initiative reflects the fruit and vegetable industry’s ongoing concern about food insecurity today and is in line with the implementation of the 2018–25 Quebec Biofood Policy (Alimenter notre monde). The policy is actively supported by the Quebec Produce Marketing Association, including the objective of promoting food donations.

The QPMA would also like to thank its members, diligently working day after day to ensure that Quebecers are well fed and helping those most in need through a variety of charitable activities.

André Lamontagne, Quebec minister of agriculture, fisheries and food, and Perreault presented the Centre de bénévolat d’Acton Vale with boxes of fruits and vegetables to thank them for their unflinching efforts in providing food assistance and Meals-on-Wheels service in their region.

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