

FreshCo produce is outstanding

Mississauga, ON – FreshCo is the discount store you can count on for outstanding produce. And as proof, FreshCo was recently recognized by the Ontario Produce Marketing Association (OPMA) with *The Outstanding Achievement* award.

“The Outstanding Achievement award recognizes an organization that has demonstrated an outstanding contribution to the produce industry through their efforts to improve the quality and distribution of fruits and vegetables in Ontario,” said Ian MacKenzie, OPMA President. “FreshCo was unanimously voted the winner for the quality and variety of their produce section and for the innovative ways in which they market produce in their stores.”



“We are very honoured to win this award from the OPMA,” said Rob Adams, General Manager, FreshCo. “At FreshCo we pride ourselves on offering a wide variety of fresh produce for all of our customers across Ontario. We’re celebrating the award and inviting everyone to visit our stores to see the difference for themselves.”

FreshCo launched in May of 2010 and operates 67 discount grocery stores throughout Ontario. FreshCo offers budget-minded shoppers fresh food, at cheaper prices, in a refreshingly modern environment that isn’t typical of discount grocery stores. FreshCo knows that saving money is important to consumers, which is why they buy in large volumes and pass the savings along to them. Prices are as low, or lower, than their discount competitors and they price check every week to ensure they are delivering on this promise.

The OPMA is a non-profit organization whose primary objective is to promote the consumption of fresh fruit and vegetables within Ontario. They hold an annual award ceremony to honour individuals and organizations that contribute to the growth, quality and distribution of produce in Ontario.