



For Immediate Release

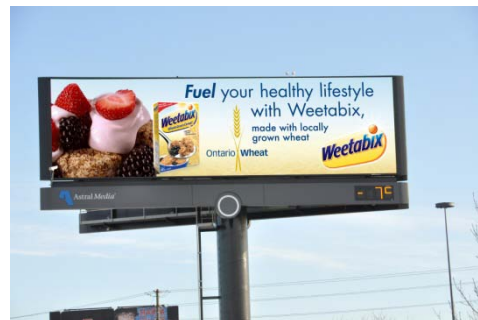
GFO AND WEETABIX PARTNER TO PROMOTE AWARENESS OF ONTARIO WHEAT

GUELPH, ON (March 2, 2010) - Grain Farmers of Ontario (GFO) and Weetabix have joined forces to increase awareness of Ontario wheat. The initiative is in line with regional marketing efforts for Ontario foods, encouraging more residents and businesses to buy locally grown products.

Weetabix is a 100% Ontario grown and manufactured product. 25% of the wheat used comes directly from Northumberland County where their Cobourg manufacturing plant is located. Of particular importance, the cereal provides an excellent market for Ontario spring wheat.

"We have been a strong supporter of local farmers since 1978. Whenever possible, Weetabix will continue to use crops grown close to home to provide Canadian consumers with healthy, whole grain cereal choices."

- Jeff Bakker, VP of Finance for Weetabix Canada



Many promotional initiatives have already been implemented. From November to January, the company ran a multi-media promotion across the Greater Toronto Area, including in-store sampling events, radio and billboard advertising, and branding the people-powered 'Eco-Cabs' in downtown Toronto. Additional initiatives are in development and will be revealed over the upcoming months.

"The collaboration between GFO and Weetabix will increase awareness, and ideally consumption, of mostly Ontario spring wheat and some winter wheat. We foresee great opportunities resulting from this partnership in the future."

- Barry Senft, Chief Executive Officer of GFO.

Grain Farmers of Ontario

Grain Farmers of Ontario (GFO) is the province's newest and largest commodity organization, representing Ontario's 28,000 corn, soybean and wheat farmers. The crops they grow cover 5 million acres of farm land across the province, generate over \$2.5 billion in farm gate receipts, result in over \$9 billion in economic output and are responsible for over 40,000 jobs in the province.

Grain Farmers of Ontario is promoting Ontario Wheat through the Ontario Wheat brand which you see displayed prominently on all joint marketing initiatives. The Ontario Wheat logo was designed to be inclusive of the entire Ontario Wheat Industry.

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