

For Immediate Release - December 18/06

### New Leader elected at FVGO

RIDGETOWN, ON. - Fresh Vegetable Growers' of Ontario (FVGO) recently elected a new leader at its second annual general meeting. The FVGO firmly established their commitment to vegetable growers across the province. Research, Marketing, Production Insurance and Minor Use reports were of interest to all attending.

"Our organization has moved ahead in our first real year of operation," said Larry Verbeke, outgoing chair "Our varied marketing initiatives are getting the message out: Eat More Ontario Veggies! This, along with numerous research projects to address grower's concerns, are direct responses from our members."

Jason Ryder takes over the wheel from outgoing chair, Larry Verbeke. Ryder and his family farm in the Delhi area. Verbeke remains on the executive as past chair.

"We excited to be moving forward with the FVGO organization. One of the primary focuses of the new board is the development and implementation of a strategic business and operational plan" says newly elected chair, Jason Ryder. "This will move us forward." Ryder confirms "The FVGO will be working on an extensive marketing and promotion campaign for fresh Ontario vegetables, actively lobbying for minor use registrations, and advocating for research that is of benefit to the grower and our customer, Our members have given us this direction and we will pursue it diligently in 2007"

The FVGO re-elected Jeff Wilson as Vice-President. The well-known farming advocate is also the Chair of the Asparagus Growers' of Ontario. Rounding out the executive is John Jaques as treasurer. Directors for the upcoming year are Martin Streef, Don Almas, Mark Srokosz, Charles Welsh, Mary Shabatura, and Tom Miedema.

"I look forward to the challenges ahead," said Ryder. "Our board has a great deal of experience. The FVGO plans to work in conjunction with other organizations, putting the interest of our members to the forefront."

The FVGO represents all crucifer crops, low acreage and specialty crops, root, bulb, and leafy vegetables, tomatoes, peppers, sweet corn, peas, and beans. It will not be involved in potatoes, rutabaga, garlic, processing vegetables, asparagus or greenhouse products - since those fresh products are already covered by their respective organizations.

For more information on the organization or to join visit:  
[www.freshvegetablesontario.com](http://www.freshvegetablesontario.com) or contact the office at 519-674-1581.

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