



## **Alliance of Ontario Food Processors Employee Wins Canada's New Exciting Thinkers Award**

*Cher Mereweather Awarded Canadian Grocer's Generation Next Award*

### **For immediate release**

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**Toronto, ON--** At tonight's Canadian Grocer Golden Pencil Awards, the Alliance of Ontario Food Processors' (AOFP) Cher Mereweather was announced as the 2012 winner of the Generation Next Award. The Generation Next Award recognizes individuals under the age of 40 who have demonstrated exemplary innovation, leadership and commitment to the grocery and consumer packaged goods industries.

Cher's impressive career in the agri-food sector, from ground breaking research to sustainability consulting and training, earned her this year's Generation Next title. These days, Cher finds herself as managing director for the Ontario Food Industry Environmental Coalition (OFIEC), an initiative administered by AOFP. In her position with OFIEC, Cher is entrusted with the responsibility of acting as the leading voice on sustainability for Ontario's food and beverage manufacturing industry. Undaunted by this task, Mereweather's early contributions have already left a positive mark with the AOFP's associates: "Cher is going to challenge people to think about sustainability and innovation in a progressive new light. She is a leader whose positive influence will not only position the industry for greater market development, but will also assist the food and beverage manufacturing industry in developing strong strategic plans for the future," says the AOFP executive director, Steve Peters.

Undoubtedly, it is Cher's passion and confidence in sustainability that lies at the heart of her success: "My experience in research and consulting has shown me time and time again, the undeniable merits that sustainability and innovation have on the food and beverage manufacturing industry. I want to help the industry tap into its full potential by making sustainability and innovation a source of competitive advantage," says Mereweather. "By establishing a balance of economic, social and environmental impacts in the decision-making process, I believe the industry in Ontario will position itself as a national leader in the food and beverage manufacturing sector."

**About OFIEC**

OFIEC is a coalition of food industry associations representing Ontario's food and beverage manufacturing and input supply sectors. OFIEC is the leading voice on sustainability for Ontario's Food and Beverage manufacturers. We are committed to representing our members' interests on sustainability issues, to being a trusted information resource for all parties with a stake in food and beverage sustainability, and to helping our members enjoy the benefits and opportunities that come with operating in a sustainable manner. OFIEC is administered by the Alliance of Ontario Food Processors (AOFPP) and was formed under Growing Forward, a federal-provincial-territorial initiative. For more information, visit [www.ofiec.ca](http://www.ofiec.ca).

**About AOFPP**

The Alliance of Ontario Food Processors is a non-profit organization of food and beverage manufacturing companies and industry organizations. Members have joined together to provide a comprehensive and co-ordinated approach to promoting and representing the Ontario food and beverage manufacturing industry on issues of common interest and concern. For more information, visit [www.aofpp.ca](http://www.aofpp.ca).

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