



# Our Better Food goals and performance

2018 PRIORITIES	STATUS	OUR PERFORMANCE
Remove artificial colours, flavours and trans-fats from our retail branded products by the end of 2018.		We removed artificial preservatives, flavours, colours and sweeteners from our Maple Leaf branded products. We only use pronounceable ingredients that consumers trust and can find in their pantry.
Execute the commitments of our Food Manifesto for our Maple Leaf brand. Be leaders of the real food movement.		We completed the launch of our Maple Leaf brand renovation in 2018. We reformulated our products to include only premium meat and real, simple or natural ingredients.
Continue to expand our leadership in Raised Without Antibiotics (RWA) pork in North America, and in RWA poultry in Canada.		We continue to expand our leadership in RWA. We are transitioning our Maple Leaf Prime brand to 100% RWA.

2019 PRIORITIES
<ul style="list-style-type: none"><li>• Continue to execute the commitments of our Food Manifesto for our Maple Leaf brand and be leaders of the real food movement.</li><li>• Continue to expand our leadership in RWA.</li></ul>

Achieved    Partially Achieved    On Track    Did Not Meet



# Our food safety goals and performance



2018 PRIORITIES	STATUS	OUR PERFORMANCE
All of our raw material, ingredient and packaging suppliers will be food safety certified to a Global Food Safety Initiative (GFSI) benchmarked standard by the end of 2018.		All of our co-manufacturers and 99% of our raw meat suppliers are certified to GFSI-benchmarked standards. 86% of our non-meat, food contact packaging and non-food contact suppliers are certified to GFSI-benchmarked standards.  We will continue to work on ensuring our suppliers and co-manufacturers achieve GFSI certification.
Establish industry-leading food safety and quality metrics to build accountability, establish reporting rhythms and improve employee behaviours.		We successfully established industry-leading food safety and quality metrics. We established monthly, quarterly and yearly reporting rhythms with senior leadership and CEO. The metrics enabled a shift in employee behaviours.
Develop and execute a world-class, efficient and predictive Food Safety and Quality (FSQ) management system based upon powerful analytics, performance metrics and accountability. This system will use information to prevent and predict issues before they become significant.		We successfully established a world-class FSQ database. Automated data analytics are a critical part of measuring performance, root cause analysis and preventative work in real time.

2019 PRIORITIES
<ul style="list-style-type: none"> <li>• Deliver our food safety and quality performance metrics.</li> <li>• Deliver our poultry pathogen strategy performance targets and invest in expanded collaboration with government and industry.</li> </ul>

Achieved   
 Partially Achieved   
 On Track   
 Did Not Meet



### Our food safety goals and performance (continued)

2018 PRIORITIES	STATUS	OUR PERFORMANCE
Enhance our Hazard Analysis and Critical Control Point (HACCP) plans and expand training and certification by 2018.		<p>We developed a world-class HACCP training program, which has been rolled out to all plants and corporate teams.</p> <p>HACCP programs are being evaluated against new <i>Safe Food for Canadians Act</i> requirements in 2019. HACCP metrics are in development to evaluate and benchmark the maturity of our systems internally and industry-wide.</p>
Implement Laboratory Information Management System (LIMS) at remaining processing facilities and laboratories, including hatcheries, by the end of 2019.		<p>The LIMS project team successfully completed deployment to all prepared meats and primary processing facilities, a total of 18 plants and 2 corporate departments.</p> <p>This project is on track, on budget and scheduled for completion in 2019.</p>

2019 PRIORITIES
<ul style="list-style-type: none"> <li>• Revamp our Allergen Control Program.</li> <li>• Deliver our Foreign Material Improvement Commitment.</li> </ul>

 Achieved  
  Partially Achieved  
  On Track  
  Did Not Meet