



For Immediate Release

Date: January 17, 2010

Adelaide, Australia

Listed: TSX: VT, ASX: VTA

Viterrra Announces Leadership Appointment in Australia

Adelaide, Australia --- Viterrra Inc. is pleased to announce Rob Gordon's appointment as President South-East Asia and Senior Vice-President of Viterrra.

Building on the company's current direction, Mr. Gordon will work with the management team to successfully integrate and enhance the company's Australian and New Zealand operations to achieve higher performance and optimal operating efficiencies, with a focus on superior service to growers and customers. In the longer term, Mr. Gordon will also work with the global executive management team to identify and pursue further growth of Viterrra's presence in Australia, New Zealand and South East Asia, consistent with Viterrra's overall plans for diversification and global growth.

"We are very pleased to welcome Rob to Viterrra's leadership team. He has over 25 years of progressively senior strategic and operational management experience and in that time has demonstrated a wealth of innovation in the food industry. We are confident he will provide leadership in working with our senior management team to drive strong operating performance and profitable growth in the region," said Mr. Fran Malecha, Chief Operating Officer, Viterrra.

Most recently, Mr. Gordon served as the CEO and Managing Director of Dairy Farmers Pty Ltd. in Sydney, leading its transformation from a farmer owned co-operative to a leading Australian branded consumer goods company.

Prior to that, he was Managing Director for Goodman Fielder Consumer Foods Pty Ltd, successfully integrating its heritage companies including Uncle Toby's and Meadow Lea Foods and subsequently driving consistently profitable growth across a number of channels and categories. The early part of Mr. Gordon's career was in Unilever where he had various operational roles across the supply chain in the UK, mainland Europe and Australia.

Mr. Gordon's appointment is effective immediately. He will report to Fran Malecha, Chief Operating Officer, and will be based in Adelaide, Australia.

About Viterrra

Viterrra Inc. provides premium quality ingredients to leading global food manufacturers. Headquartered in Canada, the global agribusiness has extensive operations across Western Canada, Australia, and New Zealand, with Adelaide, Australia as the base for Viterrra's Southeast Asian operations. Our growing international presence also extends to operations in the United States, offices in Japan, Singapore, China, Switzerland and India. Driven by an entrepreneurial spirit we operate in five interrelated business areas: grain handling and marketing, agri-products, food processing, feed products and financial services. Our expertise, close relationships with producers, and superior logistical assets allow the company to consistently meet the needs of the most discerning end-use customers, helping to fulfill the nutritional needs of people around the world.

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