



SOUTH NATION
CONSERVATION
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PARMALAT CANADA CLEAN WATER DONATION TOTAL REACHES \$125,000

December 17, 2009

For several years a major corporate contributor to South Nation Conservation's Clean Water Program (CWP), Winchester's Parmalat Canada has come through with another \$5,000 donation to the ongoing effort.

The latest gift was presented during the Dec.17 SNC board meeting by Steve Wilson, director of plant operations in Winchester. Parmalat Canada has long been an active member of the Clean Water Committee which allocates grants to landowners for water quality improvement projects.

Over the past several years, said SNC Water Quality Coordinator Ronda Boutz, the Winchester milk processor has made several contributions to the program aimed at reducing the phosphorus load in the South Nation River and its tributaries. Boutz recalled how, from 1998 to 2000, Parmalat Canada participated in a phosphorus trading program, contributing a separate \$150,000 to the CWP for implementation of best management practices and to improve water quality.

"The outstanding success of this initiative resulted in further company donations to the program totaling \$125,000 from 2001 to 2009, including this year's contribution," Boutz noted.

SNC chairman Ken Hill said the environmental leadership demonstrated by Parmalat Canada over the past decade has helped provide the initiative to other corporations and farming operations working in the watershed to get involved in phosphorus reduction.

Committed to health and wellness of Canadians through its high-quality food products, Wilson said its part of Parmalat Canada's approach to invest in the natural environment. The continued vitality of the South Nation River is as important to Parmalat Canada as it should be to every resident of the watershed, the plant director added: "Our involvement reflects a commitment to innovation which has helped Parmalat Canada become one of the largest, most dynamic dairy food companies in the country."

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FOR MORE INFORMATION: Valerie Sylvia, SNC, 877-984-2948, ext. 238.
 Digital cheque presentation photo available upon request.

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