



Flowers Canada (Ontario) Inc. Winter Event and 59th AGM a Success

December 3, 2025

St. Catharines, Ontario

Flowers Canada (Ontario) Inc. (FCO) held its 59th Annual General Meeting and Winter Event at the Holiday Inn & Suites St. Catharines Conference Centre on December 3, 2025. The event was a resounding success with 35 greenhouse flower farms in attendance in addition to representatives from industry partners from throughout the floriculture value chain. Overall attendance continues to be strong with 94 attendees present to support the floriculture sector in Ontario.

“FCO’s track record of inviting engaging and timely speakers consistently results in strong attendance from the floriculture sector,” affirmed Andrew Morse, FCO’s Executive Director. “We were pleased to have Ksenia Bushmeneva from TD Bank provide an encouraging financial update despite the downturn in February 2025. Kelly Daynard of FFCO continues to be a crowd pleaser with her positive message to growers to speak up and be heard.”

Kelly Bushmeneva, economist with Toronto Dominion Bank, gave a fulsome assessment of the current financial climate for Canadian greenhouse businesses as well as providing a conservative forecast for the near term. This was followed by a presentation from Kelly Daynard, Executive Director at Farm & Food Care Ontario, who spoke about the importance of telling your story to avoid being misrepresented to the Canadian consumer, and offered a range of services from FFCO to help curate and deliver that message in a way that will be easily digested by the general public. As always, FCO Executive Director Andrew Morse provided a thorough overview of the association’s activities and efforts to support the greenhouse flower-growing sector and FCO members over the fiscal 2024-25.

This year, 25 members of the Niagara Greenhouse Growers (NGG) were present to attend the first Annual General Meeting of the NGG prior to the FCO Winter Event. The members acclaimed the Niagara Greenhouse Growers Committee, reaffirming the success of the pilot initiative intended to advocate for and support greenhouse businesses in the Niagara Region and its twelve municipalities. Walter Sendzik, NGG contractor and former mayor of St. Catharines, was present to review the work of the NGG including liaising with municipalities to address barriers to expansion of greenhouse businesses in the region. John Boekestyn of Boekestyn Greenhouses presided over the meeting as Chair of the committee and echoed the importance of the NGG in keeping greenhouse agriculture top of mind while municipalities continue to revise the official plans across the region.

Later in the day, growers were greeted virtually by Ontario Minister of Agriculture, Trevor Jones as well as Associate Minister of Energy-Intensive Industries and Niagara West MPP, Sam Oosterhoff. “Your industry has been a fierce champion for made in Ontario, made in Canada products,” said Min. Oosterhoff while congratulating members on their 59th annual meeting. Minister Jones echoed this sentiment and offered the support of the Ontario Government, “As we face unfair tariffs from the US, know that our government stands by you and will continue to make strategic investments necessary to grow our sector, protect our growers and Ontario’s agriculture sovereignty.”

New to the FCO Board in 2025 is Director Patrick Schenck of Schenck Farms and Greenhouses. The FCO Executive Committee remained the same as the previous year, with Rodney Bierhuizen of Sunrise Greenhouses remaining as President, Arielle DeBoer of Rosa Flora continuing her role as Vice-President,

Gina Marchionda of Jeffery's Greenhouses continuing in her role as Treasurer, and Brian Gatcke from Foliera continuing in his position as Secretary. The remaining Board members include Stephanie Slaman of Slaman's Quality Flowers, Jan VanZanten of VanZanten Greenhouses and Jason Wierenga of Wierenga Greenhouses. Zach Redpath of Linwell Gardens declined to seek election to the board for another term. The members and staff at FCO are thankful for his contributions during his tenure with the board and wish him every success in his future endeavours.

FCO would like to sincerely thank all the presenters and attendees for making the 2025 Winter Event and AGM a success once again. For more information or to receive a copy of the slide decks from FCO's 2025 Winter Event presentations, please contact admin@fco.ca.

Flowers Canada (Ontario) Inc. is the provincial trade and professional association of the Ontario floral industry serving the floriculture sector and its members, greenhouse floriculture producers, for over 50 years. FCO's mission is to promote the growth and influence of Ontario Growers by advocating the sale of flowers at home and abroad, protecting member sustainability at all levels, and promoting excellence in all areas, including through research. Please visit flowerscanadagrowers.com for more information.

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