



Third Canadian Agrifood Export Gala

The winners are ...

Presented by :



Montréal, April 1st, 2009 – Some Canadian agri-food enterprises were recognized for excellence in the field of export at this evening's Canadian Agri-Food Export Gala, sponsored by the National Bank of Canada. The winners are chosen for their exceptional contributions to the marketing of Canadian food products abroad by the Agri-Food Export Group Québec–Canada and its partners.

The third Canadian Agri-Food Export Gala marked the opening of the 6th edition of SIAL Montréal, held at the Palais des congrès from April 1st to 3rd.

Canadian Exporter of the Year

This prize acknowledges particularly noteworthy strategic approaches to export. It went this year to **Les Viandes Du Breton Inc.** of Rivière-du-Loup, Québec, whose principal markets for its fresh and frozen pork products are North America, Asia and Australia. Du Breton is accredited by several organizations, including Agrocom (free of antibiotics, grain-fed) and Quality Assurance International (organic meat), a position which has placed it ahead of the competition and increased its exports by 10% each year since 2005. Founded in 1944 and now employing 450 people, it's the largest producer and processor of organic, natural pork products in North America.

Canada Brand Award

The Canada Brand Award rewards a Canadian enterprise whose export initiatives have successfully connected the image of Canada with the highest standards of quality, health and environmental protection. This year, a relative newcomer takes home the award: **Rosa Secilia Gourmet**, a processor of high-quality fresh herbs, seasonings and condiments. This Québec company, located in Saint-Mathieu-de-Beloeil, has perfected a recipe for export success: unique products with organic ingredients in practical, innovative packaging, offered at competitive prices.

Québec Prize of Excellence for Agri-food Export (MAPAQ)

The Québec Prize of Excellence for Agri-Food Export, offered by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ), honours a person who has shown excellence in his or her achievements and dynamism in exporting food products. The award was presented this year to **Mr. Marc Belier**, President of the company **Canneberges ATOKA inc.**

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Trends & Innovations Award (SIAL Montreal)

The Trends & Innovations committee of SIAL Montreal in collaboration with the Institut de tourisme et d’hôtellerie du Québec (ITHQ – Quebec Tourism and Hotel Institute) students have selected **Galettine Moment**, a fine cookie dough made with pure butter and microwave ready, as the grand winner among the ten new products introduced by the SIAL Montreal exhibitors. The company **La Demi-Calorie**, a Quebec company, was rewarded with the SIAL Montréal 2009 Grand Award.

Olive d’Or 2009 (SIAL Montreal)

13 countries (for a total of 100 olive oils) participated to the third edition of the Olive d’Or contest.

Olive d’Or is an international extra virgin olive oil contest, respecting the norms of the "International Olive Oil Council" and also a prestigious showcase. The olive oils are divided into three categories: light fruit flavour, medium and strong fruit flavour. The winners of each category are rewarded with the following prizes: “Goutte d’Or”, “Goutte d’Argent” and “Goutte de Bronze”.

The winners:

	Light Fruit Flavor	Medium Fruit Flavour	Strong Fruit Flavour
Goutte d’Or	Mas Seneguiier – Mr Laurent Badré (France)	Almazaras de la Subbetica – Parque Oliva (Spain)	Agrolio (Italy)
Goutte d’Argent	Coopérative le Moulin de Villevielle (France)	Franci – IGP Toscane (Italy)	Almazaras de la Subbetica – Rincon de la Subbetica (Spain)
Goutte de Bronze	San Pietro – Agroindustrial Huaquen (Chili)	Moli Dels Torms – Olicatessen (Spain)	Franci - Villa Magra (Italy)

Organized by the Agri-Food Export Group Québec–Canada, the largest umbrella group of food export enterprises in Canada, the Gala is sponsored by the National Bank of Canada.

Source :
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