



For Immediate Release

Darby McGrath named as one of 2023 Influential Women in Canadian Agriculture

VINELAND STATION, Ontario, May 8, 2023 –

Women play a critical role in agriculture. From farming to research, community outreach, technology and more, women's contributions to the sector are vast and vary across disciplines. Recognizing this work led to the creation of the Influential Women in Canadian Agriculture (IWCA) program in 2020.

The program, initiated by Annex Business Media, is a national competition that recognizes six women annually who are driving the future of agriculture in Canada. Vineland Research and Innovation Centre (Vineland) is thrilled to acknowledge and congratulate Dr. Darby McGrath, Vice President, Research and Development, on being named as a successful 2023 IWCA recipient.



Honorees are invited to participate in sharing their stories, wisdom and insights in the IWCA podcast series, *AgAnnex Talks*, presented by Top Crop Manager, Potatoes in Canada, Canadian Poultry, Fruit & Vegetable, Drainage Contractor and Manure Manager magazines.

"I'm honoured to be amongst this prestigious list of remarkable women who have been honoured through the 2023 IWCA program. Sharing the accomplishments and role women have played in agricultural leadership continues to be an important narrative to both celebrate and encourage greater women's participation throughout all facets of agriculture. I look forward to sharing my experiences and also in hearing those of fellow honorees, who are striving to help shape and improve upon the face of agriculture," says Dr. Darby McGrath, Vice President, Research and Development.

"Darby's passion for horticultural research and innovation is infectious. She strives for excellence in her work, empowers her team, thinks creatively and produces results that have direct value to the horticultural sector. It's the kind of forward-thinking leadership that will help the sector improve and thrive in an increasingly competitive and challenging environment. The Vineland family would like to extend our most sincere congratulations to Darby, as well as other 2023 IWCA recipients and nominees, who strive to make a difference through their passion and dedication to the industry," says Dr. Ian Potter, President and CEO.

About Vineland Research and Innovation Centre

Vineland Research and Innovation Centre is a uniquely Canadian results-oriented organization dedicated to horticulture science and innovation. We deliver innovative products, solutions and services through an integrated and collaborative cross-country network to advance Canada's research and commercialization agenda.

We are located in Canada's Niagara Region, on the traditional territory of Anishinaabeg, Ojibway/Chippewa and Haudenosaunee peoples. This territory is covered by the Upper Canada Treaties.

We are an independent, not-for-profit organization, funded in part by the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. For the latest on our research and innovation visit www.vinelandresearch.com.

-30-

For more information, please contact:

Diana Huson, Director, Marketing and Communications

905-562-0320 x624

diana.huson@vinelandresearch.com