



FOR IMMEDIATE RELEASE

**SUNOPTA EXPANDS GLOBAL ORGANIC SUPPLY CAPABILITIES
AND ACQUIRES PURE NATURE ORGANICS BRAND**

Toronto, Ontario, August 26, 2008 – SunOpta Inc. (Nasdaq:STKL) (TSX:SOY) today announced that SunOpta Global Organic Ingredients (SGOI), a division of the SunOpta Fruit Group, has entered into a series of agreements to expand its global organic supply capabilities, primarily in Central America, as well as expand its supply of private label and branded frozen food products to its growing customer base. As per the terms of these agreements, SGOI has acquired a number of existing supplier and customer relationships, and the rights to the Pure Nature Organics™ frozen fruit and vegetable registered trademark, and has entered into an ongoing brokerage and consulting services agreement.

It is estimated that this business will generate incremental profitable revenues of approximately \$5.0 million to \$7.0 million in the first year and continue to grow in following years as the products are further developed and incremental supply becomes available.

As per the terms of the agreements, SGOI has entered into arrangements with a number of strategic organic suppliers and processors, primarily in Central America, a relatively new but fast developing and growing area for the group, as well as relationships in other key growing regions, to develop supply sources for organic broccoli, green beans, edamame, asparagus and other vegetables and fruits. In addition, SGOI has assumed a number of existing customer contracts and relationships in North America for supply of organic private label and branded frozen vegetable products and expects to grow these relationships as supply and processing sources are expanded.

Joseph Stern, President of SunOpta Global Organic Ingredients commented, “These agreements allow SGOI to act upon a key strategic initiative by not only diversifying its supply source for organic IQF vegetables and fruits, but also allowing the group to get much closer to the farm gate in a rapidly developing and reputable region for the procurement of commodities which are in global short supply.”

Steve Bromley, President and Chief Executive Officer of SunOpta Inc. commented, “This transaction further expands SunOpta’s global organic supply capabilities and also expands the Company’s supply of branded and private label organic food products, both of which are key to our continued strategic growth plans. We intend to leverage the new customer and supply relationships in order to expand supply of various organic food

products processed at existing SunOpta operations and also leverage SunOpta's extensive global expertise to bring a number of these products to markets serviced by Tradin Organics, a recent SunOpta acquisition."

About SunOpta Inc.

SunOpta Inc. is an operator of high-growth ethical businesses, focusing on integrated business models in the natural and organic food and natural health 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) (66.6% owned by SunOpta), a producer, distributor, and recycler of environmentally friendly industrial materials; 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 results related to the supply and customer relationships, Pure Nature brand and the brokerage and consulting agreement identified in this release, as well as other references to the future growth and strategies 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 without limitation the expected results related to the supply and customer relationships, Pure Nature brand and the brokerage and consulting agreement identified above, results of which may be 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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