

FOR IMMEDIATE RELEASE

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Ontario Greenhouse Vegetable Growers' campaign "This is Greenhouse Goodness" recognized with the GOLD Marketing Award.

LEAMINGTON, ON – Ontario Greenhouse Vegetable Growers, (OGVG), North America's largest exporter of greenhouse-grown produce, is proud to be recognized with a Gold Hermes Award for the Greenhouse Goodness Digital campaign.

The Association launched Greenhouse Goodness as an education campaign in top U.S. markets to highlight the many benefits of making greenhouse-grown peppers, cucumbers and tomatoes the preferred choice for healthy, convenient, delicious and always fresh. The campaign, "This is Greenhouse Goodness," features bright, fresh, and healthy choices that leave the consumer with just that... "feeling good."

The plan developed in collaboration with Douglas Marketing Group, (DMG), is one component of a multi-level strategy the Association is rolling out across the Atlantic United States through a staged approach that includes social media influencers, online advertising, retail education, and point of sale.

The digital campaign and key messaging focused on Greenhouse Goodness delivering on the promise to bring nutritious, fresh, and sustainable produce to the tables of our consumers. With greenhouse-grown produce, consumers can expect consistent quality, flavourful peppers, tomatoes, and cucumber varieties every time.

"The Greenhouse Goodness campaign highlights the high standards and innovative practices that go into every step of the processes of our growers. We are dedicated to continuing our efforts in educating consumers and promoting the advantages of greenhouse grown produce while reinforcing our position as an industry leader," Executive Director, Richard Lee said when speaking about the initiative.

Kay Douglas, DMG President shares, "An impactful campaign was developed working with the values and mission of Ontario Greenhouse Vegetable Growers. The Greenhouse Goodness campaign is positioned to showcase the key benefits of greenhouse-grown vegetables aimed to educate and create industry awareness. The Association has a great mandate, members, and an exceptional product that North America can be proud of, as well as a strong message and nutritious produce to deliver to consumers."

To view the award-winning campaign visit <https://experiencedmg.com/portfolio/ogvg>

About Hermes Awards

The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing, and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry and is comprised of judges who are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. There were over 6,500 entries from throughout the United States, Canada, and 36 other countries.

About OGVG

Ontario Greenhouse Vegetable Growers, (OGVG), represent more than 170 greenhouse operators growing over 4,100 acres of fresh and nutritious peppers, tomatoes, and cucumbers. Over the past decade, the sector boasts a growth rate averaging 6% and is poised to continue that growth at a rate of 5% annually for the next ten years with the right partnerships and policies. As agricultural innovators, the sector continues to invest in research, develop, and operationalize novel technologies and applications that will continue to expand and reinforce Canada's domestic food supply system while enhancing our position as a major partner in addressing global food security.

About Douglas Marketing Group (DMG)

Douglas Marketing Group is an internationally award-winning, full-service advertising agency that serves Canada, Michigan, and the international marketplace. With offices in Ontario (Windsor) and Michigan (Troy and Detroit), the firm has the talent and expertise to ensure exceptional results-driven performance with a client-centered focus. Douglas Marketing Group has been a community partner in Southwestern Ontario, and Southeast Michigan for 33 years. A regional model with global outreach, the company has grown a technology-driven model that is relationship-based and is the visionary behind the marketing brand management software and visual roadmap, the DMG Big Picture Landscape®
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- 30 -

For further information and media inquiries, please contact:

Richard Lee, Executive Director

lee@ontariogreenhouse.com



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Greenhouse Goodness Digital Campaign

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