



November 25, 2021

FOR IMMEDIATE RELEASE

Agrifoods Cooperative and its Family of Brands to Contribute \$100,000 Towards BC Flood Relief Support

Burnaby, BC – Agrifoods Cooperative’s family of brands (Meadowfresh, Rolling Meadow, Organic Meadow, Scardillo Cheese, a2 Milk, and Happy Planet) are joining together to contribute \$100,000 to BC Dairy Association towards flood relief support for those that have been impacted by this catastrophic event. In addition, Agrifoods is offering to match up to \$50,000 for contributions made from its Cooperative members and employees through United Way’s United for BC Flood Response Fund.

“Our hearts go out to everyone impacted by the floods, and we want to help in any way we can,” says Tim Hofstra, Chair of Agrifoods Cooperative. “We understand this is a difficult time for BC’s farmers and the communities that were evacuated. Although we cannot replace all that has been lost, we hope that these funds will help people rebuild and work towards their future.”

Given the widespread destruction of the floods, the Agrifoods Board would like to ensure these funds will be used specifically to provide flood relief support for BC’s agricultural communities. As farmers themselves, they would like to help other farmers who have suffered a loss due to these unfortunate circumstances. Agrifoods will be working with the designated organizations to disperse the funds accordingly.

About Agrifoods Cooperative

Agrifoods Cooperative has been in business for over a century and has grown to become one of Canada’s leading cooperatives with over 2,900 members. Agrifoods is dedicated to building up and giving back to their communities and protecting the legacy of farmers through their socially and environmentally conscious commitments. For more information, visit www.agrifoods.ca.

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To schedule an interview with Tim Hofstra, or further information, contact:

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Please note Tim Hofstra, who is a farmer and Chair of the Agrifoods Cooperative Board, is available for interviews this week and next week.

