



**W.P. Griffin Inc.**  
**Winner of the 2006 CFIB Business Ownership Transition Award**  
**Fact sheet**

<b>Location:</b>	Elmsdale, Prince Edward Island
<b>Website:</b>	<a href="http://www.wpgriffin.com">www.wpgriffin.com</a>
<b>Year company was created:</b>	1969
<b>President:</b>	John Griffin, since 2001
<b>Founder:</b>	Wilfred Griffin
<b>Description of activities:</b>	Family-owned and operated potato grower, packer and supplier. W.P. Griffin Inc. markets its potato products under four brand names: Dole, Griffin, FoodTrust, and Bud the Spud. W.P. Griffin's products can be purchased throughout Eastern Canada at supermarkets such as Sobey's, Price Chopper, Foodland, IGA and Loblaws.
<b>Description of property:</b>	1,100 acres of potatoes, 950 acres of grain, 650 acres of hay and 350 acres of beef cattle.
<b>Products:</b>	Potatoes, potato-based food products (baking trays, spice potatoes, low-carb potatoes)
<b>Major clients:</b>	Sobey's, Dole, Cavendish, McCain, Agrawest Foods.
<b>Number of employees:</b>	50 employees (28 full-time, 22 part-time)
<b>Notable facts:</b>	<ul style="list-style-type: none"><li>- First company in North America to install an optical potato grader that uses video technology to grade and size potatoes.</li><li>- First PEI company to adopt and integrate the HACCP - based Food Safety program with full traceability.</li><li>- First company in Canada to market microwave-ready shrink-wrap potatoes in Canada .</li><li>- Only packaging operation in Canada licensed to pack under the Dole name.</li><li>- Developed the "SmartSpud" low-carb potato for Loblaws PC Blue Menu brand.</li></ul>