



For Immediate Release

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Viterra Launches Small Shareholder Charity Program in Partnership with Telemiracle

Regina, Saskatchewan --- Viterra Inc. is pleased to announce the launch of its Small Shareholder Charity Program for all holders of 99 shares or less of the Company's common shares, which trade on the Toronto Stock Exchange ("TSX"). The program is designed to make it economical and convenient for shareholders to donate their shares without directly incurring brokerage fees.

The net proceeds from all shares sold under this initiative will be donated to the Kinsmen Telemiracle Foundation, a Saskatchewan-based charity that gives people the opportunity to improve their quality of life and independence. Viterra will match all proceeds raised through this program, up to a maximum of \$100,000.

"Through this creative program, our shareholders have an economical and easy option for donating their shares to a very worthwhile cause. These contributions, combined with Viterra's matching funds, will support the excellent work that Telemiracle performs, making a positive and meaningful difference in Saskatchewan communities," said Mayo Schmidt, Viterra's President and CEO.

The program will run until January 31, 2012 and is open to all eligible Viterra shareholders (holders of 99 common shares or less listed on the TSX) as of July 7, 2011. A cheque presentation for the total amount raised through this program, including Viterra's matching contribution, will be made at the annual Kinsmen Telemiracle Telethon in early March 2012.

"The gift of shares and matching donation from Viterra has the ability to touch people across the province of Saskatchewan," commented Craig McGillivray, Chair, Kinsmen Telemiracle 36. "Funds donated through this unique program will help Saskatchewan people that require special needs equipment or access to medical attention who have nowhere else to turn. We extend our gratitude to Viterra and its shareholders for partnering with Kinsmen Telemiracle to make these miracles happen."

To participate in this program, all eligible Viterra shareholders will receive a form in the mail at the end of July along with their dividend cheque. Share donations will qualify for a charitable donation tax receipt. Those acting in a fiduciary or representative capacity as an executor, administrator, trustee, guardian or attorney can participate in the program on behalf of shareholders as well.

For more information, please call 1-877-477-1538 or visit www.viterra.com.

About Viterra

Viterra provides premium quality ingredients to leading global food manufacturers. Headquartered in Canada, the global agri-business has extensive operations across Canada, the United States, Australia, and New Zealand. Our growing international presence also extends to offices in Japan, Singapore, China, Switzerland, Italy, Ukraine, Germany and India. Driven by an entrepreneurial spirit, we operate in three distinct businesses: grain handling and marketing, agri-products, and processing. Viterra's 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.

FOR FURTHER INFORMATION PLEASE CONTACT:

Peter Flengeris
Investor Relations and Corporate Affairs
Viterra Inc.
(306) 569-4810
Website: <http://www.viterra.com>