

# The Highland Companies

## *A Farm Update*

We are proud to be Ontario's largest grower, packager and distributor of potatoes, operating primarily in Melancthon Township. At a time when other businesses are cutting back, we are investing in our community and its future.



### **Appointing new leadership**

- We recently appointed two local managers to senior positions:
  - Trevor Downey is now Vice President of Sales and Marketing
  - Bruce Wilson is now Vice President of Farm Operations
- This reflects their significant contribution to farming and our community.

### **Investing in operations**

- Our farms now provide about 24% of the jobs in Melancthon.
- We've introduced an employee benefits plan with health and life insurance.
- We continue to invest millions of dollars in equipment and facilities.
- We are developing environmentally-friendly farm plans.
- Water studies suggest about 500 acres of our land may be irrigated in 2009.

### **Growing the business**

- Our customer base and product offerings are increasing.
- *President's Choice*, one of Canada's leading brands, chose us as a supplier.
- This and other new business reflects our quality products and skilled people.
- Customers view us as a reliable supplier for the long term.
- We have increased our local acreage and expanded into Norfolk County.
- The farms are now growing 12 varieties of potatoes.
- A 30% increase in sales volume is expected in 2009.

### **Contributing to the community**

- We continue to support local causes, organizations, and events.
- We look for new ways to help make life better for people in the area.
- The Company is helping to recruit healthcare professionals.
- We are also working to bring the YMCA to the community.



The farm operation is and will remain an important part of our business. At the same time, we are researching land uses in addition to farming, not instead of it. Others are pursuing these activities in the area as well. We believe that economic growth and diversity are essential if the community is to create local jobs, fund government services and amenities for people, and ensure a sustainable future.

We thank all our managers and employees for their hard work and dedication.