



AGRICULTURE COUNCIL
OF SASKATCHEWAN INC.

NEWS RELEASE

Retail partnership leads to success for Prairie Fresh Food Corporation

Saskatoon (October 7, 2014) – During just its second year of operation, Prairie Fresh Food Corporation (PFFC) has delivered over one-million pounds of fresh vegetables to market thanks to a partnership with Co-op food stores in Saskatchewan, Federated Co-operatives Limited (FCL) and its subsidiary The Grocery People.

PFFC was created in the fall of 2012 with 16 producers working together to supply Saskatchewan-grown vegetables to Canadian retailers. After forming a partnership with Co-op in 2013, PFFC launched the *Home Grown Saskatchewan* brand, allowing them to grow from 710,000 pounds of produce sold in 2013 to one-million pounds sold, and counting, in 2014.

Emile Marquette, President of PFFC, stated that “Without the support of Co-op, the Corporation and its 16 producers would not have seen this tremendous success. Thanks to the consumers of Saskatchewan for supporting the Home Grown Saskatchewan line of fresh produce products.”

“Response to the Home Grown Saskatchewan produce has been tremendous,” said Bryan Kosteroski of the Agriculture Council of Saskatchewan’s Grocery Retail and Foodservice Value Chain Initiative, who assisted PFFC in marketing their products. “Thanks to the partnership with FCL and having this product line in Co-op grocery stores across Saskatchewan, PFFC will expand its line of products for 2015, adding more fresh, Saskatchewan-grown vegetables and fruit products to stores.”

“Co-op has a long tradition of sourcing local products and supporting local growers that provide us with fresh local produce,” said Ron Welke, FCL’s Associate Vice President, Food. “We are extremely pleased with our partnership with Prairie Fresh Food Corporate and its producers. Working together, we are providing quality local products to our customers and strengthening the communities where we live. “

The Prairie Fresh Food Corporation is headquartered in Outlook, Saskatchewan and has 16 contributing producers across Saskatchewan. The producers grow a wide variety of fresh vegetables from corn, carrots, beets, beans, cucumbers, garlic, dill, potatoes, cauliflower, kale and rhubarb.

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For more information, please contact:

Bryan Kosteroski, ACS Value Chain Specialist
Phone: (306) 975-6851
Email: kosteroskib@agcouncil.ca