



PRESS RELEASE

For Immediate Release

Agrifoods Cooperative Signs Exclusive Canadian Licensing Agreement with The a2 Milk Company

Launching a proven global dairy innovation in Canada

Burnaby, BC, March 11, 2020 – Agrifoods Cooperative (Agrifoods) has entered into an exclusive licensing agreement with The a2 Milk Company (a2MC) for a2 Milk® brand milks in Canada.

a2 Milk® is a registered trademark of, and brand of A1 protein-free milk from a2MC, a global organization with proven success in growing the dairy industries in the markets in which it operates including Australia where it has now achieved over 11% market share. Under the exclusive Canadian a2 Milk® brand license, the A1 protein free milks produced by Canadian dairy farmers and marketed by Agrifoods will be the first and only milk certified as A1 protein free under the a2 Milk® brand in Canada.

“Our partnership with a2MC will help solidify our cooperative’s position as an innovative ‘disruptor’,” says Tim Hofstra, Chair of Agrifoods Cooperative. “In addition, it provides a tremendous opportunity to grow Agrifoods’ overall market leading positions in specialty milks by offering consumers more choices for authentic, farmer owned, Canadian dairy products.”

With the exclusive Canadian license, Agrifoods will leverage the a2 Milk® brand’s global success to create & grow consumer and retailer demand for these products in Canada.

“Agrifoods’ proven expertise and experience combined with their infrastructure, established Member network of dairy farmers and focus on long-term growth makes this an excellent partnership,” said Blake Waltrip, CEO of a2MC. “Signing on with Agrifoods will allow a2 Milk® brand products produced by Canadian dairy farmers to rapidly gain exposure in Canada.”

a2 Milk® brand milks give every consumer the chance to enjoy the nutritious benefits of real, high quality milk that is easier on digestion.

“In addition, a2 Milk® branded milks will give lapsed milk drinkers the reason needed to come back to the dairy case. These market segments will be able to ‘love milk again!’,” says Hofstra. “and bringing consumers back to the dairy case brings excitement and speaks to a positive future outlook for Canadian dairy farmers.”

“We’re thrilled with Agrifoods Cooperative obtaining the Canadian licensing rights for the a2milk brand,” says Ben Janzen, Chair of the BC Milk Marketing Board. “Bringing a proven successful global brand such as a2 Milk® to the Canadian market is a big win for Canadian dairy, highlighting both the future focus and innovation of our industry.”

About Agrifoods Cooperative

Agrifoods Cooperative has proudly been in business for over a century and has grown to become one of Canada's leading cooperatives with over 2,900 members. The traditional values upon which Agrifoods was founded underlie its commitment for continual innovation in order to serve its valued customers' and consumers' changing needs. Agrifoods' premium family of brands – Organic Meadow, Rolling Meadow, Meadowfresh, Earth's Own and Happy Planet — employ over 400 people and have become leaders in the health and wellness industry, producing a wide range of premium, on-trend, wholesome foods and beverages available from coast to coast. www.agrifoods.ca

About a2 Milk Company

The a2 Milk Company was founded in 2000 in New Zealand by Dr. Corran McLachlan after a scientific research showed that proteins in milk affect people differently. a2 Milk® comes from cows that naturally produce only the A2 protein. Published research suggests a2 Milk® may help avoid stomach discomfort. a2 Milk® products include Whole, 2% Reduced Fat, Chocolate 2% Reduced Fat, Fat Free, Sweet Cream Coffee Creamer, and Creamy Vanilla Coffee Creamer. For more information on The a2 Milk Company, its products, and location availability, please visit www.a2milk.com

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