



PRESS RELEASE
For immediate release – Quebec French

ULTIMA FOODS WILL ENSURE RESPECT FOR FRENCH

Longueuil, February 14, 2016 – Ultima Foods, a joint venture of Agropur Cooperative, will immediately take the necessary steps to ensure respect for French as the language of work and communication at its operations in Quebec.

“We recognize that there have been shortcomings in the use of French at our company,” said Martin Parent, President of Ultima Foods. “The executives in question will begin taking French courses immediately and in the future we will hire only managers with adequate French-language skills if they are to work in Quebec.”

“I am sorry if my comments on February 10 suggested that I underestimate the importance of using French in communications with employees and I apologize,” said Robert Coallier, CEO of Agropur. “We will not compromise when it comes to French as the language of work in Quebec. At Agropur, language skills are an integral part of the competencies we seek when we hire executives and we will work closely with Ultima Foods to correct the situation.”

“In 2012, we made a bold move by launching our own yogurt brand, iögo, and today it is the only national yogurt brand owned by Canadian farmers,” noted Serge Riendeau, President of Agropur. “We preserved this important economic activity for Quebec, and the fact that the jobs were kept in Quebec also means that our joint venture must be managed in a manner that respects the French language.”

ABOUT AGROPUR

Founded in 1938, Agropur Cooperative is a North American dairy industry leader. With sales of \$5.9 billion in 2015, the Cooperative is a source of pride for its 3,367 members and 8,000 employees. Agropur processes more than 5.7 billion litres of milk per year at its 39 plants across North America and boasts an impressive roster of brands and products including Natrel, Québon, OKA, Farmers, Agropur Signature, Agropur Grand Cheddar, Island Farms, BiPro, and the Ultima Foods joint venture’s iögo and Olympic brands.

ABOUT ULTIMA FOODS

For more than 40 years, Ultima Foods has been a Canadian leader in the manufacturing and marketing of yogurt and fresh dairy products. Headquartered in Longueuil, the company has more than 600 employees across the country. It has world-class facilities and produces more than 100 million kilos of fresh dairy products annually that are distributed across Canada. Having developed a veritable yogurt culture in the country, Ultima Foods makes products that are adapted to the tastes and expectations of Canadian consumers by investing in high standards of quality and innovation. Ultima Foods develops, manufactures and markets the iögo brand (www.iogo.ca) and owns and operates Olympic dairy products (www.olympicdairy.com). Ultima Foods is owned by two Canadian dairy cooperatives, Agropur and Agrifoods, and is a major player in the Canadian food industry. For more information about Ultima Foods, visit www.ultimayog.ca or follow us on Facebook.



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