

For Immediate Release
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Record \$3 Million Raised in Campaign for Saskatchewan Food Banks

Saskatoon, Saskatchewan – Today Potash Corporation of Saskatchewan Inc. (PotashCorp) and the food banks of Saskatchewan wrapped up a matching gift campaign to support the province’s vulnerable citizens and thanked people for their generosity. Over the holiday season, cash donations to Saskatchewan food banks exceeded \$2 million with an additional \$1 million in support from PotashCorp.

“For the fourth consecutive year, we would like to thank generous donors from across Saskatchewan for their support. Their contributions reached a record high,” said Jochen Tilk, PotashCorp’s President and CEO. “Our company is committed to being part of the food solution, both locally and globally. We’re very pleased that Saskatchewan’s citizens share this vision and support the amazing work done by our local food banks.”

Since 2011 Saskatchewan holiday food bank campaigns, combined with PotashCorp’s matching support, have raised more than \$12.5 million to feed those in need in the communities of the 35 food banks across the province.

“The depth of gratitude that we feel for PotashCorp’s leadership in food security is difficult to express,” said Steve Compton, Acting Executive Director of the Food Banks of Saskatchewan and Executive Director of the Regina Food Bank. “The company inspires people across the province with their matching gift campaign; they’re a proactive contributor to the local food solution. PotashCorp’s continued support is an absolute game changer for food banks in Saskatchewan.”

“The support we received during the holiday season is truly incredible, and we are grateful beyond words. This strong support tells us that thousands of people are passionate about the right to access nutritious food and the chance to build a better future,” said Laurie O’Connor, Executive Director of the Saskatoon Food Bank and Learning Centre. “We plan to demonstrate our gratitude by bringing the same level of commitment, energy and compassion to our role in actively reducing poverty in Saskatchewan.”

Despite the province’s prosperity, food bank usage in Saskatchewan has increased by more than 50 percent since 2008. According to the HungerCount 2014 report, in one month nearly 27,000 people were assisted by food banks in Saskatchewan and almost half of those were children.

The funds raised through the campaign will help food banks across the province buy supplies and equipment, deliver programs, restock shelves and support the province’s vulnerable citizens with programs and services.

As the world’s largest crop nutrient company, PotashCorp plays an integral role in global food production. The company produces the three essential nutrients required to help farmers grow healthier, more abundant crops. With global populations rising and diets improving in developing countries, crop nutrients such as potash, phosphates and nitrogen offer a responsible and practical solution to help produce the food we need, from the land we have.

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