



**FOR IMMEDIATE RELEASE**

**SUNOPTA PROVIDES UPDATE ON ACTIVITIES RELATED TO 2007 EARNINGS RESULTS AND FIRST QUARTER 2008 EARNINGS RESULTS**

Toronto, Ontario, July 24th, 2008 – SunOpta Inc. (Nasdaq:STKL) (TSX:SOY) today provided its regularly scheduled bi-weekly update on the status of activities relating to the write-downs in the SunOpta Fruit Group Berry Operations, the delay in the filing of its Annual Report 10-K for the year ended December 31, 2007 and its Quarterly Report on Form 10-Q for the period ended March 31, 2008, and the amended Quarterly Reports on Form 10-Q for the periods ended March 31, June 30 and September 30, 2007.

On July 21, 2008, the Company issued a press release announcing its 2007 year end financial results and on July 22, the Company filed its Annual Report 10-K for the year ended December 31, 2007 as well as the amended Quarterly Reports on Form 10-Q for the periods ended March 31, June 30 and September 30, 2007. The Company expects to file its Quarterly Report on Form 10-Q for the period ended March 31, 2008 by July 31, 2008 and will host a shareholder conference call at that time to discuss the results and ongoing business activities.

The Company also announced that Mr. Brian Metler has joined SunOpta effective July 21, 2008 in the new position of Vice President, Risk Management and Internal Audit. Mr. Metler brings extensive risk management and internal audit experience to SunOpta, previously working with both Bell Canada and the Canadian Imperial Bank of Commerce. In the newly created position, Mr. Metler will lead the Company's enhanced risk management and internal audit functions, focusing on the timely identification and resolution of business risks in a rapidly changing business environment.

The Company anticipates filing results for the second fiscal quarter ended June 30, 2008 by August 9, 2008 and also plans to host a shareholder conference call at that time to discuss the results and update ongoing business activities.

There is no other material information concerning the affairs of the Company at this time that has not been generally disclosed.

**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) (66.6% 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 the timing for filing the Company’s periodic report and release of financial results. Whether actual timing will agree with expectations and predications of the Company is subject to many risks and uncertainties including, but not limited to, completion of the Company’s internal and the external accounting procedures, which is partially 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:

**SunOpta Inc.**

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