

Corey Nutrition: 35+ years of innovation and nutritional excellence



For over 35 years, Corey Nutrition has remained family-owned and operated in New Brunswick with nutritional integrity at its core.

Humble roots

Raised on a dairy farm in New Brunswick, Lee Corey grew up knowing the meaning of hard work, the importance of being on time and not letting others down. It instilled in him an industrious attitude and entrepreneurial drive.

In 1982, after working as a marine biologist for the New Brunswick government, Lee's entrepreneurial spirit mingled with his desire to bring safe, trusted nutrition to fish and family pets.

And so, Corey Nutrition Company was born. The company began producing high-quality aquafeed and entered the pet food market in 1991. It now produces three lines of dog and cat food at its facility in Fredericton.

Growing in New Brunswick and beyond

The need to export became critically important as New Brunswick's local market was not large enough to sustain growth.

One of Corey Nutrition's first supporters was the Atlantic Canada Opportunities Agency (ACOA); Lee's was the first file through ACOA when it was first formed in 1987. Other partners include Post-Secondary Education Training and Labour (PETL) and the Export Development Council (EDC).

In export markets, "you need folks who speak the language and understand the culture to gain trust in the country where your product is being shipped," says Lee. "It's all about building better relationships. The EDC is critical

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to vetting those relationships before we embark on developing them further.”

Changing landscape of business

Lee indicates that new digital technologies have detracted from the value we place on human-based skillsets.

“It seems like people forget that not everything is created on a computer. Without people like plumbers and mechanics, we wouldn’t get anywhere. Skilled workers could decide to leave New Brunswick at any time to get a higher paycheque elsewhere, so I focus on creating an environment where people want to stay,” Lee states.

Lee realized early in his career the importance of mentorship in gaining perspective. He hired Paul Levesque, owner of Delta Electric,

as his personal mentor. “He was tough as nails, but honest. He always started by asking me about my family. And his mantra was to make money, have fun, and do business with people you like.”

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This advice really spoke to Lee who, as an entrepreneur, puts in many long hours. Lee believes focusing on these three things can really help people keep a healthy perspective during stressful days. The advice also helps him focus on what he’s building for – and with – his family.

A new generation of family-owned business

Two of Lee’s four children now work full-time for Corey Nutrition. The entire family played a role as he built the foundation of the home-grown company. In his position as Chair of the New Brunswick Business Council, Lee sees more and more family businesses examining and prioritizing their own succession strategies.

As the next generation follows in Lee’s footsteps, Corey Nutrition’s core values remain unchanged: optimum nutrition, maximum food safety, and customer service excellence. His personal values are persistence, integrity and constant improvement. Lee always asks himself and his team: What can we do to be better? How do we become the best?

