

Minister  
of Agriculture and  
Agri-Food  
and Minister for the  
Canadian Wheat Board



Ministre  
de l'Agriculture et de  
l'Agroalimentaire  
et ministre de la  
Commission canadienne du blé

Ottawa, Canada K1A 0C5

### **Message from the Minister**

I'm delighted to extend greetings on behalf of the Prime Minister and the Government of Canada to everyone participating in the 2012 Fruit and Veg Tech X-Change show.

This exciting three-day event for both producers and consumers alike showcases the many new technologies and sustainable farming practices in agriculture today.

World-wide, consumers recognize Canada's top-quality fruits and vegetables, and our Government is committed to ensuring that future generations of farmers are poised to compete in the global marketplace. Along with other key investments in horticulture, we recently launched the new \$50 million Agricultural Innovation Program to improve the productivity and competitiveness of the Canadian agricultural sector and help capture opportunities in domestic and global markets.

We understand that an innovative and profitable future for Canadian farmers and processors means a stronger economy and brighter future for all Canadians. That is why we continue to support Canadian growers and the entire horticulture sector.

I encourage you to visit the many exhibits here at the show and to enjoy the great local produce for sale at the farmers' market.

Once again, welcome and enjoy the show!

A handwritten signature in blue ink, appearing to read "Gerry Ritz".

**Gerry Ritz, PC, MP**