

Project #8899

Verified Health Quality (VHQ) Project

Researcher: Gord Surgeoner

Institution: Ontario Agri Food Technologies

Duration of Project: June 1, 2006 – December 1, 2007



I. Brief Project Description

The Fresh Vegetable Growers of Ontario (FVGO) is proposing a working relationship and full support of Verified Health Quality (VHQ) initiative that will be administered by Ontario Agri-Food Technologies under the leadership of Dr. Gord Surgeoner.

A key element of this project is to collaborate with OAFT and Dr. Gord Surgeoner on the development of the VHQ (Verified Health Quality) initiative proposed at the summit on agriculture with Premier McGuinty early in 2006. The VHQ concept is an initiative that will inform Ontario consumers of the healthfulness of specific vegetable products and how the phytonutrients they contain contribute to disease prevention and health management. A key part of this project is to tie VHQ to in-store identification of Ontario fresh vegetable products to encourage greater consumption of Ontario-grown fresh vegetables by informed consumers. Much of the work to be done in this project on VHQ is in the nature of pilot, ground-breaking work.

II. Project Objectives

1. To promote awareness of the nutrient benefits of Ontario-grown fresh vegetable products as a key strategy to increase consumption
2. To work with recognized industry partners and researchers