



PRESS RELEASE

ONTARIO HAZELNUT ASSOCIATION AND FERRERO SpA SIGN NEW MEMORANDUM OF UNDERSTANDING: New agreement sets the stage for long-term co-operation and development of hazelnuts in Ontario

Ottawa, ON, October 4, 2013 – The Ontario Hazelnut Association and the Ferrero Group jointly announce the signing of a Memorandum of Understanding to facilitate the continued development of the hazelnut market in Ontario. This announcement is made at the residence of the Ambassador of Italy in Canada. Under this agreement, both parties agree to cooperate in the expansion of the commercial hazelnut business in the province, which eventually will result in a new, multi-million dollar sector for agribusiness.

Specifically, this agreement commits the partners to identify funding opportunities that exist from the federal and provincial governments and to support farmer/grower engagement and communication activities that promote the hazelnut agricultural sector in the province. This will include providing support for knowledge transfer, training, and research and development. It will also include the creation of long-term purchasing agreements to acquire hazelnut crops from Ontario producers mainly for the Ferrero plant in Brantford.

“This agreement marks the next chapter in the development of the hazelnut sector in Ontario”, says Martin Hodgson, a hazelnut grower and Chair of the Board of Directors of the Ontario Hazelnut Association. “Ferrero is a very key player with which our Board is very pleased to cooperate and collaborate to launch this new agri-business creation in the province”.

Given the complex issues surrounding hazelnut production, coordinated responses and effective cooperation between OHA and Ferrero will enhance the certainty and predictability of hazelnut innovation and production, and promote sectoral confidence and sound development in Ontario. The Memorandum of Understanding is for three years, after which it will be open for renewal.

About Ferrero

Founded in 1946, Ferrero was built upon an already thriving family confectionery business. Family-owned to this day, Ferrero is the fourth largest confectionery company in the world with market presence in all continents. The Group has three R&D centres, over 40 commercial entities and and twenty production plants. With the dedicated commitment of 25,000 employees, the products sold under brands like Nutella, Ferrero Rocher, Mon Cheri, Tic Tac, Kinder Bueno, Kinder and Raffaello have become worldwide successes. For more information about the Group, its products and sustainability commitments, see www.ferrero.com.

About The Ontario Hazelnut Association

The Ontario Hazelnut Association, established in 2013, is encouraging planting of hazelnuts in Ontario to serve new markets. This new crop for Ontario has enormous potential, with interested growers, strong suppliers and engaged buyers. The Ontario

Hazelnut Association will continue to develop new markets for Ontario hazelnuts and their products through agronomic knowledge, cultivar development, economic analysis and public advocacy. For more information about the Ontario Hazelnut Association, see www.ontariohazelnuts.com.

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