



THE ONTARIO PRODUCE
MARKETING ASSOCIATION

**CONNECT AND
GROW YOUR
BUSINESS IN THE
ONTARIO MARKET**
JOIN THE OPMA COMMUNITY



Inform



Connect



Engage



Build

Our Mission

Connecting people and information, from field to plate.

MEMBER VALUE PROPOSITION

At the Ontario Produce Marketing Association (OPMA), we bring the produce industry together - connecting growers, packers, shippers, brokers, food services, retailers, and service providers across Ontario's fresh produce supply chain.

As a member, you gain:

- Trusted insights into market and consumer trends
- A strong voice through advocacy and government relations
- High-value connections through networking and professional development
- Visibility through consumer-facing marketing and promotional opportunities

With Tthe OPMA, you're not just joining an association - you're part of a collaborative community committed to growing the market

MEMBERSHIP

Why Join the OMPA?

Joining the OPMA means amplifying your brand, growing your network, and shaping the future of Ontario's produce sector. Together, we connect people and information from field to plate - driving awareness, demand, and resilience for fresh, healthy, local food.

2026 MEMBERSHIP RATE

\$600

2026 INDUSTRY ASSOCIATION RATE

\$500

Easy ways to become a member or renew:

- Online at www.theopma.ca
- Download and fill in the **form** from the website. Send to info@theopma.ca
- Send an email to info@theopma.ca for help

Get in Touch

 info@theopma.ca

 **209 - 165 The Queensway
Toronto, ON
M8Y 18B**

MEMBER BENEFITS

Grow Demand for your Brand

With the OPMA, you're not just joining an association - you're part of a collaborative community committed to growing the market for fresh produce, building consumer awareness, and strengthening the future of our industry. Here is a summary of OPMA's member benefits:

Market Insights

- Receive quarterly consumer and industry trend reports
- Key data and benchmarking to help make informed decisions

Marketing & Promotion

- Consumer education through Produce Made Simple, reaching 20M+ impressions annually
- Brand visibility through sponsorships at OPMA's signature events

Education & Networking

- Access to events including the AGM Summit, Golf Tournament, Gala & Awards, and professional webinars
- Dedicated networks for women and young professionals
- Practical tools to build marketing and communications skills

Networking & Business Development

- Industry Connections - Build meaningful, lasting relationships across the produce value chain - from growers to retailers and beyond
- Member Directory & Committees - Access to member listings and participation in OPMA Committees enhances collaboration and visibility

Advocacy & Industry Voice

- Representation with government and regulatory bodies on issues that matter
- Opportunities to engage directly with policymakers

Recognition & Profile

- Celebrate excellence through the OPMA's annual awards program
- Attend and sponsor opportunities to highlight innovation, leadership, and impact

Community Engagement

- Support programs like the Spring Food Program initiative and Student Nutrition Ontario
- Show your commitment to healthier communities across Ontario

Member Resources

- Monthly Fresh Expressions newsletter with curated industry updates
- Regular announcements
- Access to member directories and committees

Membership benefits are available to all member company employees.