BURNBRAE™ MC
FARMS • FERMES

Sales and Marketing Innovation at Burnbrae Farms

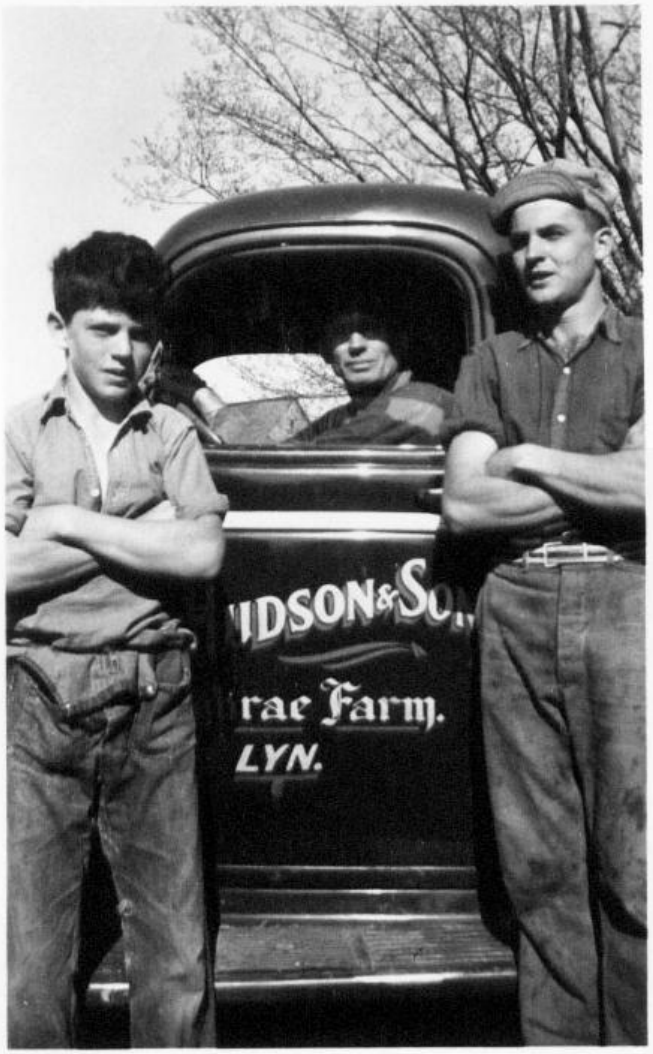


Margaret Hudson, President and CEO

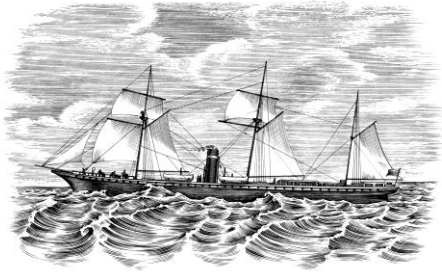
4th Generation Canadian Farmer

April 2026

Long History Of Farming In Canada



- The company's roots date back to a dairy farm purchased by Joseph Hudson in the late 1800s, which he named Burnbrae Farms, Scottish for creek (burn) and hill (brae)
- The farm shifted into egg production through the efforts of his son Arthur and grandsons Joe and Grant Hudson in the 1940s



The Scandinavian

We Sell Coast to Coast



Our Customers

Retail

Loblaw Companies Limited

Costco Wholesale

Whole Foods Market

Safeway

Sobeys

Longo's a fresh tradition

Shoppers Drug Mart

metro

Walmart

Foodservice and Industrial

Sysco

Gordon Food Service

Unilever

IKEA

Nestlé

Wendy's

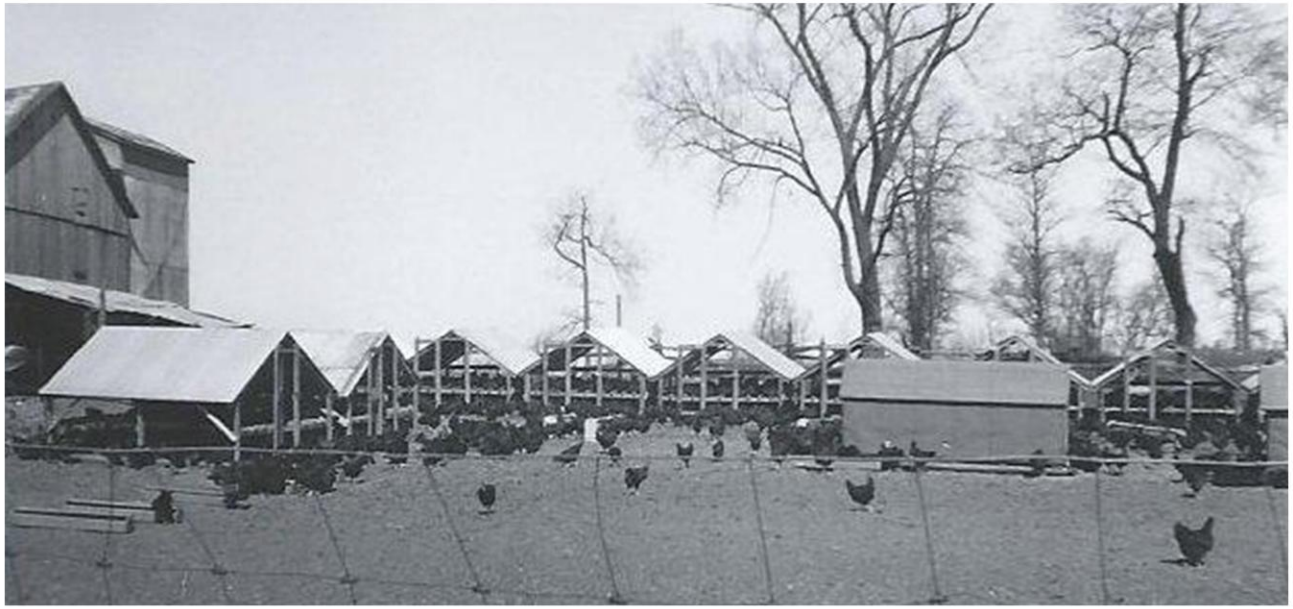
Marriott

sodexo

Compass Group

Chick-fil-A

Burnbrae 80 years ago...





Burnbrae today...











Strong Track Record Of Innovation

























Strength In Family...2 Generations In The Business Today



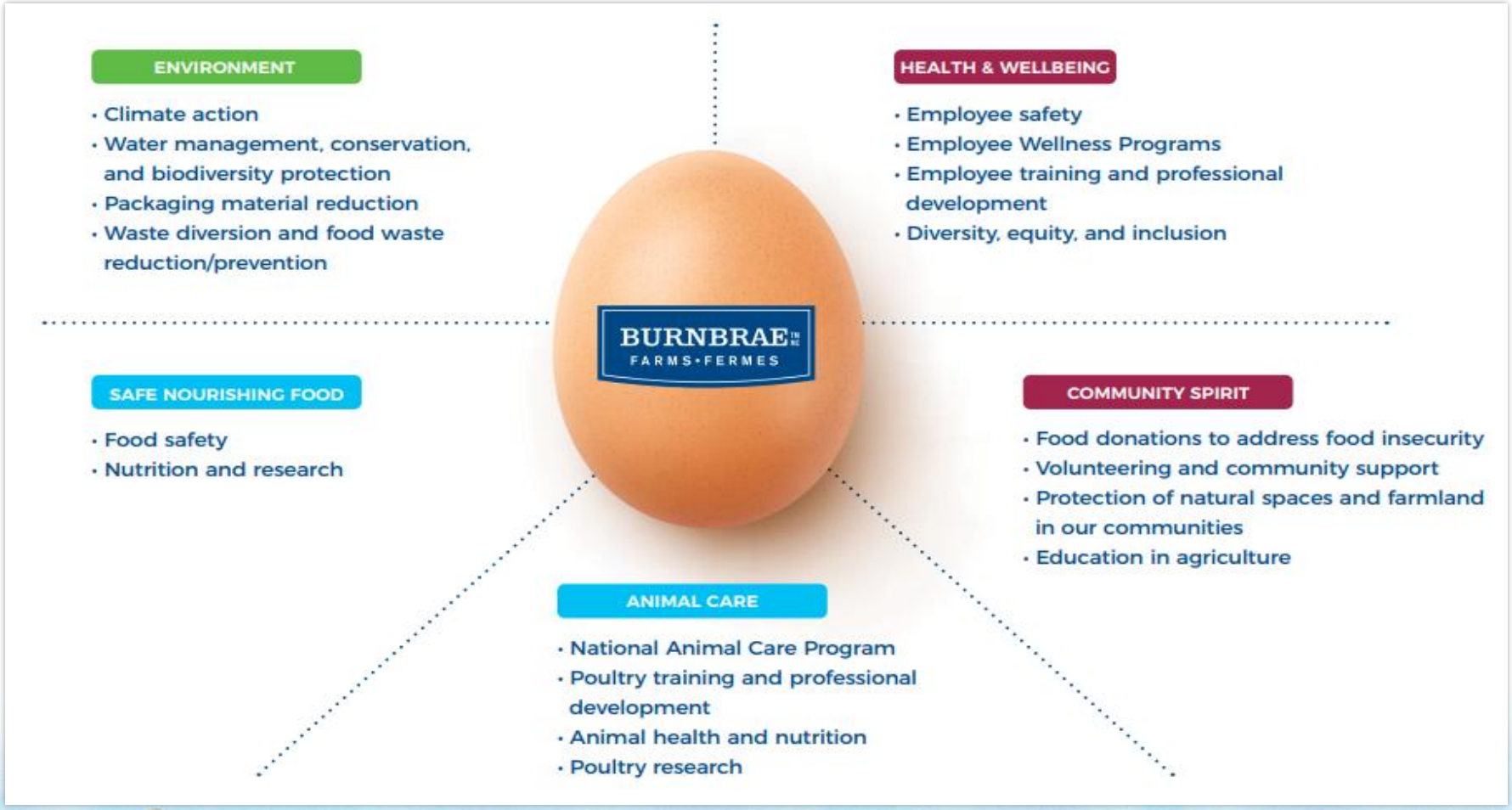
BURNBRAE FARMS • FERMES

Our Family Values Inform Our Company Values



5 Focus Areas of Sustainability

Our Environment, Social, and Governance (ESG) strategy is incorporated into our business strategy. We focus our efforts on 5 key areas where we believe we can have the most positive impact.



Sustainability Awards and Recognition

- Alltech Planet of Plenty Award
- Canadian Grocer Sustainability and Community Support Award
- Ontario Minister of Agriculture's Excellence in Agriculture Award
- Canadian Grand Prix New Product Award
- London Chamber of Commerce Environmental Leadership Award





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Sales and Marketing Strategy

Food Service

Canadian Foodservice Outlook

Market Size and Growth

- **$124B** foodservice sales (2025)
- **+4.4%** nominal growth
- **+1.2%** real growth

Growth continues, but trails the broader economy

Consumer Behaviour

- **75%** of Canadians dining out less
- **Gen Z & Millennials** lead demand shifts

Affordability, value deals, and convenience dominate decision-making

Key Market Reality

Macroeconomic headwinds are driving consumer behaviour. Menu prices increasing faster than cheque growth. Value perception is critical.

Source: Restaurants Canada – Foodservice Facts 2025

Canadian Foodservice: Eggs

Eggs as a Category

- Shell is approximately 82M DZs in Canada
- Processed Egg products approximately 65M kgs in Canada
- Shell grew by 5.7% in 2025
- Processed eggs grew by 2.3% in 2025

Specialty Eggs are Growing

- 15% of the shell market is Free Run/Cage Free
- 18% of the processed egg market is Free Run/Cage Free

Foodservice Sales and Marketing Strategies

CUSTOMER & CONSUMER COMMUNICATION



DINE with EGGS™

- Driving egg consumption out of home
- Versatility across dayparts – all day protein
- Culinary Diversity & Multicultural Cuisines
- Culinary Leadership - Sponsor Bocuse d'Or Culinary Team Canada
- Social Media / Industry ads & Publications
- Brand Activation
- Melamona Canada sponsor – driving growth through partnerships

CORPORATE PARTNERSHIPS

- Branded Menus
- Customer Conferences, Events & Activations
- Supporting Free Run transitions
- Industry Tradeshows
- Exclusivity Agreements





CATEGORY LEADERSHIP



- Innovation & Ideation
- Awareness campaigns - DWE
- Category expertise & insights
- Chef-led recipe Development
- Leading customer discussions
- Facility and Farm Tours
- Thought Leadership



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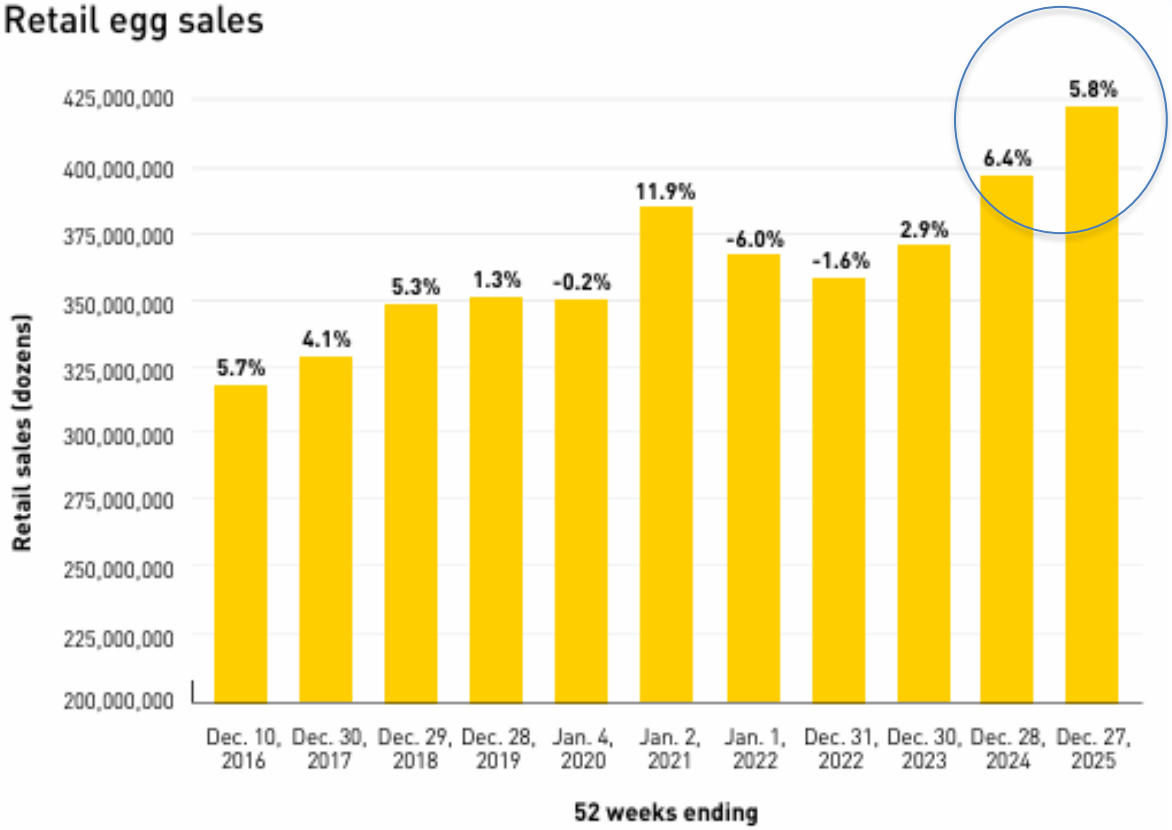
Sales and Marketing Strategy

Retail

Canadians Eating More Eggs



Source: *Nielsen IQ Discover, Total Eggs—National*
Note: *Annual enhancements are applied to Nielsen IQ Discover to increase coverage and data quality. The enhancements impact data trends and historic data. As a result, Nielsen Canada recommends using the most current database to understand growth trends.*

+5.6%

L52 to Mar 21, 2026

Source: NielsenIQ, Total Eggs National. L52 to Mar 21, 2026.

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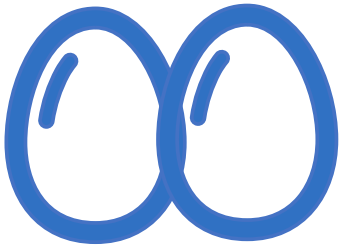
Sales and Marketing Strategies

2030 CATEGORY AMBITION

300+ EGGS PER YEAR PER CAPITA CONSUMPTION

Current: 262



$2.5B CATEGORY SALES

Current: $1.8B



EGGS TOP 8 RANKED CATEGORY

Current: #12



SPECIALTY % MIX +5%



Sales and Marketing Strategies

Consumer Education, Awareness & Relevant Innovation



Category & Commercial Strategy, In – Store Merchandising



Capacity, Egg Supply & Automation



Consumer & Commercial Strategies

CONSUMER COMMUNICATION



- National TV Campaign
- Focused on Benefits of Specialty
- 27 Weeks Connected TV & 15 Weeks Linear TV

CORPORATE PARTNERSHIPS

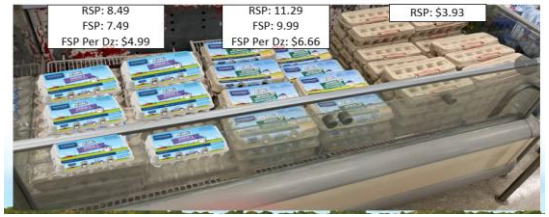


- Exclusive Egg Partner
- Community Programs
- Eat Like A Pro Series
- Match Activations
- Digital Programs



4Ps OPTIMIZATION & GO-TO-MARKET STRATEGIES







Capacity, Egg Supply & Automation

INCREASED NETWORK CAPACITY



- State of the Art Facility
- Network Capacity Increase

INVESTING IN BARNS – SPECIALTY EGG SUPPLY



- Adding Free Run Supply
- Adding Organic

PROCESS AUTOMATION



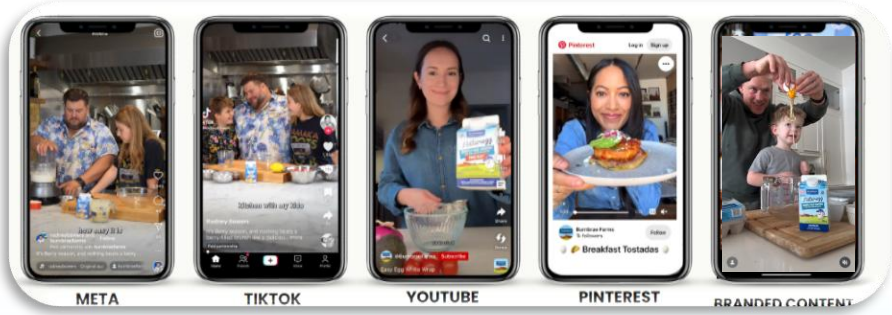
- Automation Throughout Our Operations

Growing Brand Love with Masterbrand & Local Marketing

National Scale. Local relevance. Commercial impact.







Reaching New Consumers Through the Game They Love

Our role as the exclusive egg partner – on the field, in the community, and in content.

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CANADA

OFFICIAL EGG PARTNER OF CANADA SOCCER.

EGGS GET GOALS





CPL





Football Gaming Zone -
Viral 'Icicle Kick' Goal Lights Up Snow ...

Innovating Across Canada & With Local Offerings

A strong pipeline delivering premium quality, local relevance, and award-winning products.





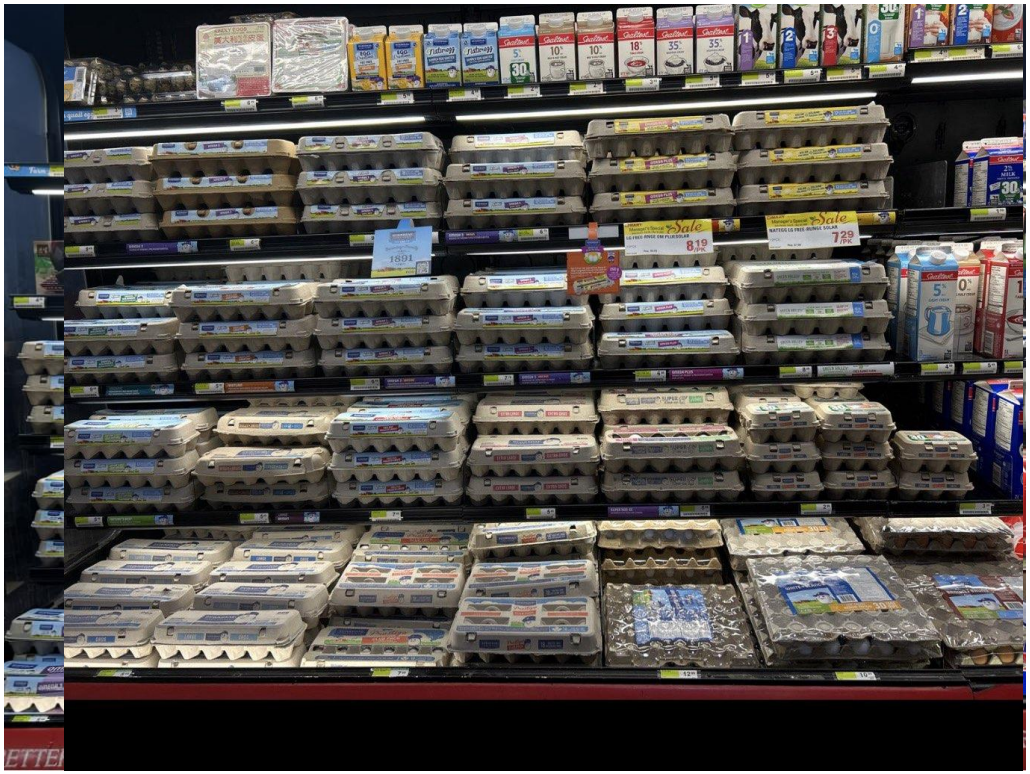






Simplifying the Shopping Experience with Packaging

Clear navigation. Strong blocking. Faster decisions.









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Fields to Forks Advertising



Our legacy has become more than a brand



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Thank You!

Margaret Hudson, President and CEO