

News Release

Announcement; New Executive Director Food Starter

For immediate release

TORONTO ON, 8 May 2018 – Food Starter Executive Announcement.

I am excited to announce that Petra Kassun-Mutch has accepted the position of Executive Director of Food Starter starting in this role, May 14 2018.

Petra brings to Food Starter a wealth of real world experience with food business startup and growth through best practices. She has valuable experience with incubators and accelerators and is always expressing it with her infectious enthusiasm, formidable network, strategic mind and action-oriented nature.

Petra is best known in the food industry as the founder/former CEO of the sustainable, artisan food enterprise, Fifth Town Artisan Cheese Company in Prince Edward County. Fifth Town, a federally inspected and ISO 140001 certified dairy enterprise, won over 32 cheese product awards including five Grand Champion awards at the Royal Winter Fair and many others. The facility was also Canada's first Platinum LEED manufacturing facility, and Canada's 8th BCorp. Powered by geothermal, wind and solar energy, and with an innovative bio-wetland for digesting whey, the facility won several architectural, design and sustainability awards including two GFTC Sustainable Company awards. Fifth Town won the Premiers Award for Agri-food Innovation. Petra was also the co-founder and long-time Chair of the Ontario Cheese Society, and founder of the Slow Food chapter in Prince Edward County.

Petra's most recent enterprise, Eve-Volution Inc, a startup incubator, accelerator, and innovation ecosystem consulting venture, was founded with a mission to advance inclusivity in the innovation economy. Eve-evolution's work extended to Jordan in the Middle East and the Yukon territory. In November 2017, Petra was profiled in the Canada 150 Women: Conversations with Leaders, Champions, and Luminaries book and was recently listed as one of Canada's Inspiring 50 2018 as a top woman in tech and innovation sectors.

Petra has an undergraduate degree from Carleton University in Journalism/Mass Comm, and an EMBA from the Rotman School of Management.

Petra is mom to 17-year-old daughter, Augusta and continues to advance her interests in variety of creative pursuits including writing, collage and zine-making.



Doug Alexander
Chair
Food Starter