

INTRODUCTION FROM OUR **CHAIR AND PRESIDENT**

On behalf of the Board, we are very pleased to present the 2020-2022 Strategic Plan.

The Ontario produce industry and the landscape in which we operate is complex and dynamic. The role of the OPMA is to help our members thrive in this ever-changing environment and build a stronger industry together.

Over the last 12 months, the Board conducted a full review of the OPMA's role in the produce industry to determine how the organization can best provide value to our diverse membership now and in the future. The result is the 2020 - 2022 Strategic Plan. Building on our past successes, the strategic plan provides a clear path for the OPMA to help the industry meet future challenges.

In the coming years, the OPMA will become the trusted resource for the Ontario produce industry by collecting and sharing relevant data and information, creating new ways for people across the industry to come together to discuss common challenges and developing programs to attract and educate new talent. The OPMA will also act as a credible resource for consumer media and develop new programs to encourage produce consumption. Collaboration with other organizations and input from members will underpin all OPMA activities. The plan also emphasises the Board's commitment to good stewardship of the organization and the resources provided by members and sponsors.

The OPMA Board developed the strategic plan based on consultation with over 100 members and other industry stakeholders. As a result, the plan retains valuable and well-loved OPMA activities, such as the gala and consumer marketing, while also introducing new initiatives to provide even greater value to members. As the plan is implemented in the coming years, the continued input of members and stakeholders will be key to the success of the OPMA and, in turn, the success of the Ontario produce industry. Together we will build a stronger industry.

With the launch of the 2020 - 2022 Strategic Plan, the Board looks forward to a bright future for both the OPMA and the industry as a whole.

Thank you,

SARAH TAYLOR
Chair

MICHELLE BROOM
President



2020-2022 STRATEGIC PLAN

OUR VISION

Ontario Produce Marketing Association:
The trusted resource for good food and good health.

OUR MISSION

Ontario Produce Marketing Association:
Connecting people and information, from field to plate.



INFORM

Act as a comprehensive source of information for all produce sold in Ontario.



CONNECT

Create opportunities for building collaborations within the industry and with external stakeholders.



ENGAGE

Provide credible information and resources to encourage consumption.



BUILD

Build an Association with strong membership and good governance.

VALUES

We act ethically; demonstrating respect & integrity.

We are member-focused.

We build stakeholder & industry engagement.

We create partnerships.

We promote awareness & continuous learning.

We encourage healthy living.

MEMBERSHIP

BENEFITS

NETWORKING EVENTS

Three Annual Events - Sponsored by our Members

GOLF EVENT

Play a round of golf, network with members and enjoy dinner

Date: September 23, 2020

Location: Lionhead Golf and Country Club in Brampton

GALA EVENT

Join over 400 members in celebrating the produce industry

Date: November 13, 2020

Location: Universal Event Space in Vaughan

TASTE OF SUMMER

Join 70 fellow members for an intimate social gathering in beautiful Niagara

Date: June 2020

Location: Niagara Region

INFORMATION & EDUCATION

QUALITY CONTROL SEMINARS

with the Director of Training & Development - Jeff Honey

**includes 40% discount for OPMA members*

SPEAKER SERIES SESSIONS

Series of four guest speaker sessions on topics that are important & relevant to the produce industry

Members:

Single Ticket: \$325

Foursome: \$1,200

Non Members:

Single Ticket: \$448

Foursome: \$1,600

Dinner only: \$75

Single Ticket: \$225

Group of Ten: \$2,000

Single Ticket: \$150

Day 1, 2, or 3: \$400

Any 2 Days: \$800

All 3 Days: \$1,200

Free to Members

All fees noted are not including taxes

MEMBERSHIP

OPMA Industry

Membership Fee: \$500

OPMA Associate

Membership Fee: \$400

Promote your product and build trust with our community of over 100,000 consumers through Produce Made Simple.

Produce
made **Simple**

2020 SPONSORSHIP PACKAGES



FEATURED PARTNERS

Starting at \$10,000

- Digital recognition on A/V screen at golf and gala venue
- Company logo in programs
- Company logo on banner at golf
- Golf and shuttle cart signage
- Sampling at putting green
- Photobooth sponsors
- Promotional video provided by sponsor played at gala
- Logo on OPMA website
- Free group of 10 at gala

**If you are interested in discussing additional opportunities, contact emilia@theopma.ca*

INFLUENCERS

Starting at \$7,500

- Digital recognition on A/V screen at golf and gala venue
- Company logo in programs
- Company logo on banner at golf
- Beverage cart logo signage
- Logo on OPMA website
- One free foursome package to the OPMA golf tournament

**If you are interested in discussing additional opportunities, contact emilia@theopma.ca*

COLLABORATORS \$5,000

- Digital recognition on A/V screens at golf and gala venue
- Company logo in programs
- Company logo on banner at golf
- Collective lunch/brunch sponsors
- Logo on OPMA website

ADVOCATES \$3,500

- Digital recognition on A/V screens at golf and gala venue
- Company logo in programs
- Company logo on banner at golf

SUPPORTERS \$2,500

- Digital recognition on A/V screens at golf and gala venue
- Company logo in programs

FRIENDS \$1,500

- Digital recognition on A/V screens at golf and gala venue
- Company logo in programs



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