

OFVC Welcomes Kelle Neufeld as New General Manager

Grimsby, ON – February 17, 2026 – The Ontario Fruit and Vegetable Convention (OFVC), Canada’s premier horticultural event, is pleased to announce Kelle Neufeld as its new General Manager, effective May 1, 2026.



With more than 12 years of experience in the agriculture sector, Neufeld brings a strong background in working with commodity boards and building collaborative relationships with growers, government, and industry partners. In her new role, she will oversee the planning and execution of OFVC.

“Having worked alongside growers for many years, I understand how important it is to create opportunities for learning, connection, and collaboration. As General Manager, I’m excited to help build on OFVC’s strong foundation of delivering a high-quality event that reflects the strength and innovation of our industry” said Neufeld.

“Kelle brings a blend of agricultural experience and proven strengths in event planning, program delivery, and organizational leadership. Her skill set makes her an excellent fit for OFVC, and we are confident she will play a key role in supporting the conference’s continued success and growth,” said OFVC Board President Kelly Ciceran.

Neufeld’s role reinforces OFVC’s ongoing commitment to strengthening the horticulture industry in Ontario and across Canada by providing valuable education, innovative products and services, and connecting attendees with leading researchers and industry experts.

About OFVC

The Ontario Fruit & Vegetable Convention is an annual event that brings together growers, researchers, and industry stakeholders from across Canada and beyond. Featuring a dynamic trade show, expert-led educational sessions, and valuable networking opportunities, OFVC plays a vital role supporting and advancing the horticulture sector.

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