



Agrial is forging a strategic partnership with Saladexpress, a Quebec-based vegetable processing firm, taking its Fresh produce Division onto the North American market

Caen, 25th July 2018 – Agrial announces that it is forging a partnership with Saladexpress Inc., a Quebec-based vegetable processing firm, and is investing in its capital.

Combining its expertise with Saladexpress' market knowledge, Agrial is using this springboard to enter the rapidly-expanding North American market, with this new partner, Saladexpress. Agrial being known for acknowledged brands already loved by European consumers.

According to Bertrand Total, Executive Vice-President in charge of the Fresh Produce Division, "Joining forces with a local leader will form the basis of a partnership which will be mutually beneficial. We will be encouraging the expansion of a Quebec-based firm and accessing a geographical region targeted by the Agrial Horizon 2025 strategy".

For Sylvain Racette, CEO of Saladexpress, "We are now setting the milestones for our growth. It will require investments seeking to increase our factory productivity and help us maintain or even increase our workforce. "

Ever-attentive to market trends and technological advance to offer innovative, superior quality products, Saladexpress now employs 120 people at its Saint-Rémi site, either management or office staff.

Agrial's Fresh produce Division is one of Europe's leaders in fresh fruit and vegetables, with the brands Florette in fresh fruit and vegetables ready for use, Priméale in fresh fruit and vegetables to be prepared and Créaline in fresh purées and soups.

About Agrial

Agrial is a farming and food cooperative that supports its farming members every day, processing and selling their productions in the dairy, fresh vegetables and fruit, beverages and meat sectors. Together, its 13,000 members and 22,000 employees embody a supportive and efficient model, faithful to its history and culture. In 2017, the Group generated 5.5 billion euros in turnover. www.agrial.com

About Saladexpress

Saladexpress Inc., a vegetable processing firm, was established in 1989 in Saint-Rémi, in the heart of a market gardener's paradise. Having now reached the heights in processing of salads and pre-cut vegetables in Quebec, also active in Ontario, Saladexpress offers a variety of top quality, innovative products and fresh foods, preservative-free and ready to cook or serve. The firm's *raison d'être* is to support sustainable farming by encouraging local provisioning and natural, energy-efficient processing. www.saladexpress.ca

Agrial Fresh produce Division press contact: Vianova office

Céline Chanvin: 01 53 32 28 77 – 06 20 88 75 92 - celine.chanvin@vianova-rp.com

Anne-Sophie Leinot: 01 53 32 28 80 – 06 83 08 63 85 - leinot@vianova-rp.com