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Award-Winning Campaign Champions Fresh Eating and Healthy Living

LEAMINGTON, ON – Ontario Greenhouse Vegetable Growers (OGVG), North America's largest producer of greenhouse-grown produce, is proud to be recognized with two Gold Digital Advertising Awards for the Fall Freshness Campaign, and the Grocery Giveaway by Greenhouse Goodness. The awards won are part of a multi-level campaign highlighting the sector's commitment to sustainable growing habits and healthy lifestyles.

The two campaigns prove to be a winning recipe. OGVG worked with Douglas Marketing Group (DMG) to develop the strategy that is being rolled out across the Atlantic United States that includes social media influencers, online advertising and educational resources.

The Fall Freshness Campaign was an extension of the Greenhouse Goodness campaign which recognizes the many benefits of greenhouse-grown produce being available year-round. The focus on recipes surrounding warm, cozy, fall-based meals has now turned into a model used for every season. The goal was to connect with consumers by having them visit these seasonal landing pages for recipe inspiration promoting a healthy lifestyle, educational resources about our commodities and the science behind their cultivation and fostering a sense of community centred around healthy, flavourful eating.

The Grocery Giveaway by Greenhouse Goodness was a fully integrated approach brought to life by social media influencers well-known in the health and wellness community. The campaign focused on the many benefits of greenhouse cucumbers, tomatoes and peppers while highlighting easy recipes and a chance to win a prize pack, including a grocery store gift card, encouraging consumers to make Greenhouse Goodness part of their life.

"These campaigns have amplified our mission and vision of promoting the many benefits of greenhouse-grown produce and providing consumers with the educational resources they need to live a healthier lifestyle with the help of Greenhouse Goodness. We are dedicated to continuing these efforts while reinforcing our position as a leader in agriculture," said Richard Lee, Executive Director of OGVG, when speaking about the initiative.

"The campaign centred on the Goodness of greenhouse-grown produce as a healthy, fresh option for any meal. Beautiful and a smart choice that tastes great! The region boasts a robust agri-business that provides a wide selection of fruits and vegetables. DMG is proud to work with Ontario Greenhouse Vegetable Growers creating and delivering Greenhouse Goodness messages locally and across North America," said Kay Douglas, President of DMG.



From left to right: Tony Coppola, OGVG Marketing Committee Chair, Rachel Boucher, OGVG Manager: Marketing, Public Relations, Communications and Richard Lee, OGVG Executive Director with the Digital Advertising Awards Certificates.

To learn more about OGVG visit ogvg.com.

Click [Here](#) to view the award winning creative.

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