



President's Message



Hello Members,

It's hard to believe another year has gone by. We hope you enjoyed the holiday season and are having a wonderful start to 2025!

The fall is always a busy time for the Board and the Agrifoods team, and it was great to see many of you at the provincial conferences in November.

It has been a challenging start to the year, as we made the difficult decision on January 6th to close the Scardillo Cheese plant. Although it was not an easy decision, it was necessary to ensure

your Cooperative remains profitable. Please refer to the back page for more information.

We are pleased to see the other business units flourish. Read the inside content to learn about the great things happening with your Brands and Operations teams!

As we move into spring, I look forward to seeing many of you in Vancouver at the AGM in April.

— Tim Hofstra, President & Chair

News From Your Brands & Operations

Grass Fed Momentum Continues To Grow — Rolling Meadow NOW Available In Discount Channel

At Rolling Meadow, we believe Grass Fed Matters™. That's why we're so excited to have secured new listings to expand our reach and see Rolling Meadow products enter more Canadian households this year.

The affordability crunch is upon us and consumers are understandably evolving their purchasing patterns. Today,



more milk is sold in the discount grocery channel than conventional, so for our dairy brands that represents both a challenge and an opportunity. That's why we're so excited to share that as of November 2024, Rolling Meadow grass fed 2L milk, plain kefir and creamer are now available at more than 80 No Frills locations nationally!



NOFRILLS



Organic Meadow & Rolling Meadow Partner With Dietitians of Canada

Organic Meadow and Rolling Meadow have teamed up to get the word out on the nutritional benefits of organic and grass-fed dairy! Kicking off in January, the 6-month digital campaign will see OM and RM ads featured in Dietitians of Canada's biweekly e-newsletter sent to their 10,000 members. The ads aim to educate health professionals on the nutritional merits of Organic Meadow and Rolling Meadow dairy products to better serve their clients.



Three NEW Earth Own Products Are Hitting Shelves in February!



Earth's Own, as Canada's #1 Barista brand, excited to welcome two new products to the Barista family - Oat Barista Light and Almond Barista! Oat Barista Light is ideal for letting your favourite roast shine while balancing coffee flavour with a light oatiness and it has 50% less calories than our regular Oat Barista. For the Almond lover, Almond Barista adds a hint of nuttiness to the most exquisite almond lattes and extra delish iced coffees! Both Oat Barista Light and Almond Barista deliver foamy and frothy perfection for cafe-quality coffees at home.

In addition to these two new Barista products, Earth's Own is launching The Alt in a shelf-stable format. This smooth, dreamy, oh-so-creamy plant-iful blend of oats (grown by Canadian farmers!) and coconut has 5g of protein coming from non-soy protein sources (faba beans, yellow peas) with a neutral flavour and a light, natural sweetness that's perfect for coffee, baking, cooking and even drinking by the glass!



News From Your Brands & Operations (Cont'd)

Organic Meadow & Rolling Meadow Each Surpass 10,000 Facebook Followers



Social Media continues to be the primary medium through which we connect with consumers. And our efforts over the last year speak for themselves. We're pleased to share that both Organic Meadow and Rolling Meadow have surpassed 10,000 Facebook Followers as of December 2024! In 2024, we grew our respective follower audiences by up to 42%, garnered over 800,000 engagements and almost 12,000,000 impressions! But.. we're just getting started! As we look ahead to 2025, you can expect to see more targeted content – edu-tainment (education + entertainment), simple & elevated recipes & on-farm to deepen our connection with consumers.



If you don't already, we encourage you to please follow our dairy brands – Organic Meadow, Rolling Meadow & a2 – on Facebook or Instagram to stay up to date on the latest brand news.



@OrganicMeadow | @RollingMeadowDairy | @a2MilkCanada



Agrifoods Transport is an industry-leading freight forwarder in the milk and dairy sector, with nine strategically located depots across the four western provinces. Our team is committed to providing sustainable and innovative transportation solutions that cater to the needs of our customers, producers, and industry partners. We strive to offer exceptional service while upholding core principles of safety, efficiency, and excellence.

Our success is not only dependent on our fleet of trucks and trailers but also on the people who drive our business forward, guided by our strong values and unwavering commitment. With more than a century of enduring relationships with customers and



producers, Agrifoods Transport is well-positioned for future growth.

Adding permeate and buttermilk runs to our Rosewood Bulk Milk Hauling operation in Manitoba and goat milk to our roster in Lethbridge has allowed us to further diversify our revenue streams in these provinces. Proving if you can milk it – we can haul it!

As we continue to grow, we are actively restructuring our organization to promote internal career advancement,

ensuring that our employees have the opportunity to move into key roles that align with both their professional aspirations and the company's evolving needs. This commitment to promoting from within will enable our workforce to thrive and expand, driving long-term growth for individuals and the company. Through this proactive approach, we are fostering a culture of development and preparing for continued success in an ever-changing industry.

Agrifoods Organizational Announcement

Member Benefits



Scardillo Cheese Business Operations

It is with great regret that we announce the permanent closure of the Scardillo cheese facility, effective January 6, 2025. This decision was not made lightly and follows a thorough and comprehensive review of the challenges facing the business.

Over the past year, the Scardillo cheese business has encountered significant obstacles, including:

- Declining sales and reduced demand
- Persistent issues with product quality and consistency
- Operational inefficiencies and rising production costs
- Unsustainable financial performance, which will be included in the annual financial report that will be sent out with the AGM Package

In addition to these challenges, the facility requires substantial infrastructure investments to bring the building, processes, and equipment into compliance with modern regulatory and production standards. Despite our best efforts to address these issues, we have determined that continuing operations at this location is no longer financially viable.

We would like to thank the Scardillo team for their efforts and contribution over the past three years. We recognize the profound impact this decision will have on them, their families, and our customers, and we deeply regret the disruption it will cause.

Sincerely,
Brendan Wall
CEO, Agrifoods Cooperative



Agrifoods AGM April 9-10 in Vancouver

If you would like to attend, please RSVP by 4:00pm (PT) on Thursday, March 27th to ssantoro@agrifoodsgroup.ca.

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!**

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.

