



Argyle Public Relationships has been SUSTA's consultant in Canada since 2010.

Biographies



Alison George is a senior vice president at Argyle Public Relationships, which represents the interests of the Southern United States Trade Association in Canada. Alison leads Argyle's industry-leading food and agriculture practice. Her work portfolio includes advising food companies about export into the Canadian market, counseling on client issues, building relationships with key stakeholders, creating programs to change public opinion and developing creative communications programs that drive sales. She is both a brand-marketing communications expert and has a deep understanding of food and agriculture.



Heidi Kim is an account director and core member of Argyle Public Relationships' consumer team, which specializes in working with U.S. food and agriculture clients. Heidi is largely responsible for the planning, account and project management, trade and stakeholder relations, and execution of SUSTA's Canada Initiative activities. She has led dozens of trade activities for multiple sectors, from high value-added products, produce and horticulture to seafood and alcoholic beverages.