



For Immediate Release

September 18, 2017

FILM DIRECTOR JAMES CAMERON AND SUZY AMIS CAMERON ANNOUNCE INVESTMENTS IN THE SASKATCHEWAN AGRICULTURAL SECTOR

Launching today is the Camerons' Verdient Foods Inc., whose goal is to become the largest organic pea protein fractionation facility in North America.

(Saskatoon, Saskatchewan; September 18, 2017) – Oscar-winning film director and Canadian native James Cameron and his wife Suzy Amis Cameron announced today the formation of Verdient Foods Inc. On September 18th, 2017, Verdient Foods will open a new pulse food processing facility in Vanscoy, Saskatchewan, near the province's largest city Saskatoon. Once fully operational, the 160,000 metric-ton facility will become the largest organic pea protein fractionation facility in North America.

The province of Saskatchewan, with some of the healthiest soil in the world, has a lengthy history of fostering elite agricultural businesses and educational institutions that are at the forefront of plant-based protein solutions. The Camerons have entered into a four-year research contract with the non-profit Saskatchewan Food Industry Development Centre ("Food Centre") and its president, Daniel Prefontaine, to develop value-added organic food products that will be produced by Canadian and global companies using ingredients from their Verdient Foods plant.

The Camerons are dedicated to working with Saskatchewan farmers in a mentorship program to provide a profitable structure to keep younger generations of Canadian farmers engaged in organic farming. James Cameron said, "We are working with Saskatchewan farmers through the Verdient Foods processing facility and the Food Centre to integrate food production with new value-added products."

Added Suzy Amis Cameron: "For years, we've been on a mission to help the world eat healthy food grown by farmers who have chosen to farm organically. Jim and I are thrilled to work with Saskatchewan experts at the Food Centre, the University of Saskatchewan, and the Whitecap Dakota First Nation; all of whom have long been supporters of the mission to bring healthy food to all."

Verdient Foods Inc. is deeply indebted to the efforts of the Honourable Brad Wall, the Premier of Saskatchewan, and his ministers who have created the roadmap for how to do business in Saskatchewan.

“We want to welcome James Cameron and Suzy Amis Cameron to Saskatchewan, and express our deepest gratitude for their investment in Verdient Foods and their partnerships with the Saskatchewan Food Industry Development Centre, the Whitecap Dakota First Nation and its First Nation leader, Chief Darcy Bear,” Premier Wall said. “Saskatchewan agriculture is feeding the world while creating jobs and opportunity at home. The Camerons’ decision to move forward with this project in Saskatchewan is a tribute to the province’s grain producers, our growing food processing industry, and our world leading research community.”

Continuing with their efforts to align with Saskatchewan farmers, researchers and business leaders, the Camerons are pleased to announce their partnership in Verdient Foods Inc. with Greg and Olivia Yuel, of PIC Investment Group Inc. (PIC). Greg and Olivia’s dedication to Saskatchewan and their strong family values make them ideal investment partners. “PIC Investment Group Inc. is a family office located in Saskatchewan with operating companies and equity investments in many sectors,” Greg Yuel said. “Our long-term perspective matches our partner in this opportunity perfectly. Verdient Foods validates the 20-year effort of Saskatchewan’s blueprint for growth by adding value to our commodities. PIC is delighted to be a part of this future coming to reality.”

ABOUT VERDIENT FOODS INC.

Verdient Foods opened its facility in September 2017. The company recognizes the increasing global demand for sustainable, organic plant-based protein. Its operations include a state-of-the-art pulse crop processing facility based in Vanscoy, Saskatchewan; the heart of Saskatchewan’s pulse-crop production area. Verdient Foods’ focus is value-added processing of proteins, starches and fibres extracted from Saskatchewan-produced pulse crops using a dry fractionation process. For more information, please visit www.verdientfoodsinc.com.

PMC Management LLC is the operating company for Verdient Foods Inc. and other Cameron family agricultural interests. For more information, please visit www.pmcmangementllc.com

PIC Investment Group Inc. is a Saskatchewan-based family office with 7 operating companies and over 20 minority investments in a variety of industries. For more information, please visit www.picgroup.ca.

ABOUT SUZY AMIS CAMERON

An environmental advocate, mother, and former actor, Suzy Amis Cameron founded MUSE School 12 years ago to “inspire and prepare young people to live consciously with themselves, one another, and the planet.” MUSE is the first plant-based school in the United States. Suzy is Executive Director of [Plant Power Task Force](#), founded with her husband James Cameron. In Fall 2018, Suzy will publish, *OMD: Swap One Meal a Day to Get Healthy, Live Longer, and Save the Planet*, with Simon & Schuster. Previously, she founded Red Carpet Green Dress and Food Forest Organics. As an actor she was featured in more than 25 films, including *The Usual Suspects* and *Titanic*. For more information, please visit www.suzyamiscameron.com and www.museschool.org

ABOUT JAMES CAMERON

Mr. Cameron is a Canadian filmmaker, father, and deep-sea explorer. With his wife, Suzy Amis Cameron, he works with various experts to learn more about the benefits of a plant-based diet on conservation and health. His films have received numerous Academy Awards and nominations. Among other projects, Mr. Cameron is currently filming sequels to the film *Avatar*. For more information about the filmography of Mr. Cameron, please visit the Internet Movie Data Base: <http://www.imdb.com/name/nm0000116/>

Media Conference PHOTO

https://www.dropbox.com/sh/fk1wqi7k7rafuqz/AAC2CI3BaevA5_96TLQrDgPAa?dl=0

(Left) Premier Brad Wall, James Cameron, Suzy Amis Cameron, Greg Yuel, Olivia Yuel

Photo Credit- Chad Reynold, Golden Media

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