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**Meet the new Peak at Canadian Produce Marketing  
Association show**

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By

Keith Loria

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[Peak of the Market Ltd.](#) (Peak), with locations in Winnipeg, and Calgary, is an inclusive and diverse company driven by a dedicated group of growers and team members that has marketed quality produce for more than 80 years, supplying a wide variety of fresh, quality vegetables across Canada and throughout the United States.

For the Canadian Produce Marketing Association's annual show, Peak will be sending a large contingent, including CEO Pamela Kolochuk, vice-president of sales Ryan French, director of sales Matt Matheson, director of marketing and communications Taylor Fenn, import buyer Elizabeth Southby, account manager Barbara Sobocan and representatives from Kroeker Farms, Southern Potato Co., Dufferin Market Gardens, and W.J. Siemens Farming Co.

"We're excited to attend the 2023 CPMA Trade Show & Convention as it's a great way to reconnect with industry partners and customers while building new connections," Kolochuk said. "After taking a couple years off from exhibiting we will be back with a booth that showcases the 'new' Peak."

Attendees are encouraged to visit booth No. 1029 where a group of Peak staff and growers will be on-site sharing the variety of products and services they provide as well as highlighting the benefit of working with Peak.

"We will be talking about what we mean when we say the 'new' Peak. We will share our high-quality product and highlight our vertical integration from seed-to-plate," Kolochuk said. "CPMA is a great way to reconnect with industry partners and customers while building new connections."

Therefore, a successful show would be connecting with customers and industry partners, building business and gaining further insight into the industry.

Outside of the booth, the company has more going on at the two-day event. Kolochuk will share her insights as a panelist during the Women in Produce — Leadership in Sustainability and Innovation session. Peak will also be hosting this year's After Party on Wednesday night and looks forward to a night of fun.

The team is excited to spotlight the new Peak and make their presence known at the show.

"Since our transition from a regulated not-for-profit to an independent operation on May 1, 2022, Peak has been focused on modernizing our business while building on the foundation of 81 years of history," Kolochuk said. "We want people to know Peak is a one-stop-shop for all things produce and that we are committed to excellence in all aspects of our business."

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She noted the benefit of working with Peak is that not only can the company supply the entire produce aisle, but they are also directly connected to growers who are the shareholders/owners of the business.

“We partner and collaborate with growers at every step of the process, from seed-to-plate,” Kolochuk said.

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## About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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