



PRESS RELEASE

CPMA announces participants for the 2021 Passion for Produce Program

March 12, 2021 (OTTAWA, ON) – The Canadian Produce Marketing Association (CPMA) is delighted to announce the participants for the 2021 Passion for Produce (PFP) program which will be delivered virtually during the weeks surrounding CPMA Fresh Week.

The PFP program was launched in 2010 to support the talent development of young professionals in the produce sector. CPMA members can nominate rising stars to take part in this program to accelerate their professional development through a unique mentoring and learning experience.

“Each year, we’re amazed by the bright, young talent the PFP program attracts and develops,” said Ron Lemaire, President, CPMA. “We value the opportunity to cultivate future leaders for our industry and are incredibly proud to continue mentoring these individuals as they grow throughout their career.” said Ron Lemaire, President, CPMA. “As the program continues to grow, so do the participants’ careers, and it’s very inspiring to see the progress and success of PFP Alumni as their passion takes them to new levels in our industry.”

A virtual format will mean expanded time with industry mentors, international facility tours, and more opportunities to network and connect with other young professionals in the sector.

CPMA is proud to introduce the 2021 PFP participants:



Raeanne Anderson, Consolidated Fruit Packers Ltd.



Kevin Pedreira, Red Sun Farms



Sevag Artinian, Loblaw Companies Ltd.



Steven O'Hora, Highline Mushrooms



Vicky Blais, Metro Inc.



Kevin Qu, Fresh Direct Produce



Gary Dhaliwal, BC Hot House



Jorie Rose, EarthFresh Foods



Stephen Di Girolamo, Metro



Karina Sommerkamp, Gambles Produce



Anna Lisa Farina, The Wonderful Company



Chris Stafford, Star Produce



Scott Hunter, Burnac Produce



Marina Subic, Vineland Growers' Co-operative



Sebastian Kmiecik, Loblaw Companies Ltd.



Sharon Tian, Peak of the Market



Spencer Lightfoot, NatureFresh Farms



Sandra Ulewicz, The Ontario Produce Marketing Association



Ben Murray, Ontario Fruit and Vegetable Growers' Association



Michael Wexler, Oppy

-30-

For more information, please contact:

Micken Kokonya

Manager, Communications and Market Research, Canadian Produce Marketing Association

Telephone: 613-226-4187 x225 | Cell: 613-878-3312

Email: mkokonya@cpma.ca

About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.