



Conestoga Meats, Winner of the 2017 Canadian Export Business Award

Toronto – May 3, 2017 – The Canadian Export Business Award is presented to an agri-food enterprise distinguished by its remarkable sales growth and a market development strategy anchored by strong partnerships. The 2017 award was unveiled during the Agri-Food Industry Networking Evening, an initiative of the Agri-Food Export Group, that took place on May 2, 2017, as part of SIAL Canada in Toronto.

Conestoga Meats is an integrated pork enterprise established in 1982 in Breslau, Ontario. Their mission is to raise and produce top quality pork along with a contribution from other farmers in southern Ontario, and to distribute their products locally and internationally.

The second-largest pork producer in Ontario, this cooperative entered the export market in 2002. In 2013, the enterprise started a major expansion phase that has allowed it to develop, among others, a “chilled pork” product specifically for the Japanese market. New facilities were opened in 2015 to start production of new products responding to the very high quality criteria that has allowed them to strengthen awareness of their brand. The members of the jury were unanimous in noting that this enterprise had undergone extraordinary expansion in a short period of time and in a very competitive market. Production at Conestoga Meats has doubled in less than 4 years, which has brought production to more than 28,000 hogs per week. The pork is marketed locally, with over half being exported to nearly 20 countries such as Japan, China, the United States and Mexico.

The Export Group is honoured to have presented the 2017 Canadian Business Export Award to Conestoga Meats. The enterprise is a great example of a group of family farms working together to produce very high quality pork while directing the process from field to table.



The exceptional work of the two other finalists for this award must also be recognized.

La Petite Bretonne, a family company established in 1966, has two manufacturing facilities specializing in pastries; one is located in Blainville and the other in Joliette, both in Québec. The company is recognized for its production of specialty Viennese pastries such as micro croissants, madeleines, chocolatines and biscuits, which are marketed under La Petite Bretonne brand as well as through private labels. This enterprise exports to the United States, and its breakthrough into the Mexican market caught the attention of the jury. In recent years, La Petite Bretonne has worked hard to conquer the market and can be found in four chain stores, overcoming significant challenges in the face of the language barrier and borders which are not easy to cross. In the coming months, the company anticipates marketing its products to other chain stores in Mexico and developments are expected to materialize in other South American countries.

Rougié, established in Québec for more than ten years, is a company originating in France that markets foie gras and other high quality duck specialities. Their products can be found in eight countries such as the United States, Mexico and Taiwan. The jury particularly appreciated the tenacity of the enterprise in the face of various export barriers that the sector has to deal with. Very popular with leading chefs, they have been able to adapt their products to respond to market requirements and develop recipes that draw on traditional and local flavours from Québec. In the medium term, the company anticipates the development of a range of products specifically for the Japanese market, and to strengthen its presence in the United States.

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