



For Immediate Release

**Earth's Own Founder and CEO Maheb Nathoo to Retire;
Brendan Wall to Assume CEO Role**

Burnaby, BC – May 28, 2025 – Agrifoods International Cooperative (“Agrifoods”) announced today that Earth's Own CEO and Founder Maheb Nathoo plans to retire from his chief executive role in **June 2025** after a remarkable and influential 30-year business career. **Brendan Wall**, CEO of Agrifoods, will assume **the additional role of CEO of Earth's Own, which is operated as an independent business within the Agrifoods family of brands.**

Mr. Nathoo will begin stepping back from day-to-day operations in coming weeks while remaining available to support Mr. Wall and Earth's Own's senior leadership team during a transition period. Mr. Nathoo will continue to serve on the **Board of Directors** for Agrifoods, Earth's Own and Happy Planet.

“As Maheb retires from his CEO role we want to celebrate his immeasurable contributions to our organization's evolution and remarkable success,” said **Tim Hofstra, Chair of Agrifoods**. “He is the Founder of Earth's Own and former CEO of Agrifoods, and is widely recognized as a pioneer in Canada's plant-based movement. He has built a lasting legacy of innovation, sustainability, and support for cooperative values, and we are pleased that he will continue to offer his wisdom and guidance to us in his ongoing role as Board Director.”

Under Mr. Nathoo's leadership, Earth's Own introduced Canada's first mainstream plant-based milk and grew to become a market leader in household penetration, product innovation, and national sales coverage. As CEO of Agrifoods from 2013 to 2023, he was instrumental in building a coast-to-coast business with over 500 team members. His entrepreneurial vision earned him numerous accolades, including the **Ernst & Young Entrepreneur of the Year Award (Pacific Region - MFG)**, the **BC Food Association Leadership Award**, and **Burnaby's Business of the Year Award**.

Reflecting on his retirement, Mr. Nathoo shared, “**It has been the honour of a lifetime to help grow Earth's Own from an idea into a purpose-driven business with impact across Canada. I'm incredibly proud of what we've built together. As I prepare to take a step back, I know Earth's Own remains in strong and capable hands. Brendan's leadership, operational expertise, and proven ability to innovate make him the right person to guide Earth's Own and Agrifoods into their next chapter.**”

Mr. Wall is a seasoned food and beverage executive who joined Agrifoods as CEO in 2023. He offers more than 30 years of executive experience and operational expertise, and previously held senior roles at Andrew Peller Ltd. and Gay Lea Foods. Mr. Wall oversaw a record-breaking year for Agrifoods in 2024 while strengthening the cooperative's leadership team and applying a data-driven approach to supply chain logistics, strategic investments, and enterprise-wide decision making.





"I'm honoured to carry forward Maheb's vision and legacy and build upon his success," said **Brendan Wall**. "Today, Earth's Own has a strong foundation, inspiring mission, and dynamic team. Together, we will ensure Earth's Own continues to thrive as a distinct and independent business within the Agrifoods family of brands."

About Earth's Own

Based in Burnaby, B.C., Earth's Own Food Company is a pioneering food & beverage company with a bold way of thinking about how the world eats. It's on a relentless pursuit to change the world through a plant-based movement. With a product line-up that includes a range of oat, almond and soy beverages, barista milks and coffee creamers, and plant-based butter, cream cheese and sour cream, Earth's Own is committed to developing great-tasting, wholesome products that are good for our consumers, their families, the community and the planet. To learn more visit www.earthsown.com.

About Agrifoods

Agrifoods International Cooperative is a Canadian leader in dairy and plant-based beverage production, co-packing solutions, and refrigerated transportation and logistics. We are owned by BC family dairy farmers and have roots dating back to 1897. Our eight brands - including Organic Meadow, Earth's Own, and Happy Planet - are leaders in the health and wellness sector across the country, producing a wide range of premium, wholesome and organic foods and beverages. As a proud Canadian organization, we are committed to growing jobs, enhancing economic activity, and supporting local families and communities. For more information, visit www.agrifoods.ca.

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