

Mark MacPhail named new OPVG general manager

London, ON [July 27, 2026] – Canadian food industry executive Mark MacPhail joins the Ontario Processing Vegetable Growers (OPVG) as the organization’s new General Manager. Mark replaces Keith Robbins who is retiring from his role as OPVG’s General Manager.

OPVG represents Ontario farmers that grow nine main processing vegetable crops that are canned, frozen or pickled to provide fresh from the field products for consumers all year long.

As general manager, Mark will oversee all the organization’s operations, champion the interests of grower members, drive strategic initiatives and lead a small, dedicated team. This leadership role is responsible for strategic insight and advocacy to deliver positive impacts on the productivity and profitability of processing vegetable growers in Ontario.

“On behalf of the OPVG Board, we are looking forward to working with Mark and channeling his years of experience in the agri-food sector to support and strengthen Ontario’s processing vegetable growers,” says Dave Hope, OPVG Board Chair. “We occupy a unique niche in the Ontario industry, and it’s timely to have Mark’s North American perspective and connections in the food processing sector.”

Mark MacPhail grew up on a family farm in Prince Edward Island and graduated from the Nova Scotia Agricultural College with a BSc in agriculture. A results-driven leader, Mark has worked in the food industry for more than three decades gaining broad experience across quality control, manufacturing, global sales and agriculture.

“I’m excited to bring my agri-food industry leadership to Ontario to support growers by advancing initiatives that will enhance the productivity, profitability and long-term sustainability of Ontario’s processing vegetable sector,” says Mark MacPhail. “Agriculture has always been personal to me. Our family farm has been in continuous operation since 1821, and my brother now operates it.”

Mark’s career began in quality control at McCain Foods Canada where he rose through the leadership ranks to director, Agriculture Integrated Supply, marking more than 34 years with the world’s largest frozen potato processor. Most recently, Mark was Vice President, Agriculture for Cavendish Farms Inc. where he worked closely with growers across North America to strengthen partnerships and improve supply chain performance.

“The OPVG Board extends its heartfelt thanks to Keith Robbins for his guidance and leadership,” says Hope. “Keith raised the profile of OPVG on all fronts and leaves the organization in a great position as we welcome Mark.”

Ontario Processing Vegetable Growers is a non-profit organization that represents approximately 350 processing vegetable growers in Ontario with a mission to build a stronger processing vegetable industry in Ontario through innovation, collaboration and growth.

-30-

For more information, contact:

Dave Hope, Chair, OPVG

dhope@rogers.com

416.451.9580