



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.

Strategic Pillars

- **Promoting the Produce Industry**
 - Play a supporting role in the marketing and sale of produce
- **Information and Resources for the Membership**
 - Connect members with the information they need to conduct business in Ontario
- **Government Relations, Lobbying and Advocacy**
 - Facilitate conversations between the membership and government officials
- **Networking and Business Development Opportunities**
 - Create opportunities for building relationships within the industry and with external stakeholders
- **Industry Data, Research and Benchmarking**
 - Strengthen member knowledge of the Ontario consumer landscape

OPMA **MEMBERSHIP**

2025 MEMBERSHIP RATE

\$600

2025 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**

Join the OPMA community

Promoting, informing and connecting members for a strong Ontario produce sector. The OPMA is the right choice for companies with an interest in the Ontario produce sector. Serving one of the most active produce markets in North America, OPMA members benefit from meaningful and lasting connections with decision makers that can have a true impact on their bottom line.

Get in Touch



info@theopma.ca



**209 - 165 The Queensway
Toronto, ON M8Y 1B8**

MEMBER BENEFITS Grow Demand for your Brand

OPMA is your marketing partner and brand ambassador

- Promote your brand to Ontario consumers on **Produce Made Simple**
 - Over 20 million annual impressions
- Access to social media influencers, brand promotion and content creation
- Support community programs for children and families
- Fuel the next generation! Your membership makes it possible for students across Ontario to access local fruits and vegetables

Access leading market research

- Access resources that build skills and improve business practices
- Strengthen your skills in communications, social media, media relations, reputation management and branding through our media toolkit and workshops
- Strengthen your knowledge of the Ontario consumer landscape with exclusive access to market research and quarterly reports from Numerator

Build your network - OPMA is your business matchmaker

- Grow your network and make meaningful business connections at the OPMA's leading industry events:
- Annual General Meeting and Industry Connect (June)
- Golf Tournament (September)
- Gala and Awards Ceremony (November)
- Level up your skills and grow your network by taking part in the fast-growing Young Professionals Network and Women's Produce Network
- Strengthen your knowledge of the industry with informative speaker sessions

Have your voice heard by government

- Get access to Ontario politicians and participate in discussions at Queen's Park

Membership benefits are available to all member company employees