



**PRESS RELEASE
CNW – Telbec CODE 01
For immediate release**

2006 World Championship Cheese Contest

AGROPUR'S AGED CHEDDAR: THE BEST IN THE WORLD!

Longueuil, Thursday, March 30, 2006 – Agropur brought home the honours at the *World Championship Cheese Contest*, held in Wisconsin from March 21 to 23. Its three-year-old Britannia cheddar ranked first in the “aged cheddar” category of this prestigious contest. This cheddar already had the makings of a champion at three months, which earn it second place at the same contest in the “mild cheddar” category.

Over the past ten years, this is the seventh time that Agropur cheddars have reached the podium of this international contest, twice as the world's best aged cheddar and once as the best mild cheddar, making Agropur the top prize-winner.

“These new distinctions won by our cheddars confirm the high quality of our cheeses and Agropur's status as dairy processing leader. We are proud of our products and delighted that they are recognized on the international scene,” said Agropur's Chief Executive Officer, Pierre Claprood.

It should be noted that the *World Championship Cheese Contest*, instituted in 1957, takes place every two years and is one of the largest cheese contests in the world. In 2006, 18 countries entered a record number of 1,792 products in this contest.

Founded in 1938, Agropur Cooperative is a leader in the Canadian dairy industry, with sales of 2.1 billion dollars. It has 4,060 members, 3,900 employees and 21 plants, as well as several distribution centres across the country. It processes nearly two billion litres of milk per year and offers an impressive product line, including the famous *Britannia, Québon, Oka, Sealtest, Yoplait, Natrel* and *Island Farms* labels.

– 30 –

Source: Jean Brodeur
Director
Public Relations and Communications
Agropur
(450) 646-1010