

Jefo Nutrition Inc. wins the Alizé of the Year, an award presented by the Agri-Food Export Group Quebec-Canada

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Agri-Food Export Group Quebec-Canada →

May 01, 2019, 10:32 ET

The Alizés Awards Celebrate Excellence in Agri-Food Exports!

SAINTE-JULIE, QC, May 1, 2019 /CNW Telbec/ - During the prestigious Alizés Evening, dedicated to the celebration of excellence in agri-food exports, the two winners who have distinguished themselves by their performance on international markets were unveiled. **Jefo Nutrition Inc.**, a global leader in high performance non-medicated nutritional solutions for animals, were winners of the grand prize, the **Alizé of the Year**, while the **Jury's Choice Alizé** was awarded to **Wendell Estate Honey Inc.**, a family-owned beekeeping company. The Alizés Evening, held in conjunction with SIAL Canada 2019 at the Beanfield Center in Toronto on April 30, 2019, brought together more than 385 individuals from the agri-food sector.



From left to right: Mr. Dominique Bohec, Chairman of the Board of the Agri-Food Export Group Quebec-Canada and Vice-President of La Petite Bretonne, Ms. Sophie Perreault, Executive Vice-President and Chief Operating Officer at Farm Credit Canada, Mr. Jean Fontaine, President and Founder of Jefe Nutrition Inc., Émilie Fontaine, Marketing Director and Regulatory Affairs of Jefe Nutrition Inc., Mr. André Coutu, Chief Executive Officer of the Agri-Food Export Group Quebec-Canada and Mr. André Lamontagne Minister of Agriculture, Fisheries and Food of Quebec.

Jefe Nutrition Inc.

The Alizé of the Year was awarded to Jefe Nutrition Inc., which has distinguished itself by its dynamic nature and innovative growth strategies based on long-term trust relationships with its partners. The company markets its products in more than 50 countries through 10 subsidiaries around the world. *"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, Quebec, Jefe's mission is to improve animal health and increase human longevity by providing better sources of protein for the population.

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. *"By identifying an unoccupied market niche for their honey, Wendell Estate Honey Inc. has successfully established itself abroad while quickly adapting its strategies to the distinct needs and particularities of each region. Congratulations!"* Coutu emphasized.

Wendell Estate Honey Inc. was founded in 2011 by Tim and Isabel Wendell in Roblin, Manitoba, 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.

About the Alizés Awards

The Alizés Awards, organized for the first time this year, is the successor to the Canadian Export Business of the Year Award given out by the Export Group since 2007. This first edition of the awards was presented by Farm Credit Canada, the principal partner for the event.

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.

The Export Group would like to thank the members of the jury: Louis Turcotte (Chairperson), Senior Director Agribusiness and Agri-Food, Farm Credit Canada; Éric Larivière, Deputy Director, Agriculture and Agri-Food Canada; Melissa Alegria, Principal Director, Quebec Manufacturers and Exporters; Martin Lemire, RD, MA, Vice-President of EDIKOM and L'Actualité Alimentaire; and Francine Lapointe, Vice-President, Operations and Corporate Affairs, Agri-Food Export Group Quebec-Canada.

Acknowledgement is also due to the Export Group's main partners: Farm Credit Canada, the Ministry of Agriculture, Fisheries and Food of Québec, Agriculture and Agri-Food Canada, L'Actualité Alimentaire, Food in Canada and Comexposium - SIAL Canada.

About the Export Group

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.

SOURCE Agri-Food Export Group Quebec-Canada

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