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COMMUNICATION  
For Release  
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## **ACE Canada and Thunder Bay Co-op Farm Supplies announce co-branded dealer agreement**

ACE Canada is pleased to announce an agreement with Thunder Bay Co-op that will see the cooperative co-branded and presented as Thunder Bay Co-op Farm Supplies – ACE Country & Garden in their community.

“This is an uncommon co-brand opportunity for ACE Canada and certainly one we welcome! The collaborative nature and vital support of the economy in their community makes Thunder Bay Co-op the perfect partner for ACE and Peavey Industries because we feel the same way about engagement, action and contribution. This co-operative is owned by their customers – the people who work every day to sustain all Canadians. We are proud to be involved.”  
- *Derek Smith, VP, Ace Canada Division, Peavey Industries LP*

Thunder Bay Co-op Farm Supplies opened in 1952. Currently managed by the team of Darren Fisk, GM and Carol Maki, Controller, it is a true co-operative business, owned by its members with annual dividends returned back to them. The membership is comprised of farmers in the area and supported by a Chairman (Gerrit Cramer) and Board of Directors with general oversight and direction.

“When Peavey acquired the ACE brand, we took notice. Their product offering is perfectly aligned with our agriculture and hobby farm customer base, plus we could see the improved support for Dealer owners. We built this store because the opportunity existed to provide service to the community; if a customer needs just that one specific item, we want to be the place they can find it.” - *Darren Fisk, Thunder Bay Co-op*

Thunder Bay Co-op Farm Supplies – Ace Country & Garden has moved into a new building at 560 Boundary Drive, Slate River and has more than doubled the area of their previous retail space. Work is nearly complete on necessary business and branding alignments, with no major impact to be expected for their valued customers’ experience or comfort when visiting the store.

For more information on ACE Canada and dealer benefits, please direct enquires to [joinACE@peaveyindustries.com](mailto:joinACE@peaveyindustries.com)

Media enquiries may be directed to: [marketing@peaveyindustries.com](mailto:marketing@peaveyindustries.com)

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### **About Peavey Industries LP and ACE Canada**

Peavey Industries LP is the parent to two subsidiary corporate brands – Peavey Mart and MainStreet Hardware – with retail stores across the country. ‘Canada’s Largest Farm and Ranch Retailer’ is proudly 100% Canadian and employee owned and gratified to have been serving their loyal customers since 1967. In March 2020, Peavey Industries acquired the Ace Canada brand adding both corporate stores and Ace-branded dealer stores to the PILP retail family. For further details about Peavey Industries LP and their brands, email [marketing@peaveyindustries.com](mailto:marketing@peaveyindustries.com).

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