



SunOpta Inc. Announces Earnings Releases and Conference Call Advisory

TORONTO, Oct 15, 2004 -- SunOpta Inc. (NASDAQ:STKL)(TSX:SOY) announced today that it will issue its financial results for the third quarter ended September 30, 2004 on Wednesday, November 3, after the close of the stock market.

SunOpta's Chairman and CEO, Jeremy Kendall, also plans to host a conference call at 10:00 AM Eastern Time on Thursday, November 4, 2004, to discuss third quarter results and recent corporate developments. After opening remarks, there will be a question and answer period. This conference call can be accessed with the toll free dial-in number 1 (888) 857-6929 or (719) 457-2600 followed by pass code: 802339#. The call will also be distributed live over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors may listen to the call via www.companyboardroom.com, and institutional investors may listen via www.streetevents.com. Additionally, the call may be accessed via a link at the Company's website at www.sunopta.com. To listen to the live call over the Internet, please go to one of the websites at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived and can be accessed for approximately 90 days at the websites. A replay number can also be accessed between November 4 and 13 with the toll free dial-in number (888) 203-1112 or (719) 457-0820 followed by pass code: 802339#.

SunOpta Inc. is an owner/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.

For further information, please contact:

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