



## Jodi Johnson Joins Peak of the Market

Peak of the Market is proud to announce that Jodi Johnson has joined our team as Marketing and Communications Manager.

Jodi's 20-year career in marketing and communications spans two provinces. A Winnipegger at heart, Jodi's career began with the Manitoba Turkey Producers but a move to Calgary resulted in a 15-year career in multiple communications and high-profile special events roles with the Calgary Stampede; the most notable being the Royal Visit of the Duke and Duchess of Cambridge in 2007. An opportunity with the Red River Exhibition brought Jodi home, where she spent the past 10 years as Communications and Marketing Manager.

"Jodi is a great fit for our newly created position of Marketing and Communications Manager," said Pamela Kolochuk, CEO, Peak of the Market. "Jodi's extensive experience, coupled with her enthusiasm, will serve Peak of the Market well in years to come."

"I am very proud to be joining the team at Peak of the Market," said Johnson. "There are some wonderful stories happening at Peak of the Market. Whether it's sustainability on the farm, innovative technology in the Distribution Centre or the significant health benefits of products being produced by the growers, I am looking forward to sharing all kinds of stories with a variety of audiences. Stay tuned!"

### **Jodi can be reached at:**

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A Manitoba, house-hold name, Peak of the Market has marketed quality and locally grown produce for 79 years supplying over 100 different varieties of fresh, quality produce to Manitoba, Saskatchewan and Alberta. Our solid reputation resulted in being named one of the "Top 100 Canadian Food & Beverage Companies 2017".

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### For more information:

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