

Nortera Welcomes Gabrielle Fallu as Senior Director of Corporate Communications and Government Relations

Brossard, Quebec, February 16, 2026 – Nortera, a North American leader in frozen and canned vegetables, is pleased to announce the appointment of Gabrielle Fallu to the position of Senior Director of Corporate Communications and Government Relations.



In this new strategic role, Gabrielle will be responsible for external communications and strengthening relationships with government bodies and industry partners. The creation of this key position reflects Nortera's commitment to consolidating its leadership within the agrifood landscape to support local production and food sovereignty in Canada.

Drawing on her background in political science and journalism, Gabrielle Fallu combines strategic vision, communication rigor, and a deep understanding of public and media issues. Before joining Nortera, she spent nearly seven years at Exceldor Cooperative where she managed public and government relations in addition to serving on several strategic industry committees.

Her expertise is also built on a solid foundation from her experience in public and media spaces. Notably, she served as a press attaché and strategic advisor with several ministers in the Quebec government . Prior to that, Gabrielle began her career as a journalist for RNC Media and Bell Media. This unique career path provides her with a keen news sense and a sophisticated command of media relations.

Nortera is delighted to welcome Gabrielle to the team. Aligned with our priorities, she will leverage her expertise and extensive network to help advance the organization's vision while strengthening our relationships with our partners.

About Nortera

Nortera is a North American supplier of canned and frozen vegetables. The company operates 13 plants in Canada and the United States, where it processes and markets over 400,000 tons of vegetables annually, in collaboration with nearly 550 partners in the agricultural sector. It employs over 3,000 people in North America. Nortera is committed to making the benefits of vegetables accessible to the greatest number of people, producing for major private label and retailer brands while marketing its own brands, including Arctic Gardens and Del Monte in Canada.

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For more information : Chloé Chagnon
Massy Forget Langlois Public Relations
cchagnon@mflrp.ca
514 743-6302