

# Premium Priced Produce

Mastronardi has exclusive access to proprietary varieties that demand premium retails in the market.



## Access to Global Market

Utilize Mastronardi's distribution network to access to the Global Export Market more efficiently.



#### **Displace Imports**

The ability to displace imports and expand "specialty" domestic market opportunities.



# Access to Large Customer Base

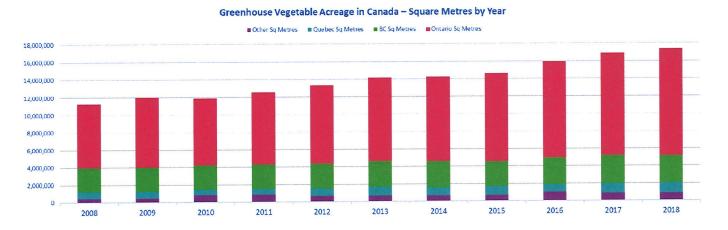
Access to
Mastronardi's
customer base, which
includes the top
retailers & food
service providers in
North America



### **Business Expansion Opportunities**

Unique opportunities to leverage SUNSET's rapidly growing consumer demand to expand operations

Figure 5.9-A: Comparison of Vegetable Acreage in Canada 2008 to 2018

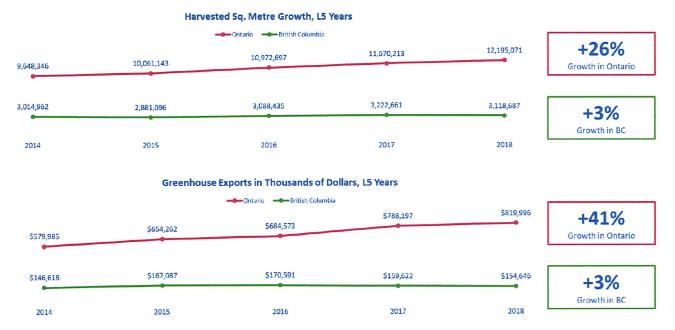


Over **6MM** sq. metres of Greenhouse Vegetable production added in this 10 year window, With **80% of growth** coming from Ontario & only **6% from BC** 

Source:https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3210045601; Statistics Canada; Production and value of greenhouse vegetables; Table: 32-10-0456-01 (formerly CANSIM 001-0006)

- British Columbia accounts for 18% of the Total Greenhouse acreage in Canada vs.
   70% in Ontario.
- Since 2008, roughly +1MM sq metres added in BC vs. +6MM sq metres added in Ontario

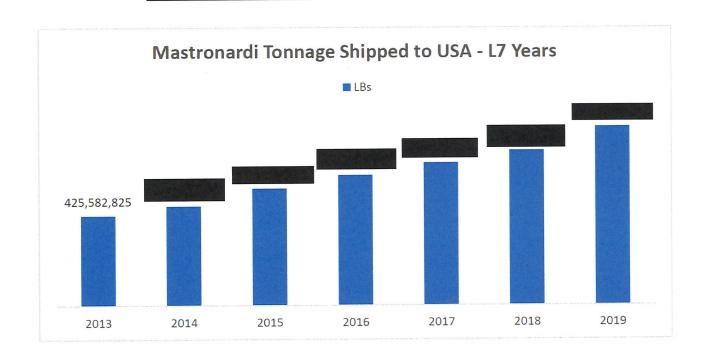
Figure 5.9-C: Greenhouse Harvested Sq. Metre and Exports – Last 5 Years Growth Trends



Source:https://www.agr.gc.ca/eng/horticulture/horticulture-sector-reports/statistical-overview-of-the-canadian-greenhouse-vegetable-industry-2018/?id=1578950554200; Government of Canada; Statistical Overview of the Canadian Greenhouse Vegetable Industry, 2018; Statistics Canada. Table 32-10-0456-01 Production and value of greenhouse vegetables; Statistics Canada. Table 32-10-0019-01 Estimates of specialized greenhouse operations, greenhouse area, and months of operation; Statistics Canada. CATSNET

This also correlates
 with job creation - +1,375 permanent jobs
 created in Ontario over
 this time frame vs. 236
 jobs lost in British
 Columbia

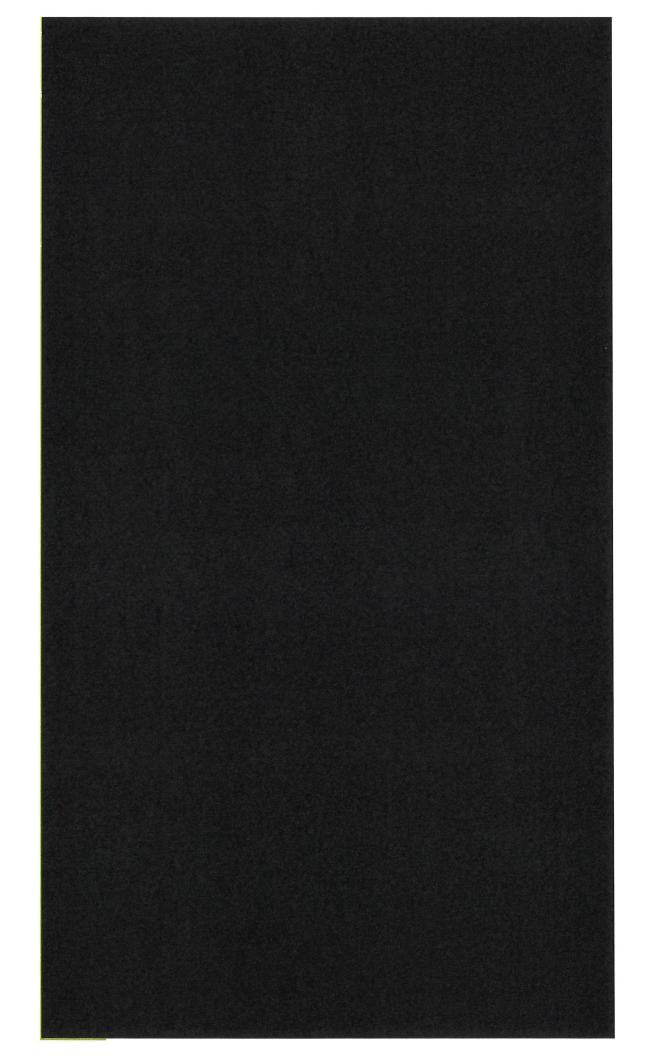
#### Mastronardi Produce has leveraged strong retailer relationships in the USA

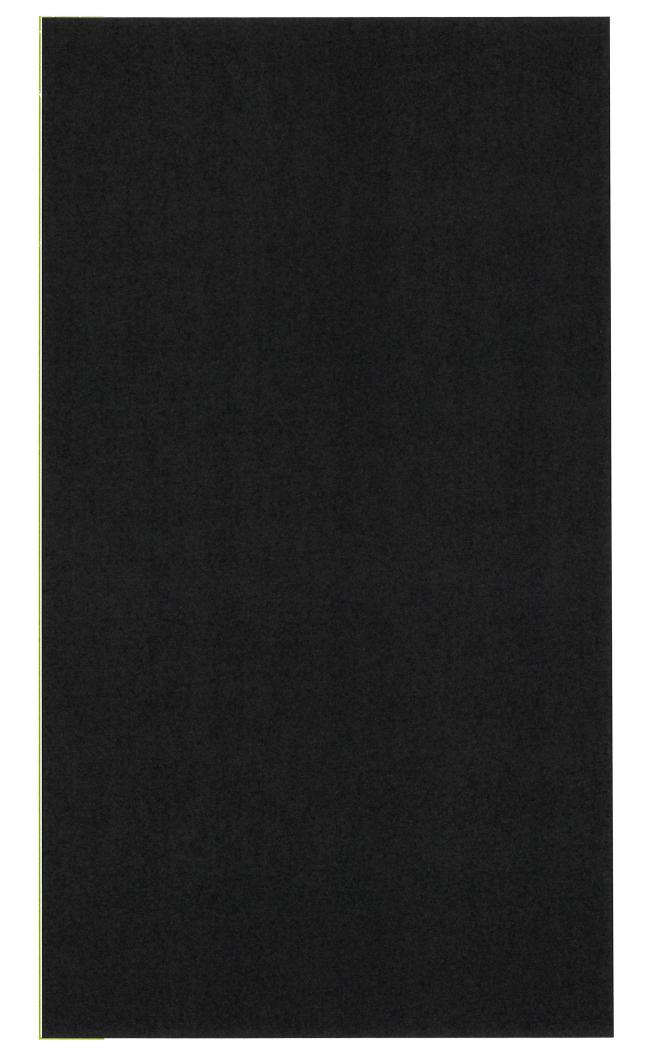


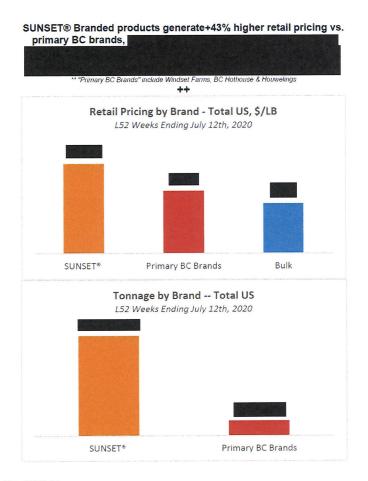
- Shipped more than 1
   Billion LBs to the USA the trailing 52 Weeks (through Week 35 2021)
- Specialty Tomato varieties are key in this growth & SUNSET has created multiple categories valued at more than \$1B annually

Figure 2.2: Distribution Map





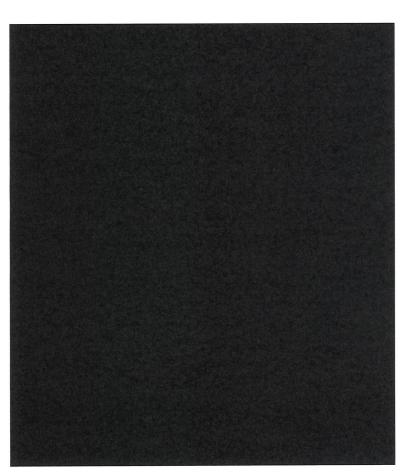




In addition to higher returns, BC Growers would also benefit from:

- · World-Class Marketing, Research & Development
- Access to exclusive, specialty seed varieties
- Collaborative Grower Liaison Program
- Network Utilization & Full Logistics Support
- Financing Advantages to Catalyze Growth
- Robust Food Safety & Logistics Program
- Greater ability to export to US Retailers





- SUNSET® is the market share leader in the Eastern USA with rapidly increasing demand in the Western USA
- Opportunity to expand Specialty Tomato consumption in the Western USA –
- Launched National Snacking Program with Albertsons









Source: Agency Application; PG 31