



SunOpta Announces Segmented Reporting Realignment and Corporate Branding Initiatives

TORONTO--Nov. 29, 2005--SunOpta Inc. ("the Company") (NASDAQ:STKL)(TSX:SOY) today announced the realignment and repositioning of a number of operating groups and reporting segments in hand with a company wide corporate branding initiative. These actions are intended to drive synergies, eliminate duplicate reporting and better reflect the Company's current operating structure while at the same time increasing exposure of a consistent and integrated SunOpta corporate banner.

Over the past two years the Company has successfully transitioned its corporate name from Stake Technology Ltd. to SunOpta Inc. During this period the Company has standardized its corporate image and positioned the company as a fast growing organization, focused on the provision of healthy products. The Company's business model has created a unique proposition that is very relevant in today's market, supporting wise food choices and sustainable agricultural practices that sustain the integrity of the earth.

Over the past number of months the Company has developed a series of actions to take advantage of the strong heritage of its operating groups and the critical mass that has accumulated, while at the same time promoting a powerful corporate brand umbrella that links the Company with a consistent and coordinated corporate position. These initiatives, among others, will include consistent graphic standards, signage standards, web design and trade show standards.

As a result of this process, the Company has realigned certain operations and updated the names of two operating groups to better reflect their integration within the SunOpta organization. The SunOpta Grains and Soy and Packaged Products Groups have been consolidated and will now operate as the SunOpta Grains and Foods Group. Allan Routh will serve as President of this consolidated Group which will be treated as a reporting segment within the SunOpta Food Group. In hand with this change the Company also announced that the operations of the Kettle Valley Dried Fruit business will be transitioned and reported as part of the SunOpta Fruit Group during the first quarter of 2006. In addition, the former StakeTech Steam Explosion Group will now be identified as the SunOpta BioProcess Group, reflecting the wide range of applications and markets being served by this Group. This Group will continue to be reported as per current practice.

Jeremy Kendall, Chairman and CEO, commented, "an integrated and consistent approach to the positioning of the SunOpta corporate brand will further strengthen the value of the Company as we grow and better reflect the integration we are achieving within the organization."

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 seven 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 which engineers and markets proprietary steam explosion technology systems for the bio-fuel, food processing and pulp industries. Each of these business units has proprietary products and services that give it a solid competitive advantage in its sector.

Note: This news release may contain forward-looking information. Actual future results may differ materially. The risks, uncertainties, and other factors that could influence actual results are described in the Company's annual report to shareholders and in SEC filings. The attached consolidated balance sheet and consolidated statement of earnings are unaudited. The information provided here should be considered in conjunction with the other information included within various SEC documents including Form 10Q reports filed during 2005 and Form 10K report filed March 16, 2005.

CONTACT: SunOpta Inc.

Jeremy N. Kendall, Steve Bromley, John Dietrich,

Susan Wiekenkamp, 905-455-2528, ext 103

email: susan.wiekenkamp@sunopta.com

website: www.sunopta.com

OR

Investment Community Inquiries:

Lytham Partners, LLC

Joe Diaz, Robert Blum, Joe Dorame, 602-889-9700
email: diaz@lythampartners.com

SOURCE: SunOpta Inc.