



PRESS RELEASE *For Immediate Release*

ELLIOTT CURRIE NAMED EXECUTIVE DIRECTOR OF THE ONTARIO HAZELNUT ASSOCIATION: Provides leadership for new initiatives

Guelph, ON, May 15, 2014 – The Ontario Hazelnut Association (OHA) is announcing the appointment of Elliott Currie, professor in the Department of Management at the University of Guelph, as Executive Director. In this position, Prof. Currie will lead many of the programs that have been started by the OHA. These include the business development mandate to encourage growers to start hazelnut orchards in southern Ontario, develop business assistance programs for the sector and to oversee the administration of the association.



“Elliott Currie brings a lot of experience and business savvy to the Ontario Hazelnut Association” says grower and OHA Chair Martin Hodgson. “The Board of Directors has endorsed this appointment, and are pleased to have his leadership and enthusiasm for this important new crop in Ontario”

“I am very excited with the prospects of this journey and the opportunity for greenhouses and nurseries, growers, aggregators, manufacturers and retailers for Ontario hazelnuts” says Elliott Currie. “With the support of the board, we hope to move this association and the industry forward by leaps and bounds”.

Relationships with industry and government stakeholders will be a key endeavor of the Executive Director. These will be to facilitate further discussions on support programs, communications, membership, training, and research and development. These efforts will all be in support of attracting entrants into the industry and to raise the profile of this new and exciting industry expansion.

About the Ontario Hazelnut Association

The Ontario Hazelnut Association has set a vision for the hazelnut industry in Ontario for producers, aggregators, processors and retailers in the province. It promotes the development, sale and export of hazelnut agricultural products. It provides educational opportunities to enhance hazelnut production in Ontario and has created a network for information and resource sharing, research and project collaboration. The OHA promotes the brand "Hazelnuts Ontario" through the Ontario Hazelnut Association and actively advocates for the benefit of hazelnut industry growth and development

For more information:

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