



Fresh Vegetable Growers of Ontario
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FVGO now a reality

It's no longer just a great idea or a well-worn adage – it's a reality.

The Fresh Vegetable Growers' of Ontario (FVGO) is now an official organization within the agricultural sector, adding its strength and voice to a dwindling chorus from the countryside.

“Our organization has now been recognized under the the Agricultural and Horticultural Organizations Act,” said John Jaques, the newly named chair of the FVGO. “Our executive reflects the strength and innovation that exists within our specific sector and we've also seconded a Project Co-ordinator to start us off in the right direction.”

That secondment would be Sue McLarty, from the from the Ag Business Centre at Ridgetown College. McLarty has more than 20 years of experience in administrative, management, team building, and client service in the agricultural industry, and is a graduate of the Advanced Agricultural Leadership Program (ALLP).

“Sue gives us stability to work through the growing pains our organization is and will continue to undergo,” said Jaques. “She'll provide the initial guidance in ensuring our executive remains on track in achieving our goals.”

The FVGO is dedicated to the promoting the development, sale, and export of agricultural products and providing educational opportunities related to agriculture and rural life.

In addition to Jaques, the rest of the executive includes: Mary Shabatura (vice-chair) and directors Jeff Wilson, Larry Verbeke, John Smits, John Gorzo, and Jason Ryder. Alternatives are Martin Streef, Mark Wales, Tom Meldema, Dave Barry and Don Almas.

FVGO has its roots from this year's Ontario Fruit and Vegetable Growers' Association (OFVGA) convention, and has been established as an incorporated, not-for-profit association that will look after the specific needs of the “unregulated” vegetable producers. That means representing all fresh market vegetables except potatoes, rutabagas, asparagus, garlic, greenhouse vegetables, and vegetables for processing.

“This is a very successful part of Ontario's horticultural scene and we look forward to ensuring that the best interests of all our farmers are met through this organization,” said Jaques. “We are working for a brighter future, where farmers earn respect and a living from the marketplace.”

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