



## Fifth Canadian Agri-food Export Gala

The winners are ...

Presented by :



Financement agricole Canada

Division Agroentreprise  
et agroalimentaire

**Montréal, May 12, 2011** – Two Canadian agri-food enterprises were recognized for excellence in the field of export at last evening's 5<sup>th</sup> Canadian Agri-Food Export Gala, sponsored by Farm Credit Canada. The winners were chosen by the Agri-Food Export Group Québec–Canada for their exceptional contributions to the marketing of Canadian food products abroad.

The 5<sup>th</sup> Canadian Agri-Food Export Gala marked the opening of the 8<sup>th</sup> edition of SIAL Canada held for the first time at the Metro Convention Centre in Toronto, which now hosts alternately with Montréal the largest agri-food industry show in North America.

### 2011 Canadian Export Business

The **Canadian Export Business** rewards the outstanding achievements of an agri-food company on international markets, namely for its strategic approach to exports, a significant breakthrough in sales in 2010 after at least three years on foreign markets, and the marketing of innovative products.

This year, the award goes to **Citadelle, Maple Syrup Producers' Cooperative**. This model cooperative founded in 1925 belongs to over 2000 maple and honey producers and has three plants in Québec as well as a fourth in New Brunswick. The company produces and distributes a wide array of premium quality maple and honey products available in 800 different variations. Citadelle stands out for the development of new products, its commitment to the industry and its market development strategies. It exports 95 % of its processed products to nearly 40 countries around the world.



## 2011 Canada Brand Business Award

The **Canada Brand Business Award** is presented to a Canadian agri-food business that has positioned its products on international markets by holding the promise of excellence embodied in the Canada Brand, symbolized by the maple leaf.

This year, **Island Abbey Foods**, of Prince Edward Island, takes home the award. The company sustains the reputation of excellence conveyed by the Canada Brand when it markets and distributes its exclusive products outside Canada. Island Abbey Foods developed a patented proprietary technology to manufacture 100 % pure dehydrated honey products, available in various shapes (drops, granulated, candies, lozenges). The company recently broke into the US market and gathered numerous awards, nominations and accolades for its innovative products over the past three years.

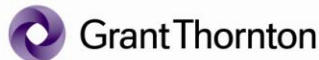
Organized by the Agri-Food Export Group Québec–Canada, the largest umbrella group of food export enterprises in Canada, the Gala is sponsored by Farm Credit Canada.

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Canada



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