



FOR IMMEDIATE RELEASE

ROI Welcomes Peggy Brekveld as New Leadership Programs Manager

GUELPH, ON, August 29, 2025 – The Rural Ontario Institute (ROI) is excited to announce Peggy Brekveld will be joining the ROI team as the new Leadership Programs Manager. Peggy will begin her new role in October.

“After a thorough and robust recruitment and selection process, we’re thrilled to welcome Peggy as ROI’s Leadership Programs Manager” says Ellen Sinclair, ROI Executive Director. *“Peggy brings a wealth of experience in the agriculture and rural sectors. As a longtime northern producer, she will bring important perspective to pan-provincial discussions in the agriculture and rural space.”*

Brekveld’s in-depth experience leading agriculture and community organizations has earned her recognition as one of Canada’s most influential women in agriculture. She is the former President of the Ontario Federation of Agriculture and currently serves as Chair of the Agricultural Adaptation Council. Most recently, Peggy was Executive Director at The Gathering Place, a community centre serving people facing social issues such as poverty, mental health and addictions. A champion for diversity, equity and inclusion, Peggy’s hands-on issues management background will inform discussion around food security, land use policy, labour, farmer mental health and environment. Peggy is a proud graduate of AALP Class 12 and she continues to farm with her family in Thunder Bay, Ontario. ROI’s leadership program participants will benefit immeasurably from her leadership and expertise.

In her new role, Peggy will collaborate with the Leadership Programs Director in managing ROI’s flagship Advanced Agriculture Leadership Program (AALP) and support ROI’s suite of leadership programs. She will help to ensure world class curriculum and program participant experience.

“I’m excited to welcome Peggy to the ROI team,” says Gabrielle Ferguson, ROI Leadership Programs Director. *“She is an inspiring leader who deeply understands the agriculture sector and the unique challenges its leaders face. Her insight will help strengthen and expand both our existing and emerging leadership programming here at ROI.”*

“Farming and agriculture organizations have benefitted from the experiential leadership development AALP provides” says Peggy Brekveld. *“It was a pivotal piece of my own leadership journey and I am excited to be a part of others’ AALP leadership experiences.”*

Established in 1984, AALP has graduated over 540 leaders who are making a positive difference across Ontario and beyond. AALP is supported and funded in part by the Ontario Ministry of Agriculture, Food and Agribusiness, the Ontario Ministry of Rural Affairs, and ag-

sector organizations/industry. For more information, please visit <https://www.ruralontarioinstitute.ca/aalp/>.

ABOUT

The Rural Ontario Institute (ROI) is a non-profit organization committed to developing leaders, informing decision makers and connecting communities. ROI delivers the renowned Advanced Agricultural Leadership Program (AALP) which celebrated its 40th year of operation in 2024, and the Rural Change Maker program, a youth leadership initiative for young rural, emerging leaders to address local priorities. We provide data research and analysis on rural trends and demographics. Information is disseminated in our Rural Ontario Facts products - factsheets and accompanying dashboards. Currently, ROI is engaged in a rural housing initiative that will help communities to address the housing and homelessness crisis being faced by thousands of Canadians.

ASSOCIATED LINKS

- [RURAL ONTARIO INSTITUTE](#)
- [ADVANCED AGRICULTURAL LEADERSHIP PROGRAM](#)

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