

For Immediate Release

***VP of Development and Member Relations
Farm & Food Care Ontario welcomes Joel Porter***

(Guelph) December 16, 2016 – In an effort to foster stronger relationships between the food sector and Ontarians, Farm & Food Care welcomes Joel Porter as the newly-hired Vice-President of Development and Member Relations.

Porter comes from the charitable and non-profit organization sector, centering his 26 years of experience on relationship management. He has helped a variety of groups – including three universities, two hospitals, and the national division of Big Brothers Big Sisters Canada – improve and develop their membership, partner, and sponsorship bases. He also earned his Canadian Securities Course certification in 2002, and his Certified Fundraising Executive certification in 2004.

“Agriculture is amazingly diverse and Farm & Food Care Ontario is a great asset in this province,” says Porter. “There are untapped resources both in and outside the industry, and I’m looking forward to helping the organization forge stronger ties.”

Tracy Hussey, Farm & Food Care Ontario’s Executive Director, says Porter’s decision to join the organization will have a positive impact for Farm & Food Care’s two audiences – those in agriculture, and those more removed from food production.

“Maintaining good relationships within our industry is a critical part of connecting consumers with food and farming,” she says. “Joel’s background with non-agricultural groups also gives him a fresh perspective, and we look forward to applying that perspective to our business and communication strategies.”

Farm & Food Care Ontario is a coalition of farmers, agriculture and food partners proactively working together to build public trust and confidence in food and farming. Find out more at www.farmfoodcareON.org

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