



President's Message



Hello Members,

Before you dive into the busy farming season, I'd like to take a moment to share some updates on your Cooperative.

At the April AGM, we were inspired to believe in possibility by the keynote speaker, Joe Roberts, who shared his journey from Skidrow to CEO, running his own business and founding a charity to end youth homelessness. In terms of the Board, we had some notable changes. While we'll certainly miss D.R. Vaandrager and Sean Gorrill, we're excited to welcome three new Directors: Chris Groenendijk, Matt Flaman, and Michael Barrett. You can find the updated list of Board Members

and Delegates on the back page.

The momentum of 2024 continues to propel us forward! Our business units are thriving, and you can learn more on the inside pages of this issue.

We're pleased to announce that we're now accepting applications for the 2025 Agrifoods Scholarship, in our ongoing commitment to support the next generation in the agriculture industry. Details are available on the back page.

Wishing you all a prosperous and productive spring and summer season!

— Tim Hofstra, President & Chair

News From Your Brands & Operations

Introducing Gut-friendly a2 Milk™ Half & Half 10% Cream!



a2 Milk™, Canada's #1 selling A2 protein milk, is excited to launch Canada's first (and only) A2 protein cream this summer! Made from cows that naturally produce only the A2 protein, this creamer is gentle on digestion and a game-changer for those who may have trouble digesting dairy due to the A1 protein.

Proudly Canadian and made with only one ingredient—cream—this creamer is poised to accelerate growth within your dairy section. The product hits store shelves on Canada Day and will be available at retailers across the country including, Sobeys's, Choices and Whole Foods.

Learn more at www.a2milk.ca.

Organic Meadow Invites Canadians to Look for the Leaf!

Now more than ever, it's important for Canadian brands and buyers to come together to support each other. That's why Organic Meadow was so pleased to partner with Maple Leaf Foods for their *Look for the Leaf!* campaign—a rally call to not just purchase their brand,



but more generally, to *Look for the (maple) Leaf!* across all products. Because at the end of the day, all that matters is that Canadians shop Canadian. The campaign went live in April and to date has generated over 5MM media impressions (and may we



mention, FREE!) for Organic Meadow—including out-of-home executions (Bay Promenade Digital Spectaculars), digital ads (Torstar, CBC) and social media (IG and TikTok). A companion microsite also launched in late April to support the effort.

A sincere thank you to partners at Maple Leaf Foods for this great example of Canadian unity!

Learn more at www.lookfortheleaf.ca.

Organic Meadow Helps Combat Food Insecurity

Organic Meadow is once again partnering with Food Banks Canada for their After the Bell program, which addresses food insecurity among kids during the summer break by providing single-serve containers of milk and participating in packing food boxes. This year, with our support, Food Banks is sending 215,000 packs of OM Tetra Milk to 235 communities in every province and territory across Canada. In May, Organic Meadow and other top-tier partners participated in the packing



day event to help pack child-friendly, nutritious food boxes, which will be sent to children experiencing food insecurity this coming summer.

Learn more at foodbankscanada.ca/after-the-bell.



News From Your Brands & Operations (Cont'd)

Same Great Sip – Earth's Own Oat Zero Sugar Gets a Refresh!



Earth's Own Oat Zero Sugar just got even better! As part of our ongoing commitment to transparency and product excellence, we've updated all four Oat Zero Sugar SKUs to meet CFIA requirements for "Zero Sugar" claims—now with just 40 calories per serving.

But that's not all! Based on consumer feedback, we've also enhanced the Unsweetened Original formula by removing the subtle vanilla note for more versatile everyday use, all while maintaining the same smooth mouthfeel and hint of natural sweetness you know and love.

This renovation keeps us ahead of the competition (yes, we're looking at you, Silk!) and brings a better-tasting, more versatile and audience-relevant product to shelves—all at margin neutrality.

You may have already seen the updated formulas in market during the soft transition beginning earlier this year. Same great name – just a smarter, cleaner sip!

Oh, The Places We'll Go! Partnering with BC Dairy at PNE!

Meet you at the PNE! This August, Organic Meadow will once again be partnering with BC Dairy to get the word out on our locally-produced Organic Meadow Shelf Stable Milk Boxes. This year, over 5,000 samples of our OM Chocolate Milk Boxes were distributed to attendees at the Pacific National Exhibition in the BC Dairy Pavilion from August 16-21.



Driving Forward: Gearing Up for the Future

At Agrifoods Transport, we take pride in continuing our reputation as a leading freight forwarder in the milk and dairy industry. Our true horsepower doesn't just come from our trucks and trailers, it comes from the people behind the wheel and behind the scenes—our dedicated team driven by shared values and an unwavering commitment to excellence, keeping Agrifoods Transport moving forward. Backed by over a century of trusted partnerships and industry leadership, we're not just prepared for the future, we're built for it.

The opening of the DIW plant in Blackfalds this summer marks another exciting step in our journey. As we prepare for this expansion, we're continuing to grow our fleet and structure our operations to meet the future demand and maintain the high level of service our partners expect. At the heart of it all, we remain focused on our greatest asset, our team. Through continuous training and engagement initiatives, we're building a workplace where people feel valued and want to stay.



Marc Richard, Lead Hand (Acheson)
40 years of service

Agrifoods 2025/2026 Board & Delegates

Board of Directors

Tim Hofstra - Chair /
Director (At-Large)
Brian Stoutjesdyk - Vice Chair /
Director (Alberta)
Bill Van Rootselaar - Secretary /
Director (At-Large)
Michael Barrett - Director (External)
Jacqueline Boer - Director (At-Large)
Robert Campbell - Director (External)
Matt Flaman - Director (Saskatchewan)
Chris Groenendijk - Director
(British Columbia)
Armand Lavoie - Director (At-Large)
Maheb Nathoo - Director (External)

Delegates

Alberta

Katie Forster
Henry Haze
Tim Hofstra
Lorrie Jespersen
Tim Knull
Armand Lavoie
Clarence Slingerland
Brian Stoutjesdyk
Bill Van Rootselaar
Mark Van Zeggelaar

Saskatchewan

Nicole Crosbie
Matt Flaman
Amanda Kessel
Cathy Schaeffer

British Columbia

Mike Barnum
Jacqueline Boer
Henry Bremer
Ted DeJong
Chris Groenendijk
Brian Janzen
Art Postma
D.R. Vaandrager

Ontario

Ted Minten

Member Benefits



Mark's 10% Discount

Agrifoods members can continue to save 10% on all eligible in-store purchases at Marks!

Visit the Members Website Portal (agrifoods.ca/members/benefits/) to print the 8.5 x 11 PDF, or download it directly to your phone and show the bar code to the Mark's cashier at time of purchase.



Check out Agrifoods' Member Benefits Program, offered in partnership with Co-operators, to get exclusive insurance coverage and savings. Get a quote and buy your home and car insurance online in minutes!

Visit cooperators.ca to find a local Financial Advisor and get a quote. **Don't forget to mention you're a member of Agrifoods Cooperative in order to get the best rates!**

Attention Post Secondary Students...

Apply by Friday, June 13th for a chance to receive a \$2,500 Agrifoods Scholarship!

Agrifoods is pleased to once again offer two \$2,500 B. Brandsema Dairy Industry Leadership Scholarships for the Fall 2025 semester, supporting post-secondary students pursuing a future in agriculture.

This scholarship is open to students who have completed at least one year of college or university AND currently enrolled in a diploma or degree program in an agriculture-related field at an accredited Canadian or U.S. institution. To be eligible, applicants must also be an active Agrifoods Cooperative Member—or the spouse, child, or grandchild of an active Member.



If you meet the eligibility criteria and would like to apply, email Sabrina Santoro at ssantoro@agrifoodsgroup.ca to request an application form. Completed applications must be received by 4:00 PM PT on Friday, June 13, 2025.

Agrifoods Information

Log in to the Member Portal (agrifoods.ca/members/login/) for the latest Share Statistics, the Monthly Share Exchange, Member Benefits, and more!

Don't know your login information? Moved, retired, or changed your farm name? Want to join our email list?

Email Sabrina Santoro at ssantoro@agrifoodsgroup.ca.

