

FOR IMMEDIATE RELEASE

Former Minister of Agriculture and his chief of staff join Nourish Food Marketing as Agri-Food Advisors.

TORONTO - September, 22nd, 2015

Steve Peters, former Ontario Minister of Agriculture and Food, and Suzanne van Bommel, his former Chief of Staff, are making a move into the food marketing business.

The longtime duo, who have been working together for over 15 years, have joined Toronto-based Nourish Food Marketing, the only full-service agency in Canada specializing in food and beverage marketing, as agri-food advisors.

Nourish creates marketing strategies that help move products off shelves across Canada, the United States, and Europe.

“It’s important to support our local farmers and producers,” said Peters. “Suzanne and I are looking forward to helping grow the next generation of food and beverage entrepreneurs in Canada with Nourish, and giving them some guidance on how to get their brands out there.”

At Nourish, they join business partners Jo-Ann McArthur (ex-Molson, P&G and Unilever) and Andreas Düss (ex-Ogilvy and Young and Rubicam), who founded Nourish seven years ago.

Peters was Minister of Agriculture, and the 40th Speaker of the Ontario Legislature. His influence can be seen from progressive legislation, to the menu at Queen’s Park restaurant where Ontario grown food, wine and beer are now the order of the day.

Van Bommel has broad agriculture credentials of her own. In addition to co-owning Har Mar Farms Ltd., she negotiated the Agriculture Policy Framework, which included safety nets supports for farmers, on behalf of the province of Ontario with the federal government during her time as Peters’ Chief of Staff.

Founded in 2009 by Jo-Ann McArthur (ex Molson, P&G and Unilever) and Andreas Düss (ex Ogilvy and Y&R), Nourish Food Marketing helps food and beverage businesses sell more products, more profitably.

Nourish Food Marketing is Canada’s only full service marketing agency working exclusively with food and beverage clients. We help our clients get their products ready to be listed by the grocery trade, then create the marketing programs needed to build the sales needed for lasting success.

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