

October 18, 2007



NRN 07037

**FOR IMMEDIATE RELEASE**

**McCAIN SPONSORS THE UNITED NATIONS INTERNATIONAL YEAR OF THE POTATO 2008**

FLORENCEVILLE, N.B. — McCain Foods Limited announced its sponsorship of the United Nations (UN) International Year of the Potato 2008, at the official launch today in New York.

The United Nations General Assembly has declared that the potato should be a major component in strategies aimed at providing nutritious food for the poor and hungry. Rich in carbohydrates and vitamin C and with the highest protein content of any root or tuber, the potato yields more nutritious food more quickly on less land and in harsher climates than any other major crop. The resolution to honour the potato, which represents the world's number four food crop, was adopted during the 60th session of the UN General Assembly in December, 2005.

"McCain Foods has a 50 year history of understanding potatoes," says Dale Morrison, President and CEO. "We employ over 150 agricultural professionals who share their expertise in sustainable, high-yield agriculture practices with local growers around the world. With our knowledge and our global presence, we are in a unique position to support the objectives of the United Nations in educating the world on the value of potatoes and by introducing potato farming capabilities to developing countries and impoverished nations that will deliver high nutrition, low cost solutions to the world's poor and hungry."

McCain Foods Limited is an international leader in the frozen food industry, employing over 20,000 people and operating 60 production facilities on six continents. A privately owned company headquartered in Canada, McCain has annual sales of more than C\$6 billion and is the world's largest producer of French fries and potato specialties. The company's products can be found in thousand of restaurants and supermarket freezers in more than 130 countries around the world.

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**Media Release**  
from the McCain Group of Companies