

MEDIA RELEASE

For immediate release

Summertime and the networking was easy at the 60th Annual Quebec Produce Marketing Association (QPMA) Golf Tournament at the Le Versant Golf Club

Montreal, July 13, 2018 – The first QPMA event of the summer was held at just the right time between two heatwaves. Lots of sun and a gentle breeze created a golfer's paradise for the 60th Annual QPMA Golf Tournament, held for the third time at the Le Versant Golf Club in Terrebonne. The 227 golfers and 320 dinner guests on hand for the occasion were unanimous in rating the event, chaired by Antonio Bono (Chenail Import-Export), an unqualified success.

After fortifying themselves and meeting with their peers during the pre-tournament brunch, the players headed out valiantly on the two 18-hole courses eager for the competition to begin. They were also able to strut their stuff in hole-in-one shot, closer to the cup, and putting events.

The results of the tournament:

Best score

Winners on Les Braves: Cédric Laverdure (J.B. Laverdure), Dino Gallo (Agri-Mondo), Jean-François Laverdure (J.B. Laverdure), John LeMarquand (Sunkist Growers)

Winners at Les Moulins: Jean-François Delorme (IFCO Systems), Les Mallard (Chiquita Fresh), Ron Lemaire (CPMA), Suzanne Deschênes (Fresh Pro Sales & Marketing)

Closest to the cup

Winner of Les Braves: Cédric Laverdure (J.B. Laverdure)

Winner at Les Moulins: Enrico Charest (Sobeys)

Putting

Winners equal first: Enrico Charest (Sobeys) / Michel Roy (Maison de la Pomme)

Throughout the day, players could stop at various kiosks along the way to make the tournament even more enjoyable. With fresh fruit, watermelon, refreshing drinks, pizza, frozen treats, and street food, there was something for everyone.

Once the competition was over, it was time to relax and tend to business relationships during a cocktail, followed by an evening dinner highlighted with various drawings for more than 40 prizes and gifts for QPMA members.

The event was also an opportunity to donate funds to a charity every year selected by the association's board president. This year two organizations, the Canadian Cancer Society and the

Crohn's and Colitis Foundation of Canada, were selected in the hope of benefiting the maximum number of people possible. Each organization received a cheque for \$2500.

The QPMA wishes to thank all sponsors, partners, and, of course, participants for making this year's Golf Tournament another great success. Thanks also to the golf committee and volunteers. Plans are already in the works for the 2019 event and the QPMA is looking forward to seeing everyone there once again.

About the QPMA

The Quebec Produce Marketing Association is a non-profit organization that brings together members from every sector of the fruit and vegetable industry, working in close synergy with them and with its various industry partners. In carrying out its mission of creating a favourable environment for the development of fruit and vegetable marketing in Quebec, the QPMA plays a leadership role in representing and promoting the best interests of its members with government and industry.

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