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Encouraging healthy eating

**The Quebec government invests \$500,000
to encourage Quebecers to consume more fruits and vegetables**

Quebec City, August 19, 2023 – The Quebec government has granted the Quebec Produce Marketing Association (QPMA) \$500,000 in financial assistance to roll out a social marketing campaign through its I Love Fruits and Veggies Movement. This campaign will aim to raise awareness of fresh and processed fruit and vegetables and promote their consumption.

André Lamontagne, Minister of Agriculture, Fisheries and Food and Minister responsible for the Centre-du-Québec region, announced the grant today at the QPMA’s 76th annual conference in Quebec City. The Ministry of Agriculture, Fisheries and Food (MAPAQ) will provide \$300,000 over three years, while the Ministry of Health and Social Services (MSSS) will contribute \$200,000.

Ultimately, the campaign will promote healthy eating for all Quebecers. It will increase consumers’ knowledge of the nutritional value of fruits and vegetables produced and processed in Quebec and encourage them to reduce waste and make the most of their purchases.

Quotes

“Whether fresh or processed, fruits and vegetables are recognized for their high nutritional value. At the grocery store, they are the foods that offer the best quality and the greatest nutritional value for the price. I urge Quebecers to include them as part of their menu by exploring the wide range of products available in Quebec and the many ways they can be enjoyed. Through increased food self-sufficiency, consumers of all types will have access to a wider variety of healthy products.”

André Lamontagne, Minister of Agriculture, Fisheries and Food and Minister responsible for the Centre-du-Québec region

“Our government is proud to support the promotion of healthy food grown and processed in Quebec. By focusing on a balanced diet, Quebecers are taking another step towards a better quality of life. Quebec producers and processors offer a wide variety of fresh and processed products that can help improve Quebecers’ health.”

Christian Dubé, Minister of Health

“The QPMA represents all Quebec fruit and vegetable industry players who work together to ensure that our supply chain is efficient and offers safe, healthy, and tasty products. Through our I Love Fruits and Veggies Movement, we’re proud to be a key partner in healthy eating. The health benefits of eating fruits and vegetables are more important than ever. We firmly believe in the added value of working in synergy with governments and organizations in the field to raise Quebecers’ awareness of the need to eat more fruit and vegetables, and we thank the Quebec government for its confidence in us.”

Sophie Perreault, President and CEO, Quebec Produce Marketing Association

Key facts

- The project will be three-pronged and include:
 - A marketing campaign that targets activities that encourage dialogue and interaction with consumers to increase their food knowledge regarding processed fruits and vegetables.
 - The promotion and showcasing of Quebec fruits and vegetables on various platforms and through activities in the field.
 - The promotion and showcasing of processed fruits and vegetables, ready-to-cook products and food processing company expertise.
- The approach will involve focusing on better promotion and rolling out a consumer education and awareness strategy to stimulate the purchase of local products.
- On June 9, 2022, the Ministry of Health and Social Services (MSSS) unveiled the 2022-2025 Government Health Prevention Policy Inter-ministerial Action Plan, which aims to improve the health and quality of life of the population and reduce social inequalities where health is concerned.
- The QPMA is a not-for-profit organization that brings together members active throughout the fruit and vegetable sector and works in synergy with them and the industry’s various partners. Its mission is to mobilize industry players, facilitate marketing, and promote the health benefits of fruits and vegetables for the industry and Quebecers.
- The I Love Fruits and Veggies Movement is a QPMA initiative aimed at promoting fruit and vegetable consumption and reaching out to consumers. Its mission is to make Quebecers aware of the importance of eating fruits and vegetables as part of a healthy lifestyle and encourage them to eat them more often.

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Sources

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