

Citadelle, winner of the 2018 Canadian Export Business Award

Montreal, May 3rd, 2018 – On May 2, 2018, on the occasion of the Networking Event of the Agri-Food Industry, the Agri-Food Export Group, in partnership with Farm Credit Canada, awarded the Canadian Export Business Award 2018 to Citadelle – Maple Syrup Producers' Cooperative.

Citadelle has been established since 1925 and is proud to offer pure, premium quality maple, honey and cranberry products. With the help of its 305 employees, it can now boast sales in 46 countries on all continents. A product of the highest quality, a guarantee of year-round supply and an unbeatable determination, this is how Citadelle has managed to carve out a place of choice in the international markets where nearly 90% of the production is distributed.

With a commitment to both respect of the purest traditions and to be one of the innovators of the world, Citadelle has become an organization that pushes the boundaries of transformation and quality and that is very committed to being the world leader in the production, processing and marketing of maple syrup, honey and cranberry. This commitment has proven to be quite effective and successful; the cooperative has tripled its sales in the last eight years.

Jury members unanimously recognized the excellence of the company's work, which has distinguished itself and increased its sales, thanks to an excellent diversification strategy in a mature market and a bold entry into the e-commerce adventure.

The jury also highlighted the outstanding work of the two finalist companies for this award.

Expresco, which has been committed since 1987 to creating top quality, artisanal and convenient grilled protein meal and snack solutions. The company recently increased its presence on the US market, namely due to its continuous trend research, as well as its innovative spirit.

The Jardins Paul Cousineau & fils family business is the leading broccoli producer in Canada, putting great emphasis on being environmentally responsible and innovative. The quality of products and of the customer service have recently enabled the company to greatly increase its US sales in the last years.

The finalists and winner were honored at the Networking Event of the Agri-Food Industry, an annual event hosted by the Agri-Food Export Group and presented by Farm Credit Canada. This event takes place on the first night of SIAL Canada International Trade Show, the largest agri-food show in North America.

In addition to highlighting the important contribution of exporters to agri-food sector development, this Networking Event is a great networking opportunity for the industry. Moreover, it could not be carried out without the support of numerous partners and, in this context, the Agri-Food Export Group warmly thanks Farm Credit Canada, the Government of Quebec, the Government of Canada, the Montreal Gateway Terminals Partnership, the Montreal Port Authority, Aliments du Québec, l'Actualité alimentaire and SIAL Canada.

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About the Agri-Food Export Group Quebec-Canada

With more than 450 members, the Agri-Food Export Group Quebec-Canada 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 access to international markets for agri-food exporters. A privileged link between exporters and markets, an essential connection between the public sector and industry, the Association works daily to increase the presence of Quebec products around the world.

Picture caption :

Left to right : Mr. Laurent Lessard, Minister of Agriculture, Fisheries and Agri-food of Québec, Mr. Stéphane Vachon, Sales and Marketing director, Citadelle, Mr. Martin Plante, CEO, Citadelle et Mrs. Sophie Perreault, Executive Vice-President and Chief Operating Officer, Farm Credit Canada.

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From left to right: M. Laurent Lessard, ministre de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, M. Stéphane Vachon, directeur principal Ventes & Marketing chez Citadelle, M. Martin Plante, directeur général de Citadelle et Mme Sophie Perreault, vice-présidente exécutive et chef de l'exploitation chez Financement agricole Canada.