

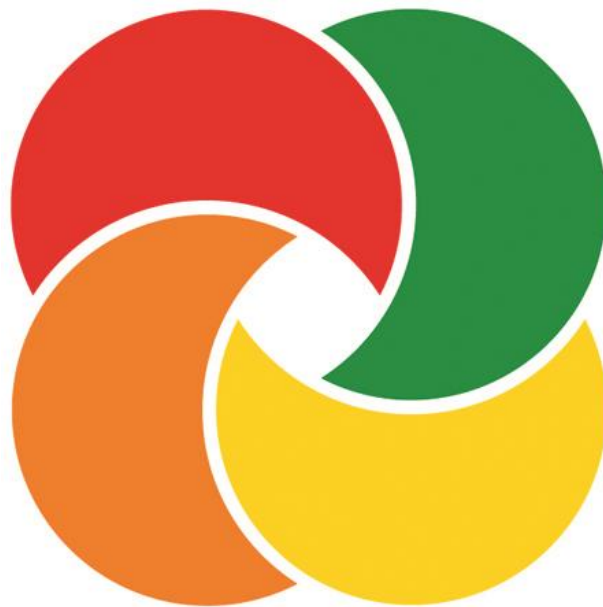
2015

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2017

ONTARIO GREENHOUSE VEGETABLE GROWERS

STRATEGIC PLAN



ONTARIO
GREENHOUSE
VEGETABLE GROWERS

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About Us

The Ontario Greenhouse Vegetable Growers (OGVG) represents all producers of greenhouse tomatoes, peppers and cucumbers in Ontario. It is financed by its membership to provide services for the purpose of improving the profitability of these producers and the sustainability of the sector. Reflecting this member service focus, the OGVG Board has approved the following Vision, Mission, Mandate, Core Values and Strategic Objectives for the organization.

OGVG Vision

Producers have continual opportunity to succeed.

OGVG Mission

Recognize and prioritize producer needs, allocate appropriate resources, implement solutions to advance the interests of growers.

OGVG Mandate

Provide market access for producers and ensure the opportunity for economic success.

OGVG Core Values

Be professional and ethical and operate with fairness honesty and integrity at all times.

Be transparent with stakeholders.

Be passionate on long-term sustainability of producers.

Demonstrate efficient and effective administration in all areas of member service delivery.

Demonstrate commitment to the highest standard of food and employee safety, quality and innovation.

Provide a rewarding, motivating and productive workplace.

OGVG Strategic Objectives

Support Sustainable Production

Support the sustainable production of greenhouse vegetables in a competitive, open marketplace environment.

- Improve Production Technology Development and Transfer
- Ensure Access to Competitively Priced Production Inputs
- Enhance Product Quality, Safety and Sustainability Practices
- Improve Business Risk Management Programming

Improve Producer Marketplace Returns

Improve marketing process to enhance producer marketplace financial returns.

- Ensure Access to Key Markets
- Expand Share of North American Retail Market
- Develop New Domestic and Export Markets
- Improve Producer Share of Marketplace Returns

Ensure Regulatory Compliance

Develop mandatory standards where required, and ensure compliance with them through a well-defined compliance support, monitoring and enforcement process.

- Review and update mandatory standards to clearly identify critical requirements of licensees
- Develop and implement clear and consistent regulatory compliance processes
- Ensure adequate compliance resources

Inform and Influence Government, Industry and Public Opinion

Inform and influence government and industry decision making in the best interests of members, and improve the public perception of the Ontario greenhouse vegetable sector.

- Build Relationships with Key Stakeholders
- Influence Government and Industry Decision Making
- Improve Public Perception of the Ontario Greenhouse Vegetable Sector