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CPMA to honor Murray Driediger with 2024 Lifetime Achievement Award



The [Canadian Produce Marketing Association](#) announced that Murray Driediger, president and CEO of BC Fresh Vegetables Inc., has been selected as its 2024 Lifetime Achievement Award recipient.

CPMA's Lifetime Achievement Award is a prestigious honor that recognizes individuals who make significant contributions to the fresh produce industry. Driediger's achievements and contributions to the produce supply chain make him one of the renowned key industry leaders in Canada.

Driediger's successful career spans over 40 years, beginning in 1979 at his family's business, Driediger Bros. Farms Ltd., where he worked as a managing partner. Since then, he has held various senior roles within the industry, including general manager for BC Vegetable Marketing Commission, president of the Golden Eagle Group, and his current position as president and CEO of BC Fresh, a role he has held since 2007.

He is greatly involved in the produce supply chain in Canada and the U.S, and his contributions have earned him prestigious industry accolades.

Driediger will be presented with the award alongside other industry members and businesses at CPMA 2024 Fresh Week's Awards Brunch on Thursday, April 25, in Vancouver.