Our Sustainable Meat Principles

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.

Our 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.**

We share a conviction that **Maple Leaf Foods** 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.

Learn more about sustainability at Maple Leaf Foods:
mapleleaffoods.com/sustainability
Better Food

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

We are one of the largest producers of pork raised without antibiotics in North America, and the largest in Canadian poultry.

**COLOURS**

- **MAPLE LEAF**: trans-fats, sweeteners, preservatives, FLAVOURS

In 2017, we completed a sweeping revamp of the Maple Leaf brand and removed everything artificial.

**Better Care**

We are committed to advancing the five freedoms of animal care.

- Implementing best-in-class hydraulic-lift pig trailers and climate controlled poultry trailers within our system.
- In all live processing facilities.
- Implementing remote video auditing (RVA).
- Implementing in-barn enrichments for pigs and chickens.

All our plants meet the British Retail Consortium (BRC) Global standard for Food Safety. All of our co-manufacturers are certified to GFSI-recognized food safety standards.

**Plant-based** leadership.

Growing leadership in plant-based protein.

More than 232,000 tests conducted in 2017 to detect bacteria or pathogens.

Better Communities

**The Maple Leaf Centre for Action on Food Security** supports innovative food-based initiatives that advance collective impact and sustainable food security. feedopportunity.com

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

Goal to achieve 50% women at manager level and up by 2022.

The Maple Leaf Centre for Action on Food Security supports innovative food-based initiatives that advance collective impact and sustainable food security.

In 2017, our world class safety performance was 0.84 for TRIR* and 16 of our sites recorded zero occupational injuries.

*Total Recordable Incident Rate

**Better Planet**

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

- 19% in total energy (electricity and natural gas).

- 16% in water.

- 18% in emissions.

Reducing food and organic waste through composting and anaerobic digestion.

conducting product life cycle assessments and continuing our packaging baseline.

**Better Communities**

- 19% in total energy (electricity and natural gas).

- Zero HERO Safety Club

- Our footprint intensity is measured per tonne of production. Our baseline year is 2014.