



A career path off the beaten track

Since she was a little girl, Marie-Josée has been passionate about nutrition and well-being. Even at a very young age, she took great pleasure in preparing meals for her family. It seemed only natural for her to pursue an education in healthcare. However, after two years of studying biochemistry and physiotherapy, she realized that she wasn't fulfilling her true potential. She dreamed of getting out there and exploring the world with her five senses rather than through textbooks, so at the age of 19, she set out on her own to conquer Asia.

5 years of discovery and experimentation

Over the course of the next five years she spent in Asia, she began to question the impact of food choices not only on health, but also on society, ethics and the environment. It was at this time when Marie-Josée was becoming more familiar with Asian flavours that she discovered raw and vegetarian cuisine, which changed her relationship with her body and soul. She even opened a vegan nutrition. This trip would forge the woman, the entrepreneur and the mother that she is today.

A promising return

At 24 years of age, Marie-Josée returned to Quebec with her husband whom she met in Asia, and the two decided to start a business. They founded PRANA, a company specializing in organic snack foods. Their main goal? To raise awareness about the repercussions of food

choices and to make organic food more accessible, one nut at a time! Eleven years later, the young entrepreneur and mother of three continues to pursue her dream. She manages a team of 70 employees and PRANA products are distributed across Canada as well as in the United States! Furthermore, the company has garnered numerous awards, including the prestigious Arista Award and the 2015 Gold Alive Award for their ProactivChia product, clearly demonstrating the company's commitment to innovation and that PRANA is a vector of change in the Canadian food industry.

Values based on a wholesome lifestyle

At the heart of Marie-Josée's values lies the joy of cooking and eating with family and friends. For this dynamic woman who is a certified yoga teacher and who dedicates her precious time to coaching young entrepreneurs in the nutrition field, food is the binding element that brings people closer together, a significant challenge for an increasingly virtual world. In her opinion, a wholesome lifestyle begins with good nourishment, which is exactly what PRANA products hope to inspire.