



PRESS RELEASE
For immediate release

Trega Foods Officially Assumes Agropur Name

Little Chute, WI, October 26, 2010 – On November 1, 2010, Trega Foods will transition its name to Agropur. The name change represents the final step in a nearly three year process to integrate the company's United States operations in Wisconsin and Iowa, into Agropur's corporate identity.

Agropur, Canada's largest dairy cooperative, announced it had reached an agreement to acquire Trega Foods in February, 2008. The addition of Trega Foods was Agropur's second acquisition in the United States and allowed the company to reinforce its position on the North American and international dairy scene.

"We are proud to promote the Agropur name within the United States which represents the highest quality dairy products in North America," said Doug Simon, President of Agropur's Wisconsin and Iowa operations.

Trega Foods currently employs more than 400 people in four facilities in Northeastern Wisconsin and Iowa. Trega Foods and Agropur have reputations for producing high quality products and have each won numerous awards, most notably at the World Championship Cheese Contest, one of the most prestigious competitions in the world. "We are part of an organization that shares the same values as Trega Foods and we believe we will be able to do exciting things in the future," added Simon.

About Agropur

Founded in 1938, Agropur Cooperative is a leader in the Canadian dairy industry, with sales of 3.4 billion dollars (CAD). With 3,600 member/owners, it has more than 5,200 employees at its 27 manufacturing facilities, distribution centers and offices throughout Canada, as well as the United States and Argentina. It processes close to 3.2 billion litres of milk per year (over 7 billion pounds) and offers an impressive product line, including such famous American brands such as Trega and Schroeder, and Canadian brands as Québon, Oka, Sealtest and Natrel.

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