



**FOR IMMEDIATE RELEASE**

**SUNOPTA ACQUIRES TRADIN ORGANIC AGRICULTURE OF  
AMSTERDAM, EXPANDS GLOBAL ORGANIC INGREDIENT SOURCING  
AND PROCESSING PLATFORM**

Toronto, Ontario, November 29, 2007 – SunOpta Inc. (Nasdaq:STKL) (TSX:SOY) today announced that it has reached an agreement to acquire the outstanding shares of The Organic Corporation B.V., operating as Tradin Organic Agriculture B.V. (“Tradin” or “the Company”). The transaction is subject to completion of detailed due diligence and definitive agreements and is expected to close within 60 days.

Tradin was founded in 1985, and since that time has grown consistently into one of the world’s leading providers of globally sourced organic food ingredients with annual revenues of approximately €85 million (approximately USD \$120 million). Positioned as a “one stop shop” for organic ingredients, the Company is a key supplier of a wide variety of organic products including frozen and fresh fruits and vegetables, dried fruits, coffee, cocoa, cereals, rice, soy, beans, pulses, seeds, nuts, oils, dairy products, seasonings, sweeteners and more. The existing management of Tradin will remain with the Company and play a key role in the continued development of the organizations extensive capabilities.

Headquartered in Amsterdam, the Netherlands, Tradin operates a number of wholly owned and partially owned companies based in the Netherlands, China, Serbia and Ethiopia. In addition, the Company maintains sales and sourcing operations in the United States, Germany, Austria, France and Thailand which source and procure key organic ingredients from extensive relationships in key growing areas around the globe.

Tradin’s organic foods sourcing and processing expertise compliments SunOpta’s broad natural and organic foods platform, sourcing and processing from diverse geographies and serving a global customer base. The combination of these capabilities is expected to lead to further integrated sourcing and processing opportunities around the globe.

Wim Rabbie and Gerard Versteegh, the shareholders of Tradin commented, “We are very glad to be joining the SunOpta group of companies. Tradin became a leader in the sourcing and supply of organic commodities worldwide, mainly due to our extensive investments in our quality departments and systems. By joining SunOpta we will be able to improve these systems even further and faster. In doing so, we will be able to add quality driven turnover, increasing our current programs and adding new sourcing projects worldwide. We will continue to take a leading role in stimulating the integrity of the organic business worldwide. We are very

optimistic about the international growth potential of organics and our continued leadership role in this growth.”

Steve Bromley, President and Chief Executive Officer of SunOpta commented, “We are most pleased to have reached an agreement to acquire the outstanding shares of The Organic Corporation (Tradin). The management of Tradin share SunOpta’s strong values and commitment to the development of sustainable organic foods ingredients to meet growing demand around the world. The combination of SunOpta’s global organic sourcing and processing operations with Tradin’s extensive and complimentary operations, positions SunOpta as a global leader in the provision of organic ingredients in the world, and is consistent with our strategy to become the leading global supplier of natural and organic food products.”

### **About SunOpta Inc**

SunOpta Inc. is an operator of high-growth ethical businesses, focusing on integrated business models in the natural and organic food, supplements and health and beauty markets. The Company has three business units: the SunOpta Food Group, which specializes in sourcing, processing and distribution of natural and organic food products integrated from seed through packaged products; the Opta Minerals Inc. (TSX:OPM) (66.3% owned by SunOpta), a producer, distributor, and recycler of environmentally friendly industrial materials; and the SunOpta BioProcess Inc. which engineers and markets proprietary steam explosion technology systems for the pulp, bio-fuel and food processing industries. Each of these business units has proprietary products and services that give it a solid competitive advantage in its sector.

### **Forward-Looking Statements**

Certain statements included in this press release may constitute "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to references to the expected terms of the proposed private placement and business strategies, competitive strengths, goals, capital expenditure plans, business and operational growth plans and references to the future growth of the business. These forward looking statements are based on certain assumptions and analyses made by the Company in light of its experience and its interpretation of current conditions, historical trends and expected future developments as well as other factors that the Company believes are appropriate in the circumstance. However, whether actual results and developments will agree with expectations and predications of the Company is subject to many risks and uncertainties including, but not limited to; the company’s ability to negotiate successfully the specific terms of the private placement with investors, general economic, business or market risk conditions; competitive actions by other companies; changes in laws or regulations or policies of local governments, provinces and states as well as the governments of United States and Canada, many of which are beyond the control of the Company. Consequently all forward-looking statements made herein are qualified by these cautionary statements and there can be no assurance that the actual results or developments anticipated by the Company will be realized.

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