



Press Release
For immediate release

**Atocas Bédard Farm acquires Perfect Berries Farm
the largest producer/packer of cranberries and highbush blueberries in Nova Scotia.**

SAINT-LOUIS-DE-BLANDFORD, January 30, 2025. - Atocas Bédard/Canneberges Québec, a producer/packager/exporter of fresh cranberries and highbush blueberries in Québec, better known under their Baies d'Or and Supra Fruit brands, is making a strategic acquisition in Nova Scotia. This important transaction marks a significant step in the expansion of the Goudreau/Bédard family's farming operations and demonstrates its ongoing commitment to innovation and quality to offer fresh cranberries and blueberries around the world.

The Perfect Berries Farm in Nova Scotia, known for its high-quality products and commitment to excellence, represents an exceptional opportunity for the Quebec company. In order to expand their footprint in the berry sector, as new owners, the Goudreau/Bédard family is determined to preserve the quality heritage of Perfect Berries Farm while introducing new sustainable practices and optimal development initiatives.

By adding Perfect Berries' 85 acres of cranberries and 265 acres of highbush blueberries to the 350 acres of cranberries and 40 acres of highbush blueberries in Quebec, Atocas Bédard/Canneberges Québec is consolidating its position as a leader in this field. *"The cranberry harvest in Quebec is from September to October. In Nova Scotia, the harvest takes place from October to early December, which will allow us to offer fresh cranberries until the holiday season!"* says Patrick Bédard, CEO of Ferme Atocas Bédard.

The third generation, represented by Camil Bédard, a graduate in accounting from Bishop's University in Sherbrooke, and Gabriel Bédard agr., a recent graduate in agro-economics from Université de Laval in Québec City, will play an essential role in the management and future development of Perfect Berries Farm's activities. Their complementary expertise in the financial and agricultural fields will help strengthen the company's competitive position and drive its long-term growth.

-30-

Source: Ferme Atocas Bédard – Perfect Berries Farm
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