

## Press Release

For immediate release

### ***Ordre national du mérite agricole competition***

*La Coop fédérée* celebrates excellence in Agri-Environment for a 7th year

Montreal - January 13, 2012 - *La Coop fédérée* joined the Quebec Department of Agriculture, Fisheries and Food (MAPAQ) for the launch of the 123<sup>rd</sup> edition of the *Ordre national du mérite agricole* competition and enjoyed the opportunity to announce that it will present the *La Coop fédérée* Award for Agri-environment again this year.

"2012 will be a great year for our organization, not only because it is the International Year of Cooperatives, but also because *La Coop fédérée* will celebrate its 90<sup>th</sup> anniversary since creation. The *Ordre national du mérite agricole* competition, which has already surpassed its 100<sup>th</sup> year, reminds us that agriculture is an integral part of our heritage and occupies a prominent place. As we enter 2012, I am particularly proud to associate our network with this prestigious competition, which values not just our profession, but also the people who practice it," explained Mr. Denis Richard, President of *La Coop fédérée*.

"For the seventh year *La Coop fédérée*, through its Agri-environment award, highlights the creativity and passion of farmers by working to integrate good environmental farm practices into the daily management of their operation," added Mr. Richard.

This year, it is the National Capital and the Chaudière-Appalaches region producers who will be rewarded. *La Coop fédérée* would like to take this opportunity to wish all participants of the 2012 edition of the National Order of Agricultural Merit good luck.

#### **About *La Coop fédérée***

*La Coop fédérée* represents nearly 90,000 members in 105 co-operatives with facilities in Quebec, New Brunswick, Ontario, Alberta, Manitoba and Saskatchewan. It employs nearly 11,000 people and has accumulated a profit of 4.4 billion dollars. *La Coop fédérée* is present throughout the food chain and, as a wholesaler, provides agricultural producers the goods and services needed to operate their businesses, including oil products, hardware and agricultural machinery. *La Coop fédérée* will celebrate 90 years of existence in 2012, which has also been designated as "International Year of Cooperatives" by the United Nations Secretary General Ban Ki-moon.

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