



News Release

FOR IMMEDIATE RELEASE

September 27, 2016

SOBEYS MAKES SIGNIFICANT COMMITMENT TO P.E.I. BEEF

Sobeys deal means business is booming for Atlantic Beef Products plant and local beef farmers

STELLARTON, NS – Today, Sobeys announced that the beef on its shelves on Prince Edward Island is now primarily supplied by local beef farmers through Atlantic Beef Products' (ABP) *Island View Farms* brand. Processed at ABP's plant in Albany, P.E.I., *Island View Farms* is the primary beef brand now sold at the 13 Sobeys, Foodland, and Co-op stores across P.E.I.

Following the century-old tradition started in 1907 by J.W. Sobeys, the sale of *Island View Farms* beef in Sobeys, Foodland and Co-op stores on P.E.I. is one more example of the Company's leadership in local sourcing and belief in local farmers and producers.

"Our commitment to local beef has never been stronger," commented Peter Doucette, General Manager, Sobeys Atlantic. "This partnership means P.E.I. customers can choose local first, it means larger herd sizes for P.E.I. and Maritime beef cattle producers, and it means ABP has a committed local partner as it increases plant capacity and grows its business."

Talks began 18 months ago between Sobeys, ABP and the P.E.I. and Maritime Cattle Producers to ensure ABP's plant capacity could be increased and the producers could grow their herds to meet demand.

"This partnership with Sobeys means additional volume through our plant in a business where volume is a key ingredient to operate efficiently and cost effectively. We appreciate the commitment Sobeys is making to assist us in our goal to ensure ABP is here for the producers in our region for the long term," added Russ Mallard, President, Atlantic Beef Products. "ABP sources all the local beef available from P.E.I. beef and dairy farmers. To meet increased demand for our products, ABP promotes increased local beef production, combined with sourcing beef from others producers in our service region."

"Sobeys has really stepped up in terms of their commitment to local cattle producers. They have sat at the table with us and helped us plan our herd growth to ensure we have the capacity to meet their needs," said Brian Morrison, Chair of the P.E.I. Cattle Producers. "Sobeys is helping ensure the viability and sustainability of beef farming here on P.E.I. It has been a true partnership with them from the start."

"Prince Edward Island's beef industry plays a valuable role in our provincial economy. We thank Sobeys for their efforts to collaborate with Atlantic Beef Products and Island Cattle Producers on this exciting local initiative. Today is another prime example of why our province is building a reputation as Canada's Food Island," added Alan McIsaac, Minister of Agriculture and Fisheries.

All cuts of beef will now be available in the *Island View Farms* brand at Sobeys, Foodland, and Co-op stores on P.E.I.

Sobeys
Corporate

115 King Street
Stellarton, NS
B0K 1S0



Where you can find Island View Farms beef:

Sobeys West Royalty	39 Babineau Avenue
Sobeys Stratford	9 Kinlock Road
Sobeys Montague	87 Main Street
Sobeys Summerside	475 Granville Street
Sobeys Charlottetown	400 University Avenue
Foodland Bloomfield	2238 O'Halloran Road
Souris Co-op	85 Main Street
O'Leary Co-op	500 Main Street
Tignish Co-op	283 Business Street
Wellington Co-op	16 Pondsides Drive
Morell Co-op	7690 St. Peter's Highway
Foodland Summerside	98 Water Street
Foodland Charlottetown	3 Walker Drive

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. A wholly-owned subsidiary of Empire Company Limited (TSX: EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. The company's purpose is to help Canadians Eat Better, Feel Better and Do Better. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

About Atlantic Beef Products

Atlantic Beef Products is located in Albany, P.E.I. and has been serving our customers and beef producers since 2004. We harvest beef and dairy cattle and produce high quality beef cuts and grinds for retail, food service and further processors in Atlantic Canada and beyond. Our brands include Island View Farms, Blue Dot Reserve and Certified Island Beef. www.abpi.ca

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