



Cereals Canada

News Release

For immediate release

Cereals Canada Welcomes Warburtons as a Member

WINNIPEG, Wednesday March 30, 2016 – Cereals Canada is pleased to welcome Warburtons as a new member.

Cam Dahl, President of Cereals Canada stated, “it is critical that Cereals Canada have a strong link to the needs of end use customers. Warburtons is a significant and long standing customer of Canadian farmers and we welcome the opportunity to expand that relationship going forward. The addition of Warburtons will add significantly to linking Canadian agriculture to consumers around the world.

“Warburtons is pleased to be able to participate in developing industry wide solutions to the challenges of today’s marketplace,” said Adam Dyck, Program Manager at Warburtons. Cereals Canada provides a forum for industry leadership and consensus in the key areas of research, grain safety and growing consumer demands on issues like sustainability and nutrition.”

“The Cereals sector in Canada is in a period of transition that presents the industry with a unique opportunity to create an environment that will allow our country to realize its full potential in international and domestic markets. Cereals Canada’s mandate is to seek out opportunities for the entire value chain and fill gaps in industry leadership, market development and support as well as innovation strategy,” concluded Dahl.

About Cereals Canada

Cereals Canada brings together a broad and diverse collaboration of partners from all sectors of the cereals value chain to work together to enhance the domestic and international competitiveness of all parts of the industry.

For more information please visit www.cerealscanada.ca

About Warburtons

Warburtons is the UK’s leading independent baker and was established in a grocery shop in Bolton in 1876 by Thomas and Ellen Warburton. Today, the business is actively run by the fifth generation of the Warburton family – Brett, Jonathan and Ross. Warburtons is the number one brand within the UK bakery sector with 140 years of baking experience.

Warburtons has been buying Canadian wheat for nearly its entire 140 year existence. In the early 1990s Warburtons expanded their relationship with Canadian farmers through their Canadian Identity Preserved Program. Through this program, Warburtons contracts over 200,000 tonnes from Canadian farmers. For more information, please visit www.warburtons.co.uk

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For more information, please contact:

Cam Dahl, President
Cereals Canada
Ph: 204.942.2166

Adam Dyck, Program Manager
Warburtons (Canada)
204.864.2453