



FOR IMMEDIATE RELEASE

**SUNOPTA ANNOUNCES APPOINTMENT OF TONY TAVARES AS
VICE PRESIDENT AND CHIEF OPERATING OFFICER**

Toronto, Ontario, April 24, 2008 – SunOpta Inc. (Nasdaq:STKL) (TSX:SOY) today announced the appointment of Tony Tavares to the position of Vice President and Chief Operating Officer, SunOpta Inc., effective June 1, 2008. In this role Mr. Tavares will report to Steve Bromley, President and Chief Executive Officer, SunOpta Inc., and assume operational and strategic responsibility for the Company's SunOpta Food Group operations and global supply chain initiatives.

Mr. Tavares brings over 20 years of food industry experience to this role with a focus on increasing organizational profitability in changing environments through a combination of innovative marketing, lean manufacturing and strong organizational development. Prior to joining SunOpta, Mr. Tavares was Chief Executive Officer of Maple Lodge Farms Inc., a Canadian food company with revenues of approximately \$550 million and extensive operations in fresh and deli meats, pet foods and feed milling. Mr. Tavares has also held a number of senior positions in the Canadian food industry including President of Maple Leaf Poultry, a division of Maple Leaf Foods and President of Tyson Canada.

Steve Bromley, President and CEO of SunOpta Inc., commented, "We are most pleased to have Tony join the SunOpta team. His extensive experience in the food industry will be a valuable addition and will be key as we focus on maximizing our strategic strengths and driving improved profitability and return on equity."

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; Opta Minerals Inc. (TSX:OPM) (66.7% owned by SunOpta), a producer, distributor, and recycler of environmentally friendly industrial minerals; and SunOpta BioProcess Inc. which engineers and markets proprietary steam explosion technology systems for the bio-fuel, pulp 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.

For further information, please contact:

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