



Press release

For immediate release

The GoodSpark Fund makes a difference for the Livestock Breeders Association with a contribution of more than \$650,000

Ormstown, September 30, 2022 – The Haut-Saint-Laurent Desjardins Caisse is proud to announce the participation of Desjardins in the **Centre Agri-Culture Center** project from the Livestock Breeders Association (LBA). The project will benefit from a **total investment of \$664,750** from the **GoodSpark Fund and seven Desjardins caisses from the Southwest of the Montérégie region**. This amount will be used to implement an expertise center in sustainable agriculture for agricultural businesses. These will be able to acquire knowledge on different subjects, such as sustainable development and agritourism.

“The Centre Agri-Culture Center project is special in nature, as it combines the environment and socioeconomic development”, declared Sébastien Maisonneuve, General Manager of the Haut-Saint-Laurent Desjardins Caisse. “The GoodSpark Fund aims indeed to support innovative and structuring projects throughout the province of Quebec, in a perspective of sustainable development. For the region, this project will represent a definite addition to the socioeconomic vitality, notwithstanding the positive impact on farmers, producers and businesses locally and all across Quebec.”

The **Centre Agri-Culture Center** will be a beneficial addition for the organization, which is working in collaboration with farmers in the region. This leadership center for bilingual training in sustainable agriculture, agritourism and food processing will definitely support the longevity of agricultural businesses of the Haut-Saint-Laurent region and surrounding areas. The agricultural sustainability taught will aim to maximize the economic and environmental stability, equity and health of the territory’s agricultural exploitation. “Being a partner of Desjardins gives us major financial leverage to revitalize our organization’s site and thus provide quality support to agricultural entrepreneurs,” mentioned Mark Anderson, President of the Livestock Breeders Association.

About the organization

The Livestock Breeders Association (LBA) promotes the advancement of education in the fields of agriculture, horticulture and animal welfare.

The organization fulfills its mandate through different annual events, including the popular Desjardins Expo Ormstown, an agricultural fair that welcomes over 20,000 festivalgoers yearly. Other events, such as the Spring Gala, the CRCCQ horse races, the Fall Festival, and the Christmas Village, revitalize the community by highlighting local businesses and today’s agriculture.

About the GoodSpark Fund

Since 2016, Desjardins established a \$250 million fund to invest in communities to support projects with the potential to transform our society before 2024. The Fund sponsors projects to touch upon the priorities of the communities, such as employment, economic vitality, education and environment. To this day, close to 700 projects have been supported by this fund.

About the Desjardins Group

The Desjardins Group is the first financial services cooperative in Canada and the sixth in the world, with assets of \$326.9 billion. It is amongst the 100 best employers in Canada according to a Mediacorp list. To answer the diverse needs of its members and clients, personal as well as businesses, its complete range of products and services are offered by its vast network of points of service, its digital platforms, and subsidiaries across Canada. Amongst the strongest bank institutions in the world according to The Banker magazine, Desjardins shows some of the best capital ratios and credit ratings in the industry.

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