

Performing on international markets

The Alizés Awards Celebrate excellence in agri-food exports

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The inaugural Alizés Awards, successor to the Canadian Export Business of the Year Award, were given out at the Beanfield Centre in Toronto on April 30, 2019 by the Export Group during the Alizés Evening, held in conjunction with SIAL Canada.

The winner of the grand prize, the Alizé of the Year, was Jefe Nutrition Inc., a global leader in high performance non-medicated nutritional solutions for animals. The Jury's Choice Alizé was awarded to Wendell Estate Honey Inc., a family-owned beekeeping company.

"The countless initiatives put in place by Jefe Nutrition Inc. to consolidate its international commercial actions, combined with investments to ensure the development and sharing of its knowledge base, deserved to be recognized and applauded," said André A. Coutu, president and CEO of the Export Group.

A family business, Jefe Nutrition Inc. was created in 1982 and founded by Jean Fontaine, an agronomist by training. Located in Saint-Hyacinthe, Que., Jefe's mission is to improve animal health and increase human longevity by providing better sources of protein for the population.



From left to right: Dominique Bohec, chairman of the board of the Agri-Food Export Group Quebec-Canada and vice-president of La Petite Bretonne, Sophie Perreault, executive vice-president and chief operating officer at Farm Credit Canada, Jean Fontaine, president and founder of Jefe Nutrition Inc., Émilie Fontaine, marketing director and regulatory affairs of Jefe Nutrition Inc., André Coutu, chief executive officer of the Agri-Food Export Group Quebec-Canada and André Lamontagne Minister of Agriculture, Fisheries and Food of Quebec.



Jefe Nutrition Inc.

Jefe Nutrition Inc. has distinguished itself by its dynamic nature and innovative growth strategies based on long-term trust relationships with its partners. Émilie Fontaine, Jefe's director of marketing director and regulatory affairs, said "it's an honour to be recognized by the global agri-food industry sector." The company markets its products in more than 50 countries through 10 subsidiaries around the world. Fontaine said the company has doubled its exports in the past five years, with the biggest growth being in Asia, the U.S., and the Middle East.

Wendell Estate Honey Inc.

Wendell Estate Honey Inc. won the Jury's Choice Alizé for the excellence of its online trading strategies in Asia, Europe and North America.

Wendell Estate Honey Inc. was founded in 2011 by Tim and Isabel Wendell in Roblin, Man., to allow the family of beekeepers to sell their raw, natural honey all over the world. The Wendell family has been producing honey since the 1930s from their MacNutt Bee Farm in Saskatchewan.

Jeremy Wendell, the company's business development manager, said the company is "ectastic that the Export Group recognized us" despite being what he calls a "little player" in the export sector. Wendell said the company is proud of the fact that they were the first to create a new market for raw honey in China and receiving recognition for this achievement.

The winners were selected by a panel of recognized experts in the field of agri-food exports. The Alizés Awards highlight the excellence of the work accomplished by Canadian agri-food companies that have distinguished themselves in the international marketplace.

With over 450 members, the Export Group is the largest association of agri-food exporters in Canada. Created in 1990, the association has, over the years, developed several services and initiated hundreds of activities to facilitate market access outside Quebec and internationally for agri-food exporters in Quebec. A privileged link between exporters and markets, an essential bridge between the public sector and industry, the association works daily to increase the presence of Quebec products around the world. 🍓