



Jason Persall

Founder/Owner/CEO/Farmer

Jason is the driving force behind Persall Fine Foods Co., combining his family's four generations of farming knowledge with a hands-on, forward-thinking approach. He designed and built an on-farm oil mill to cold-press Canadian grown sunflower seeds into premium sunflower oil and protein flour. He also pioneered a vertically integrated 'Soil to Oil' model, connecting the farm directly to chefs, retailers and food manufacturers seeking exceptional pristine Canadian ingredients.

Day to day, Jason works alongside his team to cultivate a family-like culture built on integrity, teamwork, and redemptive leadership. That same spirit guides how he partners with chefs, creators, and other collaborators—bringing people together, sharing ideas freely, and leading through practical innovation and meaningful relationships.

Jason and his wife, Linda, live in Ontario, Canada. They have two married adult children and one granddaughter. In his free time, Jason enjoys classic cars, auto racing, and spending time outdoors.