



## **The Canadian Exporter of the Year / Business Category and the Canada Brand Award presented by Agri-food Export Group Québec-Canada**

**Montréal, April 23, 2008** — Agri-Food Export Group Québec-Canada, the largest association of Canadian agri-food exporters, presented this evening, during the second Canadian Agri-food Export Gala, the *Canadian Exporter of the Year / Business Category* and the *Canada Brand Award* to two Canadian companies who stood out on foreign markets over the past year.

A presentation of the National Bank, this prestigious annual event inaugurated the 5th edition of SIAL Montréal and attracted over 500 guests from Canada, the United States, Europe and Asia.

### **Canadian Exporter of the Year / Business Category**

The *Canadian Exporter of the Year / Business Category* honours a firm that has shown excellence on international food markets, through its strategic export approach, a significant breakthrough during the past year, an increase in sales over the last three years, or the marketing of innovative products on international markets.

The award was presented this year to **Origin Organic Farms Inc.**, a firm from British Columbia founded in 1998 and specializing in greenhouse production of organic vegetables. With 42 acres growing cucumbers, peppers and tomatoes, it is the largest organic vegetable greenhouse operation in North America. The company has 200 employees and exports over 80% of its production to the United States, Taiwan, Japan, China and Hong Kong. It is presently evaluating Singapore's potential.

**Origin Organic Farms Inc.** exports its products under the brand **OriginO** since 2006. The company has already received numerous awards, including the *2006 Canadian Agri-food Award of Excellence for Innovation*. It has shown that it is possible to produce quality organic produce on a regular basis, year round.

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### **Canada Brand Award**

This award spotlights the contribution of firms that promote the Canada brand image in the sectors of food and agriculture. By doing so, they improve Canada's reputation as a premium supplier that can be relied on not simply to fulfil customers' expectations, but to exceed them.

Also presented by Agri-food Export Group Québec-Canada, the *Canada Brand Award* was received this year by **Les Plats du Chef**, a company based in Dollard-des-Ormeaux, Québec, that exports to the United States, Mexico, the United Kingdom, Japan and Iceland. The firm's achievements have already earned it various distinctions.

Created in 1981, **Les Plats du Chef** has 300 employees and has been exporting its products for the past 11 years. Environmentally conscious, it was the first agri-food company to be certified "carbon neutral" in Canada. It also ranks among Canada's 50 best managed companies since 2005.

As event organizer, Agri-food Export Group Québec-Canada is proud to highlight the considerable efforts of Canadian agri-food companies on foreign markets.

Information: Lucie Dandenault  
Agri-Food Export Group Québec-Canada  
Cell: 514-715-8243

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