



Office of the Grocery Sector Code of Conduct Announces Appointment of Karen Proud as President and Adjudicator

Toronto, Ontario, January 9, 2025 – The Board of Directors of the Office of the Grocery Sector Code of Conduct (OGSCC) is pleased to announce the appointment of Karen Proud as the organization’s first President and Adjudicator. Ms. Proud brings extensive leadership experience in the retail and manufacturing sectors, along with deep expertise in regulatory compliance and stakeholder collaboration. She will officially assume the role on March 17th, 2025.

Michael Graydon, Chair of the Board, commented, “Karen’s exceptional ability to foster collaboration across diverse stakeholders makes her uniquely suited to lead the implementation of the Grocery Sector Code of Conduct. Her leadership will be critical to ensuring the Code delivers fairness, transparency, and accountability across Canada’s grocery supply chain.”

Diane J. Brisebois, Vice Chair of the Board, added, “Karen’s dedication to advocating for businesses of all sizes and her understanding of the grocery industry’s complexities will be instrumental in fostering trust and cooperation within the sector. We are confident in her ability to guide the Office with strategic foresight and exemplary leadership.”

As President and Adjudicator, Ms. Proud will oversee the implementation of the voluntary Grocery Sector Code of Conduct. Her responsibilities include fostering compliance, providing guidance on the Code’s interpretation, resolving disputes, monitoring practices, and reporting on progress annually. Through her role, she will promote collaborative and ethical business practices, ensuring the Code evolves alongside industry needs.

The Board extends its sincere gratitude to the Federal, Provincial, and Territorial Agriculture and Agri-Food Ministers, particularly Minister Lawrence A. MacAulay and Minister André Lamontagne, for their invaluable support throughout the code development process. Appreciation is also extended to the Industry Working Group, whose extensive efforts were instrumental in paving the way for broader industry support and improved cooperation across the grocery supply chain.

The Grocery Sector Code of Conduct represents a significant step forward in fostering predictability and fair dealing across the industry. The OGSCC is committed to having the Code fully operational by June 2025, strengthening Canada’s food and grocery systems for the benefit of all Canadians.

Ms. Proud expressed her enthusiasm for the role, stating, “I am honored to lead the Office of the Grocery Sector Code of Conduct. I look forward to working with stakeholders to build trust and strengthen the relationships that underpin Canada’s grocery supply chain.”

Ms. Proud previously served as President and CEO of Fertilizer Canada, where she led initiatives to support sustainable agricultural practices and strengthen relationships with industry and government partners. She also held executive roles at Food, Health & Consumer Products of Canada and the Retail Council of Canada, where she championed initiatives to support small and medium-sized businesses, enhance supply chain efficiency, and improve policy advocacy on behalf of the industry.

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