



THE ONTARIO PRODUCE
MARKETING ASSOCIATION

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Ontario Produce Marketing Association president resigns

Michelle Broom has resigned as president of the [Ontario Produce Marketing Association](#), effective Feb. 11, 2022.

Over the last three years, Broom has been instrumental in supporting and executing the board's strategic direction and she has implemented many new initiatives to ensure its continued growth and success as an association. Broom's inspiring leadership has left a lasting impression on our organization, membership and community.

The board of directors said it wishes to express its thanks and deep appreciation to Broom for her passion, dedication and exceptional service to the OPMA during a pivotal time in our organization's history. Broom's significant accomplishments with OPMA include:

- Safely navigating the OPMA financially through the pandemic while continuing to move the association forward and adding value to membership
- Delivering a three-year strategic plan to make the OPMA a connection hub for the industry and consumers
- Continued to grow the associations digital footprint with over 25 million media impressions last year alone

Although Broom will be missed by the staff, board and membership, she is embarking upon a new journey. Broom and her husband are planning to take some time for themselves and to explore the world before settling down for their next phase of life. The board will launch an executive search to identify a suitable candidate to succeed Broom in the coming weeks.

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