

Passionate People, Passionate about Food

Maple Leaf Foods is Canada's leading consumer packaged meats company, headquartered in Toronto, Ontario. We make high-quality, great tasting, nutritious and innovative food products under leading brands including Maple Leaf®, Maple Leaf Prime®, Maple Leaf Natural Selections®, Schneiders®, Schneiders Country Naturals® and Mina™. Our Company employs approximately 11,500 people in its operations across Canada.

With the sale of our bakery business, Maple Leaf Foods is focusing its growth as a consumer packaged meats company, with leading Canadian brands and market shares across Canada.

Our **Meat Group** produces high-quality prepared meats and meals, and value-added fresh pork, poultry and turkey products. These operations are located exclusively in Canada with the majority of sales to customers in Canada, the United States and Japan.

Our **Agribusiness Group** includes hog production operations that provide a high-quality raw material supply to our fresh and prepared meats businesses. These operations are located in Manitoba, Canada.

In 2013, approximately 79% of our sales and 95% of our assets were based in Canada. Maple Leaf exports to customers in approximately 25 countries, predominantly the U.S., the U.K. and Japan.

Maple Leaf Foods is publicly traded on the Toronto Stock Exchange ("TSX") under the symbol MFI.



Guided by Values

Maple Leaf Foods is guided by a strong set of values that define how we operate and make decisions that affect our businesses, our stakeholders and our communities. Sustainability is a natural outcome of these values and encompasses all aspects of our business – a highly competitive supply chain; a safe and rewarding workplace; food safety leadership; advancing environmental responsibility; treating animals under our care ethically and responsibly; supporting communities, local and global; and making healthy, great tasting foods at good value. At Maple Leaf, we have a high-performance, entrepreneurial culture driven by passionate people who embrace and live our values.

Maple Leaf Leadership Values

Do what is right

By acting with integrity, behaving responsibly, and treating people with respect

Deliver winning results

By expecting to win, owning personal and collective accountability to deliver; taking appropriate risks without fear of failure while challenging for constant improvement

Build collaborative teams

By attracting only the best people, serving, recognizing and rewarding their development and success; fostering a collaborative and open environment with the freedom to disagree but always making timely decisions and aligning behind them

Get things done in a fact based, disciplined way

By seizing the initiative with the highest level of urgency and energy; meeting all commitments responsibly while being objective, analytical and using effective process

Learn and grow, inwardly and outwardly

By being introspective personally and organizationally, freely admitting mistakes or development needs; deeply understanding and connecting with consumers and stakeholders globally as a primary source of learning and growth

Dare to be transparent, passionate and humble

By having the self-confidence and courage to be completely candid and direct, willing to communicate openly in a trusting manner; acting with passion, conviction and personal humility, especially when delivering winning results



Our focus on sustainability will be instrumental to our future success and will propel our business growth responsibly.



Visit our full Sustainability Report online

Visit www.mapleleafsustainability.ca to read our full report including 2013 sustainability milestones and 2014 priorities.

We welcome your feedback

Email communications@mapleleaf.com with your comments, suggestions and questions about our sustainability program.

Our Sustainability Performance Highlights



We transferred our canned meat flakes products from steel to aluminum cans, reducing our annual consumption of metal by 363 metric tonnes.



Maple Leaf Foods spent \$35 million to manage a wide range of ongoing environmental projects.



Social Responsibility

Our vision is to be the best consumer packaged meats business in the world. We will strive to achieve this through strengthening our environmental, social and financial performance, consistent with our values and commitment to sustainability.

Maple Leaf contributed \$50,000 for research to develop a new national food strategy.



Maple Leaf was the first national pork company in Canada to commit to transitioning to open housing for sows. In 2013, we converted 1,250 sows. We will convert 6,000 more in 2014.



We surpassed 1 million Facebook fans across all Maple Leaf Foods brands.

Environmental Responsibility

In 2014, Maple Leaf committed the focus and dedicated resources to aggressively pursue the implementation of an Environmental Sustainability program, with clear, measurable near-term and long-term targets.



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Our People

Our people are passionate about the work they do and the products we make. As we move forward, we are determined to leverage their integrity and passion to continue to build a high-performing, values-based company enabled by high-performing, motivated and talented people.



Maple Leaf was recognized as one of Canada's 10 Most Admired Corporate Cultures.



We realized an approximate 55% improvement in the past five years in total recordable injury rate.



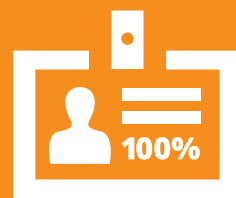
More than 11,500 employees completed food safety training or programs in 2013.



Through our partnership with TerraCycle®, more than 85,000 Schneiders Lunchmate® kits have been collected and recycled at schools and youth programs since the program began in the spring of 2013.

Economic Responsibility

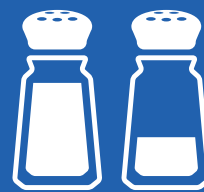
As Canada's largest consumer packaged meats company, we have a deep commitment to strengthening this nation's food industry in a manner that benefits consumers, communities and other stakeholders.



100% of Maple Leaf salaried employees were required to receive a performance review in 2013, supporting our focus on talent development.

Consumer Responsibility

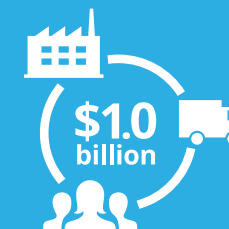
As one of Canada's largest food companies, we have a fundamental responsibility to our consumers to provide them with food choices that emphasize great quality, meet high food safety standards, and are appealing, nutritious and affordable.



Every new meat product we launch, with the exception of some cured meats, will meet the voluntary sodium guidelines established by Health Canada.



Almost 100% of our fresh and prepared meats production volume was produced in facilities certified by independent third parties that follow the British Retail Consortium (BRC) standard.



Maple Leaf is investing more than \$1 billion to establish a highly efficient supply chain on a North American basis.



We employed more than 800 tradespeople at our new 402,000 square foot, world-class Hamilton prepared meats plant.