



**News Release**  
For immediate release

DUX 2023 GRAND PRIZES

## QPMA “MORE FOR YOUR MONEY” CAMPAIGN WINS TOP HONOURS

**MONTREAL, February 23, 2023** – The [Quebec Produce Marketing Association](#) (QPMA) is extremely proud to be declared winner of the *Accessibility Initiative Award* at the DUX 2023 Grand Prix Gala for its “[More for Your Money](#)” campaign. The I Love Fruits and Veggies Movement, with over 400 members in the agri-food and public health sectors, was also a finalist in the *Communications Initiatives* category for “[La Minute scientifique de Christina](#),” a series of short “science in the kitchen” videos that help explain the chemistry behind cooking and preparing fruits and vegetables.

The QPMA is a food industry leader in Quebec, and the DUX Awards Competition, which celebrates its 11th anniversary this year, seeks to recognize, showcase, and promote products and initiatives that encourage Quebecers to eat better. The “**More for Your Money**” campaign is an initiative with a clear, down-to-earth message of helping consumers continue to eat fruits and vegetables despite price fluctuations. Nutritionists on the ILFV Movement team search through grocers’ flyers to find the best possible deals and headline these top choices for Quebecers. They also share recipes, advice on preservation, and practical ways to reduce waste and get more for your money. In October 2022, for example, with current flyer discounts and high availability of local and seasonal produce, \$20 would buy up to [181 servings of Quebec fruits and vegetables](#) – **at just 11 cents per serving.**

“In this period of inflation, the I Love Fruits and Veggies Movement’s promotional and educational activities are crucial for helping Quebecers fill half their plates or more with fruits and vegetables. Backed by Quebec government support, this positive, original campaign reminds us of all that we can still enjoy fruits and vegetables, even on tighter budgets. Fresh, frozen, or canned, fruits and vegetables are the food groups with the best nutritional price-value ratio,” says nutritionist Mario Lalancette, DtP, QPMA director of strategy and communications.

### **More initiatives on the burner**

The QPMA nutrition team is developing other tools to help Quebecers eat more fruits and vegetables for more pleasure and better health. These include Florence-Léa Siry’s monthly “[Zéro-gaspi](#)” booklets about ways to cut food waste, and a series of “[Fou de soupe](#)” videos with super soup recipes by nutritionist Stéphanie Côté. Both authors are official contributors to the I Love Fruits and Veggies Movement.

As readers may know, only 35% of the Quebec population consumes the minimum five fruit and vegetable servings day, while a significant gap persists between low-income and more affluent households. The I Love Fruits and Veggies Movement was set up because the QPMA is deeply concerned about this situation and is 100% committed to its mission of raising awareness among Quebecers about the importance of fruits and vegetables as part of a healthy lifestyle and making more frequent consumption possible.

### **About the I Love Fruits and Veggies Movement**

The I Love Fruits and Veggies Movement (*Mouvement J'aime les fruits et légumes*) is an initiative of the Quebec Produce Marketing Association (QPMA) that seeks to promote consumption of fruits and vegetables and reach as many consumers as possible. Its mission is to make Quebecers more aware of the importance of eating fruits and vegetables as part of a healthy lifestyle and to encourage more frequent consumption. Most of all, fruits and veggies taste great! For more information, please visit [www.jaimefruitsetlegumes.ca](http://www.jaimefruitsetlegumes.ca) or follow us on social media.

### **About the AQDFL**

Founded in 1947, the Quebec Produce Marketing Association (QPMA), the largest industry group of its kind, is a non-profit organization that brings together members from the entire fruit and vegetable industry, working in close interaction with them and with its various industry partners. Its mission is to encourage fruit and vegetable consumption and to promote activities by produce sector members. For more information, please visit [www.aqdf.ca](http://www.aqdf.ca).

–30–

Source: Quebec Produce Marketing Association (QPMA)

Information: Martine Robert  
[mrobert@national.ca](mailto:mrobert@national.ca)  
514-212-7812