

Granny's gets a makeover

Granny's Poultry Cooperative unveils new look and healthy direction

May 18, 2010, Winnipeg, MB – Consumer will see a fresh new look to their favourite Granny's poultry products starting this May. Granny's Poultry (www.grannys.ca), a Canadian farmer-owned poultry cooperative based in Manitoba, has introduced a new logo. The new logo celebrates the Granny's poultry farm, paying homage to the hard-working farmers that provide delicious and nutritious chicken and turkey products for mealtimes across the country. It also reflects Granny's forward thinking approach to poultry and its commitment to remaining innovative and current.

Starting late summer through early fall, consumers can enjoy a new line of Granny's poultry products with omega-3 derived from flaxseed. The company is also working on other new products that have added fibre and reduced sodium and fat.

"We are adding value through nutrition and convenience by developing products that are nutritionally enhanced, and cater to today's consumers and their busy lifestyles," said Craig Evans, chief executive officer, Granny's Poultry. "We want Granny's to be there when people are looking for healthier options at their local grocery store. And to represent this new direction, we felt that our Granny's image needed to be refreshed. Our new look captures the importance of our farmers as the core of our business and showcases Granny's commitment to health and nutrition."

The cooperative was started more than 50 years ago by a small group of rural Manitoba farmers who wanted to ensure fair pricing for the consistently high quality poultry they raised. By forming a cooperative, these farmers were able to pool their resources and support their businesses by more effectively marketing their locally-raised chickens and turkeys.

The farmer-owned cooperative began using the recognizable "Granny's" trademark in 1950 as a product brand and in May 1979 incorporated the company as Granny's Poultry Cooperative (Manitoba) Ltd. Through the years, the cooperative continued to make significant investments to support the Granny's brand, its employees and its capabilities, including its HACCP-certified processing facility in Blumenort, Manitoba and in 2008, Granny's opened, in Winnipeg, one of the most technologically advanced hatcheries in the world.

This May, Granny's also updated their website so that poultry lovers can find helpful nutritional information as well as simple and delicious recipes, such as New Delhi Style Grilled Turkey Kebabs, Lime-Chili Wingstix, and Goat Cheese Chicken Burgers.

Many of these new recipes are being developed by Chef Jason Wortzman, Granny's director, marketing and product development and in-house culinary guru. "Chicken and turkey is a staple of most Canadians' family mealtimes," says Jason. "By merging new flavour trends and seasonality with traditional tasty favourites, we are developing an exciting new repertoire of recipes that will be a hit with your family."

On the website, consumers can also ask Winnipeg-based registered dietitian Gina Sunderland their questions about nutrition. "Poultry is good for us," says Gina. "A source of lean protein with low sodium and fat content, turkey and chicken are full of great nutrients that keep your body in good health. And adding omega-3 adds even more nutritional goodness."

Residents of Manitoba, Saskatchewan and northwestern Ontario can find Granny's fresh poultry products in their favourite grocery stores. Granny's new omega-3 products will be available across the prairies and Western Canada, including Alberta and British Columbia.

About Granny's Poultry Cooperative

Granny's is a farmer-owned poultry cooperative based in Manitoba. We are owned by farmers who are dedicated to producing both high-quality food for our customers and opportunities for our community. For more information, visit www.grannys.ca.

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The following registered dietitians are available to speak about the nutritional benefits of poultry:

Winnipeg – Gina Sunderland, RD

Regina – Jenny Okroj, RD

Saskatoon – Theo Phillips, RD

Calgary – Samara Felesky-Hunt, RD

Edmonton – Karol Sekulic, RD

Editors/Reporters: A photo of the unveiling of Granny's new sign at their head office is available upon request. For additional information, photos, recipes or interviews, please contact:

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