

CPMA Education Program Guide



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About CPMA

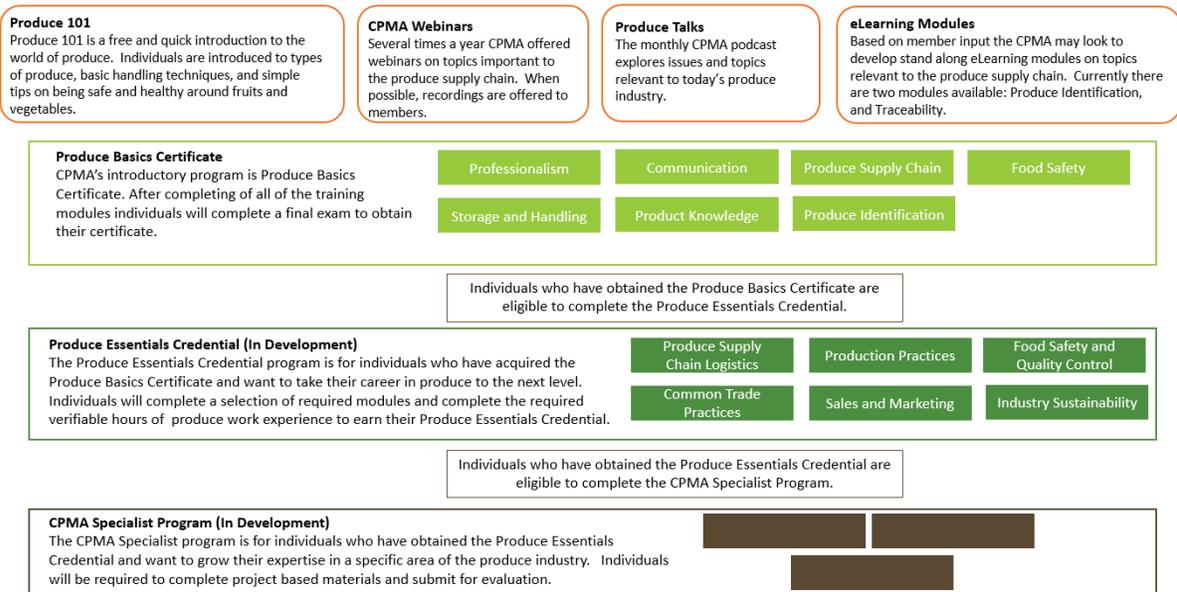
Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from the farm gate to the dinner plate.

CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating the trade of fresh fruits and vegetables for its members. CPMA members include major growers/shippers/packers/marketers, importer/exporters, transporters, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators, processors and allied industries that integrate all segments of the fresh produce industry.

CPMA is proud to represent international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs.

CPMA Online Training

CPMA Online Learning Opportunities



Produce 101

Cost: There is currently no cost for this course and learners are able to enroll themselves in the course. Produce 101 is a standalone course for individuals who have little to no experience in produce. This course has introductory information on different categories of produce, basic handling techniques, proper storage, and rudimentary food safety information.

Webinars

Cost: CPMA Webinars are offered at no cost to our members.

Several times a year CPMA is able to offer webinars to our members on topics and issues related to today's produce industry. CPMA works with a number of organizations to find speakers who are able to provide CPMA members with the best information possible. When possible these webinars are recorded and made available in the CPMA member community area.

Produce Talks

Cost: There is no cost to access the CPMA podcast.

Produce Talks is the monthly CPMA podcast that is distributed through the CPMA website, iTunes, and several other podcast catchers. Each month we explore topics that affect the produce industry such as an insight into a sector of the industry, new and emerging technologies, or trends that may influence consumer choices.

Traceability and Produce Identification eLearning Modules

Cost: There are currently no costs associated with these modules.

Developed in partnership between CPMA, PMA, GS1 Canada, GS1 U.S., and United Fresh. These modules provide an in-depth explanation of traceability and product identification in the produce industry.

Produce Basics Certificate

Cost: There is currently a cost of \$150 per learner for Produce Basics Certificate program.

The Produce Basics certificate has been developed for individuals who are relatively new to the produce industry. This material helps an individual to understand their role in the broader scope of the produce industry and obtain the knowledge, skills, and abilities expected by employers.

Produce Essentials Credential (In Development)

Cost: The complete program of five courses will be available for \$250.00, or an individual course can be purchased at a cost of \$60.00.

Individuals who have completed the Produce Basics Certificate are eligible to complete the next level to achieve their Produce Essentials Credential. This credential program is for individuals who want to take their career in produce to the next level. This program picks up where Produce Basics Certificate leaves off and expands on several topics to provide learners with an in-depth understanding of the material that every produce professional needs to know.

Produce Specialist (In Development)

Cost: To be Determined.

Individuals who have achieved the Produce Essentials Credential are eligible for the CPMA Specialist Program. The CPMA Specialist Program is for individuals who want to focus on a specific area of the produce industry. In consultation with industry experts, CPMA develops a series of specialist courses that require individuals to complete project-based programs and submit them for evaluation by industry experts.

The CPMA Credentialing Program

Responding to member requests for industry responsive training, CPMA is facilitating the development of online programs for the produce industry. CPMA has engaged members nationally and internationally in the development of meaningful and cost effective training for the knowledge, skills, and abilities needed for success in the produce industry.

Produce Basics Certificate

The Produce Basics Certificate consists eight online modules and evaluation is through a final online exam. Included are general and broad topics including: Professionalism, Communications, The Produce Supply Chain, Storage and Handling, Produce Identification, Product Knowledge, Food Safety and Food Safety Initiatives. An important aspect in this learning process is the completion of activities that allow an individual to apply the concepts learned to their work context and interact with other individuals who have and are completing the program.

After completion of the online training modules, the individuals will be able to write a 75 question online multiple choice exam. Once an individual begins the exam they will have up to three hours to complete the exam.

Individuals who complete the training modules and have successfully passed the online exam will be awarded a printable certificate as evidence of their learning. They will also be awarded a digital badge, and included in the public listing of certificate holders.

Unsuccessful attempts: Individuals who do not successfully complete the exam have two options. They can elect to appeal the grade using the appeal process, or they can choose to rewrite the exam at a later date. There is a fee of \$50 payable in advance for each option.

Produce Essentials Credential (In Development)

Cost: The complete program of five courses can be purchased for \$250.00, or an individual course can be purchased at a cost of \$60.00.

The Produce Essentials Credential recognizes individuals who have an in-depth working knowledge of the produce industry. Individuals must have their Produce Basics Certificate to enroll. This program consists of five courses that are core to the produce industry including: Produce Supply Chain Logistics; Production Practices; Food Safety and Quality Control; Sales and Marketing; and Sustainability and Social License.

Each module will end with an industry validated exam. Once an individual begins the exam they will have up to three hours to complete the exam.

Individuals will receive a certificate and digital badge for each course completed. Once an individual has completed all of the required courses they can apply to receive their credential. This application includes submitting for verification 3750 workplace hours that are primarily related to produce.

Unsuccessful attempts: Individuals who do not successfully complete the exam have two options. They can elect to appeal the grade using the appeal process, or they can choose to rewrite the exam at a later date. There is a fee of \$100 payable in advance for each option.

CPMA Specialty Program (In Development)

Cost: To be Determined.

The CPMA Specialist program recognizes individuals who have expertise in a specific sector of the industry. Individuals must have their Produce Essentials Credential to enroll. This program consists of hands on activities to be completed by individuals who seek to be recognized. Each specialization is unique and suited to the specific sector of the specialization.

Who should pursue the CPMA Credentialing Program?

CPMA programs are designed to recognize individuals who meet a predetermined standard defining competency in the field.

For Individuals:

To be able to provide produce professionals with industry validated credentials that are recognized by employers.

For Employers:

To be able to provide meaningful cost-effective training and recognition to employees.

For the Produce Industry:

To be able to establish a benchmark for needed knowledge, skills, and abilities for various roles in the supply chain.

Recognition of Learning and Accomplishment

There are a variety of methods that learning and accomplishment is recognized as part of the CPMA Credentialing program.

Public Recognition

Individuals who have completed the Produce Basics Certificate, Produce Essentials Credential, and Produce Specialist will be listed publically on a CPMA hosted website. Individuals who do not wish to be part of the public list are required to notify the CPMA Education Manager to have their name removed. The CPMA certification list will contain the individual's name and the expiration date of their credential.

Additionally CPMA will identify opportunities to recognize individuals who have obtained or renewed their Produce Basics Certificate, Produce Essentials Credential, and Produce Specialist in CPMA communications.

Digital Badges

Digital Badges are a validated indicator of accomplishment earned in various online learning environments. Badges can be displayed as part of online profiles as evidence of accomplishment. These badges will be issued for CPMA hosted courses that are successfully completed.

Produce Basics Certificate

A certificate is evidence that a learner has completed training and/or an assessment. Individuals who have successfully completed Produce Basics will be able to print a certificate as evidence of their accomplishment.

Produce Essentials Credential

Upon successful completion of the Produce Essentials Credential individuals will receive a certificate of their certification and be recognized with the Produce Essentials Credential.

Produce Specialist

Individuals who are awarded the specialty level will receive recognition of their accomplishment. If in attendance, these individuals will be recognized during the annual CPMA Convention & Trade Show.

Renewal of Produce Essentials Credential and Produce Specialist

The CPMA Certification and Speciality are valid for a period of two years from the date it is issued. Individuals may contact the CPMA to determine the date their certification or specialist expires. Individuals must obtain a total of 50 points over a period of two years to renew their Produce Essential Credential or Produce Specialist. Twice a year the CPMA will review the list of certified and specialist individuals and notify individuals who have a certification that will expire within 12 months. Certified individuals should take note that it may take more than 12 months to obtain all of their required points.

Renewing is necessary to ensure that individuals are participating in professional development activities to maintain current knowledge and skills needed by the industry.

Individuals must obtain a total of 50 points over a period of two years from the following categories:

Category	Maximum Allowable Points Over 2 Years
1. Participation in CPMA Events	50
2. Participation in Industry Events or courses recognized by CPMA	20
3. On the job experience	15
4. Participation in company training specific to produce	25
5. Participation on CPMA Committees or Working Groups	20

1. Participation in CPMA Events

Individuals can receive points for professional development from participation in CPMA events.

- Fifteen points are awarded for each full day of the event.
- Ten points are awarded for each half day of the event.
- Two points are awarded for each CPMA Webinar
- Individual must be registered to receive recognition for each event.

CPMA Event	Points for Full Participation
CPMA Convention Full Delegate	30 points
Town Hall Meetings	10 Points
Fall Harvest	15 Points
Retail Produce Manager Education Session	10 Points
CPMA Webinars	2 points

Example:

Brian is attending the CPMA Convention and wants to obtain points to use toward renewing. He is registered as a full delegate, but he is only about to attend the first day of the convention. Therefore, he is only able to claim 15 points to use for renewal. He also attended a CPMA Town hall event. He is able to claim an additional 10 points, for a total of 25 points.

Example:

Rosa has attended 3 CPMA webinars. She provides a list of the 3 CPMA webinars and claims 6 points.

2. Participation in Industry Events or courses recognized by CPMA

There are many great professional development opportunities for individuals who work in the produce supply chain. Industry events or courses that are officially recognized are credited at one point for every hour of training or conference session.

To have an event or course recognized an organization must apply to CPMA. There is an application processing fee of \$250 attached for each event. At a minimum, organizations are required to provide evidence of participation to participants, and provide the participant list to CPMA.

Individuals claiming points from these events must be able to provide evidence of attendance or participation upon request.

There are currently no other industry events recognized by CPMA.

Example:

Jill has attended a regional conference in her city. The conference lasts one day and has a full day of educational sessions. CPMA has recognized the event and had determined individuals can earn 10 points toward renewal. Jill attends all of the sessions and can claim the full 10 points.

3. On the Job Experience

On the job experience continues to an effective way to keep your knowledge current and relevant to your company. Each month of on the job experience in a position related to produce is recognized by 1 point to a maximum of 15 points.

Example:

Jayden has worked for a small regional chain of grocery stores for the past two years. He obtained his certification while working in a retail produce department. He received an offer from the company to move into a cashier supervisor role 5 months after receiving his certification. A year later he was asked to take on the role of buying produce for the chain. He has been at his current position for eight

months. Jayden can claim 5 points for his work in the produce department, and another 8 points for his work as a buyer. He provides a contact name to verify his time with the company when submitting for renewal.

4. Participation in company training specific to produce

Companies and organizations may offer internal training programs. Points are awarded for each hour of participation in these programs. Evidence of participation and program description must be made available to CPMA upon request. A maximum of 25 points can be awarded in this category.

Example:

Jordan's company regularly encourages their employees to participate in tours that they organize with their vendors. Jordan has attended three of these tours that lasted two hours on site each time. The company keeps a record of who attends each tour, so Jordan can claim a total of 6 points from these tours. When claiming the points Jordan also provide a description of the events he attended and evidence of attendance.

5. Participation on CPMA Committees or Working Groups

Members of CPMA committees and working groups gain a great deal of information and experience through active participation in the groups.

10 points are awarded for each year that a person has been an active participant in a CPMA committee or working group.

Example:

Shania participates in the CPMA working group reviewing the produce core competencies, and also on the soil working group for the past two years. Shania can claim a total of 20 points.

Appeal Process

Individuals who are not successful in completing their Produce Basics or individual courses can appeal the result for a non-refundable processing fee of \$100 that is payable in advance. The appeal application will be reviewed by CPMA staff and if the appeal is considered valid it will be reviewed by members of the CPMA Education Committee for a final review.

Individuals who are not successful in being awarded their Produce Essentials Credential or Produce Specialist can appeal the result for a non-refundable processing fee of \$200 that is payable in advance. The appeal application will be reviewed by CPMA staff and if the appeal is considered valid it will be reviewed by members of the CPMA Education Committee for a final review.

An appeal form can be requested from the CPMA through the CPMA Education Manger.

Produce Essentials Credential and Produce Specialist Lapse

Individuals who do not follow the renewal procedure above will be removed from the public list and notified that their certification or specialist credential has expired. If all documentation for renewal is not received within 60 days of cancellation the individual is not able to be reinstated.

Individuals may request an extension from CPMA which will be reviewed on a case-by-case basis. Extensions will only be granted in instances where an individual is able to provide evidence of credible reasons for the extension. The most common example would include situations where an individual has taken leave from employment, however, other situations may also be considered.

These extension requests are reviewed by industry members of the CPMA Education Committee in the same manner as the appeal process. There is a non-refundable processing fee of \$100 that is payable in advance for any extension requests.

Accessibility

The Association is committed to treating all people in a way that allows them to maintain their dignity and independence, we believe in integration and equal opportunity. We are committed to meeting the needs of people with disabilities in a timely manner, and will do so by preventing and removing barriers to accessibility and meeting accessibility requirements under the *Accessibility for Ontarians with Disabilities Act*.

Audit Process

Applications for Certification and Renewal are examined as they arrive to ensure the candidate has met the certification or renewal criteria. The CPMA Education Manager will randomly select submissions for auditing. All information submitted will be verified through contacting the candidate and the individuals they have listed on their application. Unsuccessful candidates will be notified in writing, highlighting the insufficient areas of their application.

Development Process

Development of CPMA education programs is an industry driven process that is facilitated by CPMA. Industry groups decide the training and certification to be developed and define the content needed.

1. Define the need

The need is identified by a CPMA member. The member may be on the Education Committee or a member at large. The need may be for a specific context, or it may be based on a specific component of the produce supply chain. The CPMA Education Manager then prepares a recommendation for the Education Committee based on feedback.

During this stage, a number of stakeholders throughout the produce food system may be consulted to provide information to support the recommendation. These stakeholders will also be invited to participate in further stages of development.

2. Define the Competencies

After training for the subject area has been identified, a process of clearly defining the knowledge, skills, and abilities require needs to occur. This process involves primary and secondary research, but should include genuine workplace artifacts (such as job ads and descriptions) and interviews with subject matter experts. Stakeholders are invited to be part of a working group and provide input on a draft of the competencies. The result of this work is a draft document containing a list of competencies required for the subject area.

The working group, made up of stakeholders, reviews the draft of the competencies and confirms that the list is:

- Presented in a logical and consistent manner;
- Inclusive representation of a broad range of perspectives for the subject area;
- Presented in clear language
- Current, relevant, and valid.

After the working group reviews the list of competencies and is satisfied, training and assessment development can begin.

3. Evaluate Existing Material

After the list of competencies have been clearly defined, it is important to review other training and assessment options that may exist. By defining the competencies, CPMA is defining the knowledge, skills, and abilities needed to be considered competent in the subject area. There may be options already available that could serve the same purpose for CPMA members. In cases like this material may be licensed or a preferred price negotiated. However, it is important that the material is assessed at a minimum against the following:

- Competencies Covered — Does the training material review and assess the vast majority of the competencies listed?
- Application — Is there a focus on the application of the competencies in both the training and assessment? This is preferred rather than simple memorization and rote learning.
- Administration — Does the learning material fit into, or with minimal adjustment can fit, current CPMA administration processes including learner tracking and certification tracking?
- Methods of Assessment — Is the method of assessment rigorous and valid? When considering assessment not only should the method of assessment be considered, but how the assessment was evaluated, how a pass score was calculated, and how recently the material has been reviewed.
- Cost — From a practical aspect this cannot be ignored. The goal of this program is to provide a meaningful and cost effective training and certification program for CPMA members and industry.
- Source — The source of the training and certification material must be considered when evaluating existing material. Does the organization have a good reputation as an educational organization? Has the materials been positively reviewed by user groups? Is there supporting evidence demonstrating ROI for users?

4. Develop Training and Determine Assessments

If there is not suitable existing material that can be licensed then training and assessment materials will need to be developed. Before the development of any training or certification is it important to consider the balance between the methods that will be more affective for the learner and the most effective from a cost and administrative point of view for CPMA..

5. Determine Maintenance Requirements

Based on the recommendations from the working group there may be defined criteria around maintenance for any credential. Individuals may need to participate in recognized professional development activities to upkeep certain credentials.

6. Initiate program

Each program will be launched and made available after working groups have signed off on all materials, and the program has been translated into English and French. CPMA membership will be notified through regular CPMA communications and the industry at large through industry publications.

7. Ongoing Evaluation of Program

These activities are part of a continued commitment toward ongoing professional development for the produce industry. Part of that commitment is to routinely collect feedback from stakeholders and periodically review the material so that it remains a relevant and valid measure for the industry.

CPMA will strive to complete a 3 to 5 year development cycle for these types of education projects.