

MARCH



Fresh Expressions

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Have Your Say - 2021 Member Survey

2021 Member Satisfaction Survey

Your opinion matters. The OPMA Board and Staff are consistently looking at ways to improve services and member value. To help us serve you better, please take a few minutes to answer this five-question survey by **March 26**. Leave your name to enter the draw for a chance to win a \$50 gift card.

[Click here to take the survey!](#)

Latest Industry News - Sustainability

Sustainability has become a major buzzword in the produce industry thanks to a consumer desire to see more sustainably sourced products on the shelf. We were joined by Eli Browne, Director of Sustainability at Sobeys and Ken Lyons, Director of Sales and Marketing and



Blue Mountain Fruit Company to discuss their experiences with sustainability from a retailer and supplier perspective. [Read the full article here.](#)

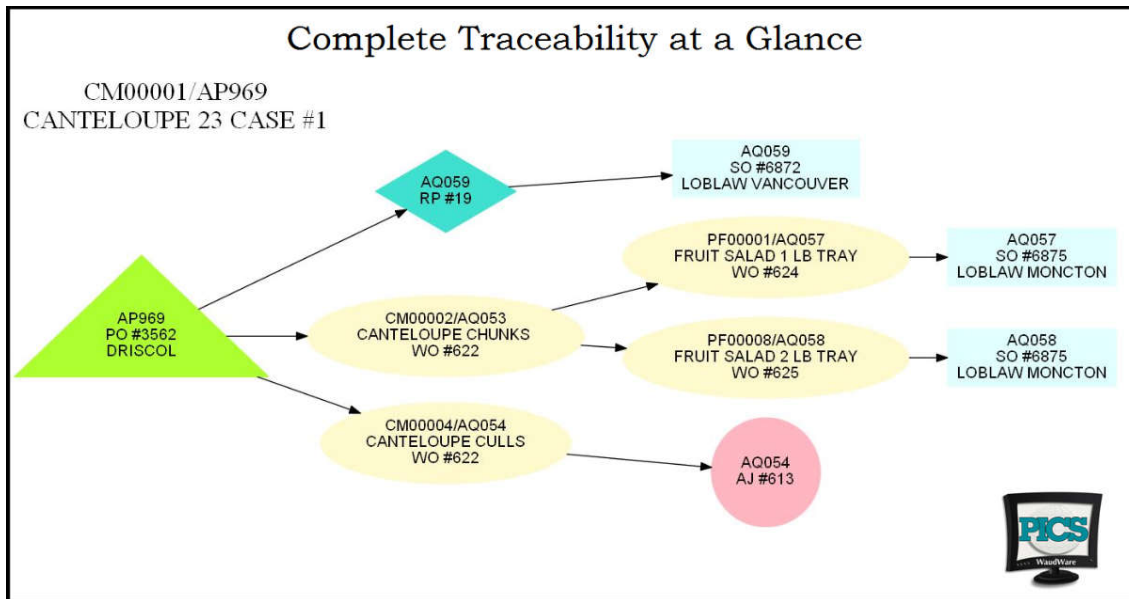
Member Spotlights

Each month we'll be featuring our member's accomplishments! Have an interesting new product or innovation that you want to share with your fellow industry members? Send us a short description (100 words or less) and an image to info@theopma.ca.

This month's features:

Complete Traceability at a Glance by WaudWare

If your fresh produce business finds itself in a produce recall or audit situation wouldn't you want to see the big picture of everything that's happened to an incoming lot?



Now you can with a new feature in WaudWare's Produce Inventory Control System (PICS) software. They developed a comprehensive flow chart that tracks and displays every step from the moment an incoming lot is received to the moment it's shipped out. This meets SFCR requirements for lot code labeling and makes everyone's job easier! [More info here.](#)

Gwillimdale Farms - Reliable quality

[Gwillimdale Farms](#) is a leading Ontario based grower-packer-shipper of fresh carrots,

onions, parsnips, beets, and potatoes. They provide reliable quality and flexibility to retail and foodservice customers, year-round. Growing on over 1,200 acres, with three full production lines, advanced storage facilities, and their own transport, they have earned the trust and loyalty of both local and international clients through consistent quality produce, reliable deliveries, competitive pricing and consumer marketing support.



Industry Updates

New Cultural Resources Library

The Government of Ontario is providing up to \$118,500 to develop specialized COVID-19 resources to better protect the health and safety of temporary foreign workers and others employed in the agri-food sector. These new resources, entitled the "Cultural Resources Library," will be designed by the Ontario Fruit and Vegetable Growers' Association. [Read more about the initiative here.](#)

Ontario Workplace Safety and Prevention Services

Free WSPS consultation services to help growers one-on-one with COVID-19 preparedness. Workplaces are eligible for two days of tailored services worth \$2,000 free of charge. Services are available until March 31, 2021. Call WSPS directly at 1-877-494-9777 to speak to a customer service representative or e-mail customercare@wsps.ca.

Commodity Loan Guarantee Program

The Commodity Loan Guarantee Program's loan repayment deadlines are being permanently extended from February 28 to September 30 to better align repayment dates with the growing season. The extended deadlines will reduce paperwork and costs for farmers who would otherwise have to transfer their loans to other financing options until the sale of their crops. The program's maximum guaranteed loan limit is

also being permanently increased from \$120 million to \$200 million to allow extended loan repayment deadlines and accommodate an increase in lending capacity. [Read more here.](#)

COVID-19 Testing Begins at Canadian Land Borders

As of February 22, 2021, travellers entering Canada at land borders will be required to take a test using a self-swab kit. Those in the trade or transportation sector are exempt from this test.

Canadian-U.S. Border to Remain Closed

The border will remain closed to non-essential travel until March 21, 2021. Essential travel will continue for those involved in the supply chain including truck drivers and skilled labourers.

USTIC Blueberry Decision

On February 11, the USITC determined that fresh, chilled, or frozen blueberries are not being imported into the United States in such quantities that would cause injury to the domestic industry. As a result, the investigation has concluded and the Commission will not recommend a remedy to the President. [More information can be found here.](#)

Importing Food into Canada with a Safe Food for Canadians' Licence

As of March 15, 2021, food import transactions will automatically be rejected unless a valid Safe Food for Canadians licence is entered in the Integrated Import Declaration. You must obtain your SFC licence to import before presenting your shipment at the border. If you currently hold a licence, review your licence profile in [My CFIA](#) to ensure that your licence has been issued for the activity of "Importing" and for the food commodity or commodities you intend to import. An SFC licence application, as well as certain licence [amendments](#), may take up to 15 business days to process but can take longer.

Get Connected - Industry

Upcoming Events

[2021 Ontario Potato Webinars - March 4](#)

[United Fresh BrandStorm - March 9](#)

[Canadian Horticultural Council AGM - March 16](#)

[CPMA AGM - March 18](#)

[Canadian Health Food Association - Healthier by Nature - March 20](#)

[Gordon Food Service Show - March 23](#)

[Food Labelling: The good, the bad and the ugly - March 29](#)

For a complete listing of upcoming events, visit the [OPMA website](#).

Get Connected - OPMA

2021 Speaker Sessions and Panel Discussions

With the help of your feedback, we've developed a lineup of speaker sessions and panel discussions featuring leading industry experts speaking on topics that directly

impact how you do business. Don't forget to add these to your calendar and regularly check out the OPMA website events page for details on how to register!

A big thank you to Eli Browne from Sobeys and Ken Lyons from Blue Mountain Fruit Company for participating in our most recent speaker session on sustainability. Miss it or want to watch it again?

[View it here on the OPMA website.](#)

Retailer Panel Discussion March 23, 1:00 pm

Hear from Canada's top retailers about three key topics selected by you:

Supplier relations, Packaging and Innovation

[For a list of retailers participating and to register, click here.](#)

To view our full list of 2021 events, visit [the OPMA website](#).

OPMA's Young Professionals Network Speaker Session

March 17, 11:00 am

In a world where information travels in an instant and there are so many voices, how do we effectively communicate our message to consumers and build public trust? Join us and Erin Cote for a conversation on what it means to have a "social license to operate."

[For more information and to register, click here.](#)

2021 OPMA Membership Renewal

Thank you for being part of the OPMA community!

OPMA membership renewals will look a little different this year. Thanks to our new website, we are now able to offer members online renewal. While we encourage you to pay by credit card, the opportunity to pay by cheque will also be available. An email with additional information will be sent out in the next week. Please keep an eye out for it and contact info@theopma.ca if you experience any issues.

Thank you for your continued support.

Consumer Marketing 101: Produce Made Simple

2021 is shaping up to be an exciting year for our Produce Made Simple Campaign! In light of it being the [International Year of Fruits and Vegetables](#), we're working with asparagus, greenhouse vegetable and potato growers on a video series designed to connect consumers with where their food comes from. These short videos will highlight the progress being made in the industry in areas such as innovation and sustainability. Interested in getting involved or have some great footage of your own that you'd like to share? Send us a message at info@theopma.ca.

We encourage members to get involved with the program by tagging Produce Made Simple on your social media posts so we can engage with and share your content with our growing community.

Instagram - [@producemadesimple](#)
Facebook - [@ProduceMadeSimple](#)
Twitter - [@ProduceSimple](#)

For more information about the program visit the [OPMA website](#) or get in touch with our Communications Coordinator, [Sandra Ulewicz](#).

We would like to congratulate Sandra for being accepted into CPMA's 2021 Passion for Produce Program! She looks forward to expanding her network and meeting new people through her participation in the upcoming events.



New Members

A big welcome to our newest member!

[Loop Mission](#)

For a complete listing of all members, visit the [OPMA membership directory](#).

OPMA Sponsors

A big thank you to this year's sponsors! It is through your support that the OPMA is able to continue connecting people and information from field to plate.

This month we are featuring three of our **Diamond** Sponsors:



Get in Touch!

Have questions? Require assistance retrieving your OPMA member login? We're happy to help! Contact us at info@theopma.ca.

