

Project #8867

Communications & Marketing Plan

Project Co-ordinator: Sue McLarty

Institution: Fresh Vegetable Growers of Ontario

Duration of Project: April 1, 2006 – November 30, 2007



I. Brief Project Description

As a New organization the Fresh Vegetable Growers of Ontario (FVGO) has numerous goals and objectives. From the result of grower surveys, there is a clear mandate toward the promoting and marketing of Fresh Ontario Vegetables to increase the sales, awareness of product variety, and availability and health benefits to consumers. At the March 7, FVGO board of directors meeting the directors received quotes from various Marketing & Promotion firms. The director entertained 4 of these companies on March 24 with presentations on how the FVGO could effectively promote & market Fresh Ontario Vegetables with the main objective being the increase of sales & consumption of fresh Ontario vegetable products. The marketing & promotion campaign should increase the awareness of eating fresh vegetables and provide value to the growers who produce the Ontario fresh vegetable crops.

The FVGO recognizes the importance of Eating fresh vegetables. Recent media stories and concerns with obesity levels and the release of Canada's New Food guide support fresh vegetables in all diets. The FVGO plans a mass marketing campaign promoting fresh Ontario vegetables to the major consumer markets: the Greater Toronto Area is a major consumer market. Other urban areas will also be included such as London and Windsor.

II. Project Objectives

1. Review of overall organization and direction, development of strategic marketing plan.
2. Develop FVGO identity, brand
3. Develop and implement Media relations and publicity campaign
4. Develop and implement Transit and outdoor advertising campaign.