

Audrey Primeau
Administrative Director

Centre Maraîcher Eugène Guinois Jr. Inc.
audrey@cmeguinois.com | 514-269-5487



Application for a Position on the QPMA Board of Directors

Dear Members,

My name is **Audrey Primeau**, Administrative Director and part of the new generation of leadership at **Centre Maraîcher Eugène Guinois Jr. Inc.**, a family-owned business deeply rooted in Québec's agri-food landscape since 1978. Our mission: to offer fresh, locally grown vegetables with rigor, passion, and responsibility.

Beyond day-to-day operations, I work with a **strategic vision focused on innovation — both in our practices and the integration of technological solutions — sustainability, and enhancing the visibility of our industry**. In my role, I lead transformative projects, identify growth opportunities, develop new markets, and build strong partnerships with the community, agri-food sector, and government bodies. My goal is clear: **to drive our company forward while actively contributing to the advancement of Québec's vegetable farming sector**.

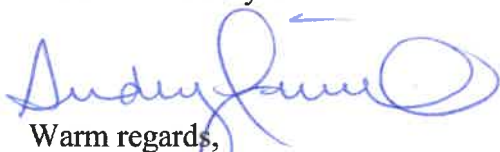
My experience has also allowed me to participate in several **QPMA** events, which have been invaluable **for building strong relationships, exchanging ideas, and contributing to a shared vision for the future of our industry**. Today, I wish to take this engagement further by serving on the Board of Directors.

What motivates me:

- Representing the interests of local producers, distributors, and processors with a strong, consistent, and committed voice.
- Addressing critical issues such as **regulatory reciprocity, food origin labeling, and the transition toward more sustainable practices**.
- Contributing to the growth of our industry by leveraging my **strategic mindset, hands-on experience, and genuine drive to create positive change**.

QPMA is a unifying and inspiring force. I would be honored to contribute to its momentum — with humility, energy, and dedication.

Hoping to have the opportunity to represent you on the council. I look forward to the opportunity to collaborate with you.


Warm regards,
Audrey Primeau