



## SunOpta Inc. Announces Management Promotion

TORONTO--Dec. 14, 2004--SunOpta Inc. (SunOpta) (NASDAQ:STKL)(TSX:SOY). Jeremy N. Kendall, Chairman and CEO, today announced the appointment of Steve Bromley as President and Chief Operating Officer of the Company, effective January 1, 2005. Steve has held a number of progressively responsible positions since joining the Company in June, 2001, initially as Vice President, Finance and Chief Financial Officer of the SunRich Food Group, then Vice President, Finance and Chief Financial Officer of the Company and most recently as Executive Vice President and Chief Operating Officer of SunOpta. In this expanded role Steve will be responsible for all business operations within the Company and continue to play an integral role in the rapid development of the Company.

Jeremy Kendall commented that "Steve's appointment to the President's role recognizes his significant contribution to the successful growth of SunOpta since joining the Company. The expansion of his duties is a key building block as the Company continues to build a solid management and operational platform upon which to drive future growth."

SunOpta Inc. is an operator of high-growth ethical businesses, focusing on integrated business models in the natural and organic food markets. For the last six consecutive years, SunOpta was included in Profit magazine's 'Profit 100' list of the 100 fastest growing companies in Canada. 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; the Opta Minerals Group, a producer, distributor, and recycler of environmentally friendly industrial materials; and the StakeTech Steam Explosion Group that engineers and markets clean pulping systems using patented steam explosion technology. Each of these business units has proprietary products and services that give it a solid competitive advantage in its sector.

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