

John Newell is co-owner/ founder of Windset Farms® where he has served as Chief Operating Officer since 1996. He and his brother Steven, with the support of their parents, started their agricultural careers in both the Broiler and Hatching Egg industries then built their first vegetable greenhouse in Abbotsford, BC, growing bell peppers. John is responsible for all aspects of the greenhouse operations, logistics and distribution, strategic supply relationships, and sales & marketing strategy - selling tomatoes, peppers, cucumbers, lettuce, and other specialties to retail and food service customers.

In 2003 Windset Farms® was granted a Greenhouse Vegetable Agency License (Greenhouse Grown Foods Inc.) and is now one of the largest Controlled Environmental Agriculture (CEA) producers and marketers of sustainable greenhouse grown produce in North America. With extensive operations in British Columbia, California, and Mexico, Windset Farms has sales across Western Canada, the US and Asia.

John has served as a board member on the BCVMC since 2012.