

We share a conviction that  
**Maple Leaf** can raise everyone  
to a better life. That we can  
**raise the good in food.**



Our vision is to be  
**the most sustainable**  
protein company on earth.

[mapleleafsustainability.ca](http://mapleleafsustainability.ca)



# Advance Nutrition and Health



## RWA

We are one of the largest producers of pork **“Raised without Antibiotics”** in North America, and the largest in Canadian poultry



**We never use antibiotics** to promote animal growth

**Removing** artificial flavours, colours and trans fats, and reducing sodium

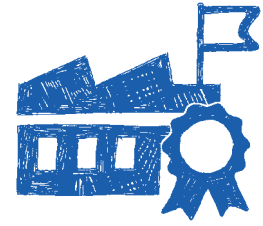


Growing in **plant-based** protein



**More than 200,000 tests** conducted in 2016 to detect bacteria or pathogens

All our plants meet the **British Retail Consortium (“BRC”) Global Standard for Food Safety**



All of Maple Leaf’s meat, ingredients and packaging suppliers are required to follow **GFSI-recognized food safety standards** by the end of 2017.

# Value Our People and Communities



**World-class safety performance**  
0.90 TRIR\* in 2016



In 2016, 13 Maple Leaf sites recorded **zero occupational injuries**



**50% women at manager level/up** by 2022

**Deeply engaging our people**

by providing volunteering and giving opportunities



**Making a meaningful social impact** through advancing sustainable food security locally and globally

Over **\$3.5 million** annual investment in food security projects and in-kind donations



The Maple Leaf Centre for Action on Food Security supports food-based initiatives that promote dignity and builds partnerships to increase collective impact.



**feed opportunity**  
[www.feedopportunity.com](http://www.feedopportunity.com)

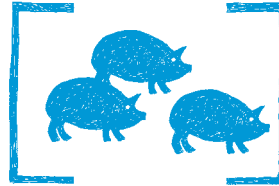
\* Total Recordable Injury Rate

# Treat Animals Well



Advancing the **Five Freedoms** of Animal Care

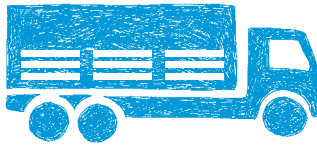
Implementing remote **video auditing**



**Open sow housing** transition completed by 2021

All our operations that handle live animals undergo **comprehensive annual third-party animal welfare audits** conducted by certified auditors.

**Piloting in-barn enrichments** for pork and poultry



Implementing **enhanced trailers** for hog transportation



Pre-certified farmers and **responsible animal husbandry**



# Eliminate Waste



**27.6%**

**reduction in energy** of both electricity and natural gas



**emissions reduced by 33.2%**

**Reducing/eliminating food and organic waste** through composting and anaerobic digestion



**-50%**

Our goal is to **reduce our environmental footprint intensity by 50%** by 2025, including energy, water, waste and emissions.\*

**20.9%** **reduction in water intensity**



**91.5%** **landfill diversion rate**

Conducting **life cycle assessments and packaging baselines**



\* Our footprint intensity is measured per tonne of production.



We aspire to be the most sustainable protein company on earth. **Sustainable meat is produced with respect, within environmental limits, and consumed in moderation as part of a healthy balanced diet.** We embrace these principles, recognizing that sustainability is aspirational and evolving. We will measure ourselves against progress, not perfection. These principles will define our future.

# Maple Leaf's Sustainable Meat Principles

## SUSTAINABLE MEAT...



is **NUTRITIOUS, HEALTHY** and **SAFE**.



is **ACCESSIBLE, AFFORDABLE** and eaten in **MODERATION**, in **BALANCE** with other nutrients, consistent with nutritional guidelines.



is produced adhering to **ENVIRONMENTAL STANDARDS** that measurably **REDUCE IMPACTS** across the lifecycle, **LIMITING** greenhouse gas **EMISSIONS** and **IMPACTS** on **WATER** quality and quantity, avoiding loss of biodiversity and **ELIMINATING WASTE**.



comes from animals that are **RAISED WITH CARE**, with **MINIMAL** use of **ANTIBIOTICS**, and to standards that **RESPECT** the Five Freedoms of **ANIMAL WELFARE**.



is produced through a **RESILIENT, FAIR** and **EFFICIENT** food system that makes **OPTIMAL USE** of **LAND** and **NATURAL RESOURCES**.



is produced by a company that is **RESPONSIVE** to the needs of society and transparently demonstrates our **ACCOUNTABILITY** to **SOCIAL** and **ENVIRONMENTAL RESPONSIBILITY**.



TO LEARN MORE ABOUT SUSTAINABILITY AT MAPLE LEAF, VISIT [mapleleafsustainability.ca](https://www.mapleleafsustainability.ca)  
CONTACT US: [sustainability@mapleleaf.com](mailto:sustainability@mapleleaf.com)



**RAISE** THE GOOD  
IN FOOD