



The

Better Meat Company

SUSTAINABILITY AT MAPLE LEAF FOODS

From reducing our climate change impact, to advancing animal care, to making simpler, healthier products, sustainability is fundamental to our growth and making Maple Leaf the better meat company. It will shape our operations, our products and our culture.

- Michael H. McCain, President and CEO

Advance nutrition and health

We are addressing the most pressing diet-related societal issues including reducing or eliminating antibiotic use, artificial colours and flavours, preservatives and sodium levels, while continually advancing our leadership in food safety.



No Antibiotics Ever



Maple Leaf is the largest producer of pork raised without antibiotics in North America, and the largest in Canadian poultry.



Almost 100%

of our fresh poultry and pork products and just over half of our branded prepared meats products meet Health Canada's voluntary sodium guidelines.

Treat animals well

Maple Leaf is committed to becoming a leader in animal care by advancing the Five Freedoms, the global standard for humane animal care. We support these Freedoms through ongoing critical self and third-party evaluation and continuous improvement in four critical areas: culture, accountability, advancement and communications.



We are implementing remote video auditing ("RVA") and enhanced training in our production and processing facilities.



We are converting all our sow barns to open housing.

Value our people and communities

We value an inclusive culture and work environment that keeps people safe, rewards excellence and empowers everyone to learn and contribute their best. We are deeply committed to advancing sustainable food security, locally and globally, by raising awareness, advocating for public policy, sharing learnings and supporting innovative organizations that build community food security.



Total Recordable Injury Rates



69%

reduction in our Total Recordable Injury Rate ("TRIR") since 2012. Our 2016 goal is to reduce our TRIR to 0.30.

Our community involvement strategy includes partnerships with organizations that take innovative approaches to advancing community food security.



Eliminate waste

We have an aggressive goal to reduce our environmental footprint by 50% by 2025. In 2015, we achieved the following progress towards our goals.



Energy (MWh)

130,344

Equivalent to 8,201 homes' energy use for one year

Water (m³)

835,527

Equivalent to 334 Olympic sized pools



Total Waste Diversion Rate

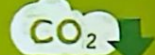
91%

New 2015 baseline



Emissions (tonnes CO₂e)

34,201



Equivalent to emissions from 7,200 cars driven for one year

Equivalency measures calculated using epa.gov/energy/greenhouse-gas-equivalencies-calculator

Interactive reporting

mapleleafsustainability.ca

Online videos



SUSTAINABILITY AT MAPLE LEAF FOODS

ANIMAL CARE COMMITMENT

OPEN HOUSING FOR SOWS

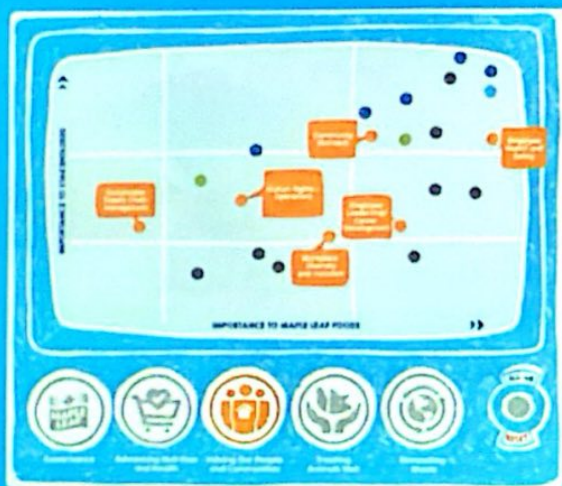
RAISED WITHOUT ANTIBIOTICS

Materiality matrix

Learn how Maple Leaf has determined and assessed our most important sustainability issues.

Value chain

Explore our vertically integrated value chain - from farm to plate.



TO LEARN MORE ABOUT SUSTAINABILITY AT MAPLE LEAF, VISIT mapleleafsustainability.ca

CONTACT US: sustainability@mapleleaf.com

Maple Leaf Foods Inc., 6985 Financial Drive, Mississauga, Ontario L5N 0A1 Canada





Building a Sustainable Maple Leaf Foods

The challenge our world faces over the next fifty years is to feed two billion more people, with a diet more reliant on meat, and to do so in a way that balances nutrition, environmental sustainability, accessibility and affordability. The issues are daunting, but they also present exciting opportunities for companies prepared to change. As Canada's largest protein company, we want to be at the leading edge. - Michael H. McCain, President and CEO

Value Our People and Communities



Treat Animals Well



Advance Nutrition and Health



Eliminate Waste



Our Sustainability Promise, Principles and Priorities



Advance Nutrition and Health

- Become a global food safety leader
- Improve the nutrition of our products across our product categories
- Support Canadians' healthy food choices through nutrition education



BY 2050, EXPERTS SAY WE'LL NEED 60% more food
TO FEED 2 BILLION MORE PEOPLE!



Value Our People and Communities

- Make community involvement a cornerstone of our culture and deliver meaningful social benefits
- Advance holistic community-based approaches to food security that enable people to lead healthier lives
- Be a global leader in workplace safety



1 IN 6 CHILDREN LIVE IN HOMES THAT ARE AFFECTED BY FOOD INSECURITY



Treat Animals Well

- Be a leader in animal care and commit to continuous improvement
- Put in place best practices in employee training, operations, auditing and reporting
- Be transparent in our communications



MAPLE LEAF IS RESPONSIBLE FOR MORE THAN **90 million** hogs and poultry...ANNUALLY



Eliminate Waste

- Reduce our environmental footprint by 50% by 2025 by:
- Reducing climate change impact by 50%
 - Reducing waste by 50%
 - Reducing water usage by 50%



LIVESTOCK PRODUCTION USES **1/3 of the world's fresh water** ...AND 80% OF AGRICULTURAL LAND!



What Does Sustainability Mean to Our People?

Creating sustainability systems for how we conduct everything in today's world will be one of mankind's greatest challenges. I plan to do my part by asking whether my actions are sustainable and to lead by example.

- Johnathan Miller,
Digital Marketing Manager

For me, sustainability means being able to produce high quality, nutritious foods that are cost effective and protect our natural resources for many generations to come. Every little bit counts!

- Brigitte Morin,
Supply Chain Administrator



Sustainability means taking an honest look at our current plans and practices across our four focus areas and determine how we can become industry leaders in areas where we can make a fundamental difference.

- Cindy Trask, Lead,
Program Management Office,
Six Sigma

Sustainability means securing a future for my children and my children's children. I am proud to be working for a company that has the forethought to implement change now.

- Robbie Smith, Microbiologist,
Technical Services (Guelph)



TO LEARN MORE ABOUT SUSTAINABILITY AT MAPLE LEAF, VISIT
www.mapleleaffoods.com/about-us/sustainability



Values Guided

MAPLE LEAF FOODS INC. | 2012 SUSTAINABILITY REPORT

Passionate People, Passionate about Food*

Maple Leaf Foods is a leading consumer packaged goods company, headquartered in Toronto with operations across Canada and in the U.S. and the U.K. We make high-quality, great tasting, nutritious and innovative food products under our leading national brands including Maple Leaf[®], Schneiders[®], and Dempster's[®]. People also know us by our other household brands such as Olivieri[®], Maple Leaf Prime[®], Tenderflake[®], POM[®], Shopsy's[®], Larsen[®], Mitchell's Gourmet Foods[®], Ben's[®], Bon Matin[®], California Goldminer[®], Burns[®], Villaggio[®], Olafson's[®], New York Bakery Co.[®], Mina[™] and Hygrade[®].

Our businesses are organized into three major groups:

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 domestic customers.

Our **Bakery Group** is a leading producer of fresh, frozen and specialty bakery products and fresh pasta and sauces through our 90% ownership of Canada Bread Company, Limited. Our fresh bakery and pasta businesses are located in Canada, while our frozen and specialty bakery operations, including artisan, bagels and morning goods, are also located in the U.S. and the U.K.

Our **Agribusiness Group** includes hog production, rendering and biodiesel operations, which provide raw materials and services to our Meat Group and thousands of external customers. These operations are located in Canada, with the rendering and biodiesel operations serving global markets.

Approximately 77% of our sales and 92% of our assets are based in Canada. Maple Leaf also exports to customers in more than 25 countries, predominantly the U.S., Japan, China and Mexico. The Company is publicly traded on the Toronto Stock Exchange ("TSX") under the symbol MFI.

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Sustainability at Maple Leaf Foods is driven by our determination to create a **market leading, highly competitive** food company with a culture that is rooted in our core values and an unrelenting focus on the **safety** of our products and **well-being of our consumers**. This demands constantly seizing opportunities to invest in our **people**, reduce our environmental footprint and grow responsibly. It is the only route to sustainable prosperity.

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 business and our communities. Sustainability is a natural outcome of those values and encompasses all aspects of our business – a highly competitive supply chain, a safe and rewarding workplace, food safety, innovation and marketing, environmental responsibility, animal care, a strong Code of Ethics, and community outreach.

At Maple Leaf, we have a high-performance, entrepreneurial culture driven by passionate people who embrace and live our values.

Maple Leaf Leadership Values

<p>DO WHAT IS RIGHT By acting with integrity, behaving responsibly, and treating people with respect</p>	<p>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</p>	<p>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</p>
<p>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</p>	<p>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</p>	<p>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</p>

Being Part of the Solution

The world is facing the global challenge of how to sustainably feed a projected nine billion people by 2050. This responsibility is acutely felt in the food industry. The majority of Maple Leaf's business and operations are centred in Canada, a nation which has a wealth of natural resources – available land, water and good growing conditions. As a result, we are one of the world's largest agricultural producers and exporters. Maple Leaf is investing heavily to increase our productivity and competitiveness in an increasingly global industry. This investment, in turn, strengthens the sustainability of Canada's food sector and our ability to help feed a growing global population.

While the challenge of producing enough food, and ensuring it reaches people who need it, is daunting, we must also achieve this in a way that is affordable, delivers good nutrition, meets high food safety standards, drastically reduces environmental impact and adheres to strong principles of animal care

Maple Leaf has had to respond to very significant challenges over the past decade. The first was a dramatic rise in the Canadian currency, which resulted in a cost structure that is not competitive with larger U.S. players. We responded by restructuring our meat business, shedding some businesses, consolidating others and investing significantly to increase our scale and productivity. This journey, which began in 2007, will be largely complete by the end of 2014. The second challenge was a *Listeria* contamination at one of our prepared meats plants that resulted in the tragic death of 23 Canadians. We responded with transparency and quick action to contain further risk, and have since enshrined a deeply ingrained food safety culture and established leading global standards.

None of this diminishes the importance of other areas of building an enduring food company, such as environmental preservation, innovation, responsible animal care and career development for our people. Over the years we have made progress in all these areas, although our focus and resources have been constrained as we addressed critical and potentially insurmountable business challenges. I am pleased to say that we are in the final stages of implementing a plan that will make Maple Leaf a significantly more profitable and sustainable company.



Based on this progress, we believe it is the right time to issue our first sustainability report. You will see that we are using a broad definition of sustainability – covering a range of areas from investing in productivity and scale, to other more conventional areas of corporate social responsibility. All of these must come together to nourish a strong, profitable and enduring company. In this report, our goal is to provide information on our progress in important areas of sustainability and where we have more to do. It acknowledges the importance of transparency in the food industry and the need to address public concerns in all areas of food production.

I want Canada to be part of the food solution – for Canadians and for the world. I am proud to lead a company that is making a difference. We have proven that we can do well and do good at the same time.

MICHAEL H. MCCAIN
President and Chief Executive Officer

About This Report

This is Maple Leaf Foods' first sustainability report. Through it we aim to enhance our communication with stakeholders and to entrench our commitment to best-in-class performance on social, economic and environmental issues. It complements the operating and financial information in our 2012 Annual Report, where we provide more detailed information specifically of interest to investors. Except where noted, the data does not cover temporary employees or suppliers of products, ingredients or services.

Senior officers and appropriate staff have reviewed all information in this report, and believe it to be accurate. The report has also been provided to the Company's Board of Directors. Please visit our website for additional information (www.mapleleaffoods.com).

Stakeholders: This report has been produced to inform all major stakeholders of Maple Leaf Foods including employees, customers, consumers, suppliers, governments, non-government organizations, media and the investment community.

Reporting period: The focus of the discussion in this report is activities undertaken during the 2012 fiscal year (January 1 to December 31, 2012), but as this is our first report we have included information on previous initiatives to provide context. All data in the report is for the 2012 fiscal year.

Global Reporting Initiative: We used the Global Reporting Initiative ("GRI") G3.1 Guidelines, the GRI Food Processing Sector Supplement and external best practices to structure our sustainability reporting. While we are not aiming to report on all specific GRI indicators, following these guidelines helped to provide structure and appropriate content within this report. It is our intention to broaden this reporting as we develop a stronger database and goals in other areas of sustainability.

Sustainability management structure: Sustainability at Maple Leaf Foods is a cross-functional responsibility represented by departments including environmental affairs, food safety and quality assurance, government and industry affairs, human resources, marketing, strategy and corporate communications.



Economic Contributions

Maple Leaf Foods is one of Canada's largest and oldest food companies. We can trace our roots back well over 100 years through the amalgamation of some of Canada's premier food companies. The origins of Canada Bread can be traced back over 170 years.

Throughout our history, we have contributed to the economic health of the communities in which we work and live. We have created employment for many thousands of people, purchased goods and services from hundreds of suppliers, and contributed through taxation to every level of government.

Economic contributions[®]

(in millions of Canadian dollars)	2012	2011	2010
Sales	4,865	4,894	4,968
Adjusted operating earnings	280	259	214
Capital investments	306	229	162

* At December 31, 2013

We are introducing several world-class process technologies into Canada for the first time that will improve operating efficiency while enabling product innovation. The skills required will be knowledge-based, a significant step toward transforming an industry that has traditionally been characterized by repetitive, semi-skilled labour.



Today, Maple Leaf employs approximately 19,500 people. The purchasing power created by the compensation and benefits earned by those employees generates our most powerful economic contributions. We support farmers and producers by purchasing most of our raw materials and ingredients from local sources. We generate significant regional economic benefits through our more than 100 manufacturing, distribution and growing facilities across Canada, and in the US and the UK. In addition, we are a significant exporter of meat products to the U.S., Japan, Korea and other markets.

BUILDING AN ENDURING COMPANY

In September 2010, we embarked on a bold plan to transform our information systems and prepared meats and bakery manufacturing and distribution network to step-change our productivity.

We are expanding and implementing new technologies in three facilities, including our plants in Winnipeg, Saskatoon and Brampton. We are investing in two scale food processing facilities in Hamilton, Ontario that will incorporate best-in-class manufacturing, food safety, quality and human resource practices. This includes a world-class bakery that was commissioned in 2011 and a state-of-the-art prepared meats facility that will be commissioned in phases between 2013 and 2014. We are also constructing a scale distribution facility in southern Ontario that will provide a hub for shipping products from Ontario east, allowing us to consolidate routes and reduce back hauls and costs, along with environmental impact.

We are introducing several world-class process technologies into Canada for the first time that will improve operating efficiency while enabling product innovation. The skills required will be knowledge-

based, a significant step toward transforming an industry that has traditionally been characterized by repetitive, semi-skilled labour. Ultimately, our target is to increase productivity by 2.5 times existing kilos per person hour and increase our Earnings Before Interest, Tax, Depreciation and Amortization ("EBITDA") margin to 12% by 2015.

We are also consolidating over 40 legacy information systems onto one integrated SAP platform supported by standardized business processes. We are over 80% complete, and have executed this complex initiative with speed and accuracy.

We have many existing strengths on which to build - we own Canada's leading meat and bakery brands and have established high market shares across our product categories. It is a position we continue to grow through innovation and brand investment. Each year we launch 100 or more



Left to Right: Stephen Taylor, President and Chief Operating Officer, Monivard Investments Limited; Chris White, Warden, Wellington County; Doug Dodds, Senior Vice President, Maple Leaf Foods; Frank Guida, Senior Vice President, Supply Chain, Maple Leaf Consumer Foods; Dennis Lever, Mayor, Township of Acton; Bill Katis, Senior Vice President, Logistics, Maple Leaf Consumer Foods; Eric Dewey, President and Chief Executive Officer, Schenker of Canada Limited, at the groundbreaking for our new distribution centre.

new products in a constant effort to revitalize product categories and create new ones. Many of our innovations are the product of our ThinkFOOD™ Centre, home to our product innovation and culinary experts. This world-class product development facility, commissioned in 2009, is designed to foster collaboration with our customers and accelerate product innovation following a "rapid adaptor" strategy. We identify highly successful global ideas and adapt them to our home markets, and we develop unique recipes to support our customers and appeal to our consumers.

ENGAGING IN PUBLIC POLICY DEVELOPMENT™

As a leading Canadian food company, Maple Leaf Foods has the responsibility to engage in public policy development with governments and industry partners to stimulate Canada's food manufacturing sector competitiveness; the adoption

of stronger food safety practices, national agri-food science and technology strategies, and continuous improvement in areas such as environmental sustainability and animal welfare.

As part of this responsibility, Maple Leaf participated in approximately 24 formal public policy initiatives in 2012, including discussions related to:

- The Safe Food for Canadians Act
- Canadian Food Inspection Agency's inspection modernization program
- Development of a national food strategy by the Conference Board of Canada
- The national Agri-Subcommittee on Food Safety
- Ontario's Jobs and Prosperity Council and the Advantage Ontario report
- Canadian Science Policy Conference 2012

- Canadian Swine Research and Development Cluster
- Health Canada's Guidance for the Food Industry on Reducing Sodium in Processed Foods
- Canada-European Union Comprehensive Economic and Trade Agreement negotiations

We strongly believe in advancing ideas and best practices across our industry, as well as our company. Supporting this commitment, Maple Leaf Foods belongs to or has partnerships with approximately 60 industry associations, chambers of commerce, think tanks and universities.

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Our People

Passionate People, Passionate about Food®

Our success depends on the 19,500 people we employ in Canada, the U.S. and the U.K. They operate our farms and facilities. They develop and sell our nutritious and innovative foods. They lead our businesses. Providing a work environment that is safe, rewarding and motivating is critical to attracting, developing and retaining people who reflect our values and are passionate about food.

FROM GOOD TO GREAT

Maple Leaf Foods is implementing a strategy that demands tight execution and high levels of performance and engagement from our people. To accomplish this, in 2011 we launched a People Strategy with four core themes:

- Develop superior people leaders who can deliver sustainable results
Approximately \$5 million is being invested in leadership development, behavioural skills training and coaching, and reshaping our supervisory development programs.

We are clarifying expectations of all leaders through our Maple Leaf Q4 People Leadership Model that maps behaviour and results into four quadrants. Our 2012 benchmark assessment found that 45% of our leaders operate in the top quadrant; our target is 80%.



0

Zero working time lost due to industrial disputes, strikes or lock-outs in 2012. There have been no labour disruptions at Maple Leaf Foods since 2008.®

Maple Leaf Q4 People Leadership Model



100%

of salaried employees are required to receive regular performance and career development reviews.



• Strengthen our culture of accountability

We are implementing a plan that has clear margin targets to be achieved by 2015, and progress each year toward this goal. Our management compensation is strongly aligned to delivering on this commitment. We are also empowering people to assume responsibility and accountability by reducing layers of hierarchy and by expanding spans of control.

• Build a deep talent base through robust talent and succession management

Our priority is to recruit, develop and retain the most talented people and provide them with opportunities to advance their skills and pursue their careers. Our goal is to increase the number of positions filled from within our existing pool of employees from 60% in 2012 to 70% by 2015. In 2012, we retained 92% of employees

recognized as high performers who receive a 9% incentive and above. Our goal is to retain 95% of people who have been identified as high performers.

• Fully engage our people with a stronger focus on hourly employees

We have revised our approach to training supervisors to help them be successful people leaders as well as skilled operators. We are also expanding our training programs for hourly employees, launching performance assessment and development to formalize support and their advancement, and exploring a variable pay program to reward people who exceed targets.

LEARNING AND DEVELOPMENT

Professional development at Maple Leaf Foods starts with a conversation between each employee and his or her manager about the employee's strengths, opportunities, objectives and career aspirations. This conversation is captured in a development action plan ("DAP") to acquire new skills and improve effectiveness. A DAP may include:

- Ways to build functional expertise
- Coaching and feedback
- New work experiences and assignments to build knowledge and skills

We offer a number of leadership programs that are designed to complement and enhance learning opportunities:

- Our Leadership Academy fosters learning, sharing and collaboration by building



leadership capabilities and improving organizational effectiveness.

- CEO Leadership Workout sessions are designed to build a deeper understanding of our goals and business strategies.
- The Managership Program helps managers acquire the skills to drive results by engaging and developing their teams. This is achieved through a blended approach of workshops, group coaching and online content.
- Supervisor Foundations builds front-line supervisors' capabilities to improve their team's performance in day-to-day activities.
- Functional development programs, such as our Sales Academy program, help to develop role specific skills and competencies.

DIVERSITY AND INCLUSION

Today, 15% of the Canadian population belongs to a visible minority; by 2031 it is expected to jump to almost a third. This trend is mirrored in other countries where we operate and creates an increasingly diverse consumer base and workforce. Maple Leaf needs to capitalize on this market opportunity and the full breadth of talent in the workforce.

While every form of diversity is important to us, we only track gender diversity at this time: 55% of our salaried workforce is male, 45% female. This is reasonably consistent with Canada's workforce, which is 47% female. However, only 38% of our managers and 22% of our supervisors are women. We are putting initiatives in place to encourage the advancement of high potential women. While we do not formally report on other areas of diversity, we work closely with the International Organization for Migration to follow best practices

when hiring international workers, helping to provide jobs and support a better quality of life for newcomers to Canada.

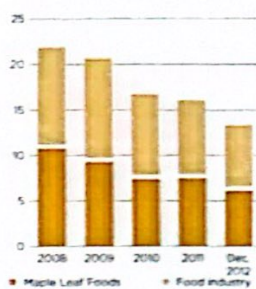
Respect for gender, religious and ethnic diversity and sexual orientation goes to the heart of what our values stand for, and discrimination of any form will not be tolerated and is grounds for dismissal. We comply with employment equity legislation, and we are embedding more HR practices to support the development of greater diversity, especially with our emerging and top talent, as part of increasing diversity in our workforce. We also plan to develop and implement a more comprehensive approach to diversity and inclusion. When we launch this approach we want to do it right and well, and that means ensuring we are fully able to provide the resources and organizational focus required to make it meaningful and effective. We are committed to formally accelerated progress in this area.



SAFETY IN THE WORKPLACE

Injury frequency 2008-2012⁽¹⁾

(Total reportable injuries per 200,000 hours worked)



Source: Workplace Safety & Insurance Board

As a food producer and processor, risks are inherent in our business. We have a strong culture of safety that is driven from the CEO down, and we strive for zero harm in the workplace. We are very pleased that we have realized continuous

improvement in reducing our workplace injuries, with a 43% reduction in injury frequency over the past five years.

To support a safe workplace Maple Leaf employs a Director, Occupational Health and Safety ("OH&S") reporting to the Senior Vice President, Manufacturing, both report directly to the Environment, Health and Safety Committee of the Board of Directors three times per year on health and safety in our operations

The Director of OH&S is supported by a senior OH&S team that provides leadership in each of Maple Leaf's Business Units. This team is supported by OH&S practitioners at each worksite and 624 safety representatives who are members of safety committees that represent 100% of Maple Leaf employees across our facilities. These formal joint management-employee committees help monitor and advise on occupational health and

safety programs as well as identify potential hazards and recommend controls.⁽²⁾ We have 13 people who hold a professional designation related to OH&S and others pursuing post-secondary training in OH&S management

In 2002, we implemented hazard-specific training for all supervisors and Joint Health & Safety Committee ("JHSC") members. This 40-hour training program was developed by an external contractor with input from JHSC Co-Chairs representing all of our businesses. Between 2002 and 2011, well over 2,000 employees received this training. In 2012, we rolled out SISTEM, a computerized platform to deliver health and safety training. Additional modules will be available in 2013.

During 2012, we also focused on building a central safety management system that will define cross-company OH&S standards, implement formal annual planning, and establish



43%

We have realized continuous improvement in reducing our workplace injuries, with a 43% reduction in injury frequency over the past five years.

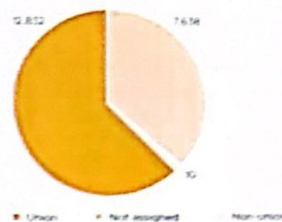
risk assessment tools and incident analysis. To ensure we are implementing a best-in-class system, we plan to undertake an OHSAS 18001 audit of our OH&S program.

ACTING CONSISTENT WITH OUR VALUES

We are keenly aware that our plan to increase productivity and competitiveness will impact many people and the communities in which we operate. To create the

scale required to support long-term competitiveness and growth, we are closing a number of bakeries, meat processing facilities and distribution centres. At the same time, we are creating jobs in the facilities that we are building or expanding, and making the largest single investment in the future of the Canadian food industry. The jobs that we create will be more sustainable, skills based and engaging.

Number of employees covered by collective bargaining agreements in 2012



⁽¹⁾ Approximately 50% of employees were covered by collective bargaining agreements in 2012⁽²⁾

We expect a net reduction of 1,550 positions from 2012 to 2015 as a result of these changes in our prepared meats network. In 2010, we communicated which facilities would be closing, providing people and communities affected with significant notice. In most cases these closures will not occur until 2014. We have formed task forces with local and provincial governments in North Battleford, Kitchener and Moncton to help these affected communities find new uses for these facilities and properties and to help mitigate the employment-related impacts. Our commitment is to repatriate affected people into other jobs at Maple Leaf where possible.



Health and Well-Being

As a food company, it is natural that we harness our resources and expertise in food to address the developed world's pressing lifestyle and health challenges including obesity, cardiovascular disease and other health issues. Through the products we offer to consumers and the knowledge we share, we are also helping people eat and live better. Our response to these issues is products that are more nutritious, affordable and relevant.

HEALTH AND WELLNESS

Consumers want healthier, more natural food choices that offer convenience and great taste.

To meet the demand for food made with simpler, more natural ingredients and no artificial preservatives, we spent four years developing Maple Leaf® Natural Selections® and Schneiders® Country Naturals™ – two full lines of premium-quality prepared meats. We removed synthetic

preservatives and ingredients, replacing them with natural ingredients, including lemon juice, sea salt, vinegar and vegetable-based preservatives such as cultured celery extract, which contains a natural form of nitrite, essential for food safety. The success of these products has revitalized the prepared meats category, providing consumers with a nutritious, convenient and very appetizing product rich in proteins and minerals.

With a focus on creating products that offer greater convenience, in 2012 we re-launched our Prime brand, supported by innovations such as sliced cooked chicken and breast portions that are smaller and individually packed. We also launched Maple Leaf Prime Raised Without Antibiotics chicken. As a result, sales volume of Prime brand products grew by 13% in 2012.



10 million

Since launching our reduced sodium program, we have removed more than 10 million teaspoons of salt from our bakery and prepared meats products.

Our Dempster's® brand leads the Canadian bakery market in innovation and healthy grain breads.

- Our Dempster's® Whole Grains bread line-up was re-launched in January 2013, free of artificial preservatives, colours and additives
- Our Smart® breads have all of the features of white bread with the goodness of wholegrains
- Dempster's® Farmhouse™ offers superior quality made from 100% Canadian wheat

Since launching our reduced sodium program, we have removed more than 10 million teaspoons of salt from our bakery and prepared meats products. Close to 25% of our bakery products and one-third of our prepared meats already meet the voluntary guidelines established by Health Canada to help Canadians achieve the average sodium intake goal of 2,300 mg per day by 2016. We expect all of our bakery products and the vast majority of our prepared meats products will meet these guidelines by 2016. The major exception is dry fermented salami and prosciutto

where meeting these guidelines could seriously compromise food safety.

We are also offering more choice in portion sizes. Chicken, bacon and pepperettes are sold in portion packs that address three issues important to consumers - convenience, portion control and waste. Portion packs recognize that close to half of Canadian households are one or two people and that controlling portions is an important component of addressing obesity.



Maple Leaf Foods offers consumers a variety of products that meet the 2016 Health Canada guidelines for sodium reduction.

WORKING WITH GLOBAL LEADERS TO ADVANCE THE HEALTH BENEFITS OF FOOD

We partner with Dalhousie University, the University of Guelph, the University of Manitoba and the University of Saskatchewan to advance the health benefits of food products we make. For example, we are working with the University of Manitoba (St. Boniface Hospital) on the role of flax in bakery products in reducing hypertension.

Our collaboration with leading researchers will help us launch more products that meet our consumers' evolving needs including those that are high protein, preservative and antibiotic free, and fortified with additional vitamins and minerals.



We are also paying attention to Canada's changing demographics. In 2012, to meet the needs of the rapidly growing Muslim population, we introduced halal chicken, which is produced at our three halal-certified processing plants. During 2013, we will launch more products that recognize our consumers' diversity and dietary needs.

ENRICHING LIVES™

Donations in cash and gift-in-kind*

	2012
Cash	\$ 905,000
Gift-in-kind	\$ 646,500

* Estimate

Providing emergency famine relief to those in need, supporting sustainable solutions to hunger and encouraging employee volunteerism among our people are the cornerstones of our community outreach and philanthropy programs. Guided by

our Community Outreach Policy, our efforts focus on three areas that leverage our resources and expertise as a leading food company:

- **Crisis intervention:** Food banks, mobile food programs, school and community nutrition services for disadvantaged people, and food-based emergency relief
- **Health and wellness:** Education and outreach programs that provide people with the information and skills to provide healthier food for themselves and their families
- **Sustainability:** Initiatives that promote food security and self-sufficiency for economically disadvantaged people

Projects supported by our Home Office are broader or international in scope, while our local offices and plants are best positioned to respond to needs within their communities. In 2012, our donations in cash and gift-in-kind exceeded \$1.5 million. We are even more proud of the time and efforts our

employees contribute through volunteering. Our Community Outreach Policy enshrines the importance of giving back by providing our people with the opportunity to take two paid days off per year to volunteer and the opportunity to apply for longer-term sabbaticals.

Here are a few examples of how Maple Leaf Foods is helping people access nutritious food and programs that promote health and wellness:

Nourish

The Maple Leaf Foods Nourish Centre at Sunnybrook Hospital in Toronto provides nutrition experts experienced in cancer treatment with a specially designed kitchen and learning facility, funded by Maple Leaf, which offers cooking demonstrations, food safety techniques and nutritional resources to enhance recovery from cancer.

Trillium Health Centre

Maple Leaf provides ongoing financial support and food



Children at Nyota, a grassroots project in rural Kenya supported by Maple Leaf Foods.

donations to the Trillium Health Centre in Mississauga, Ontario, which provides patients and families with information on how to control diabetes through healthy food choices, eating habits and nutritious meal preparation.

Speroway

From local food bank support to international outreach programs and assisting First Nations communities in northern Canada, Speroway works with local non-profits and other organizations to deliver food donations, support education, and provide mobile medical and dental clinics.

Eva's Initiatives

Maple Leaf helped to expand food-based services at three Toronto shelters that currently provide hope for more than 4,000 young adults. These services include healthy eating and healthy living initiatives that teach youth how to adopt lifelong healthy and food safe behaviours. While located in

Toronto, it helps kids from across Canada who come to Toronto and find themselves homeless and impoverished.

Glanbrook Home Support Programme

This Hamilton, Ontario based organization delivers hot meals and frozen food to patients recovering from challenges such as surgery, fractures or chemotherapy. Long-term support is offered to people with mobility issues, heart problems or any medical condition that limits their ability to be self-sufficient.

United Way

Through fundraising events and community outreach, Maple Leaf's Fresh Bakery employees across Canada raised more than \$375,000 through the Play to Win program. The Company's two Hamilton, Ontario bakeries were also awarded Workplace Campaign of the Year honours by the United Way for their 2012 campaign.

UNICEF

As an official Emergency Corporate Partner, Maple Leaf Foods supports UNICEF's response to more than 200 crisis events in about 90 countries. We also partnered with UNICEF to support *Making Meals Meaningful*, a public awareness campaign that helps Canadian families connect around the dinner table through teaching empathy and awareness to children.

Nyota

Nyota is a grassroots project in rural Kenya, founded by a member of the Maple Leaf leadership team. It provides a loving home for destitute children so that they may pursue their education and develop the skills to become leaders in their communities. Maple Leaf's support helps to fund food and other expenses, and to equip and staff a computer classroom.

100%

of employees handling animals must attend and pass animal welfare training every year.



ANIMAL CARE

We have an ethical obligation to treat animals under our care humanely and respectfully. Every person involved in the raising and processing of animals and poultry from the farms we operate to transportation and processing, is required to understand and strictly adhere to our animal welfare policies at all times. We have zero tolerance for any form of animal abuse.

Oversight and continuous improvement of our animal care practices is the responsibility of executive leaders within our hog production, poultry and pork businesses, as well as an Animal Care Committee comprised of leaders representing the businesses, food quality and safety, government and industry relations and communications.

Education and training is the foundation for the humane treatment of animals. Experts continuously review and audit our animal

handling practices. Our employees certified by the Professional Animal Auditor Certification Organization ("PAAAO") conduct weekly audits of our hog and poultry facilities, and our meat processing facilities are monitored by dedicated on-site inspectors from the Canadian Food Inspection Agency ("CFIA").

Maple Leaf Foods produces approximately 30% of the pork that we process, with the balance largely coming from contractual producers. In our poultry operations, Maple Leaf operates four hatcheries and sources our supply of chicken and turkey from independent producers. Our hog and poultry operations operate under the Canadian Animal Welfare Codes of Practices, American Meat Institute ("AMI") animal welfare guidelines, the Canadian Quality Assurance program, the Canadian Hatching Egg Producer CHEQ™ Program and the Chicken Farmers of Ontario Transportation and Safe Handling Program. Our suppliers

must be certified to the same standards that we set for our own operations.

The transportation of all animals must adhere to CFIA and AMI standards. All drivers transporting animals to our processing plants must be certified in Trucker Quality Assurance ("TQA") or have Canadian Livestock Transport ("CLT") Certification or equivalent. TQA or CLT certification is verified on every load.

Industry standards of animal care are continuing to evolve through science, technologies and public opinion, resulting in tightening regulations. These enhancements, however, come at a cost that both the industry and consumers must bear. Maple Leaf takes a leading role in advocating for best practices and bringing industry partners together to move forward. In September 2012, we sponsored the North American Forum on Sustainable Agriculture, and in February 2013



We have a ZERO tolerance policy for animal abuse.

Maple Leaf was the first company in Canada to commit to transitioning to loose housing for sows.

we hosted the third Farming & Food Care Ontario Forum for the retail and foodservice industry. Our animal welfare experts also sit on a number of industry committees and working groups including the National Farm Animal Care Council.

Hog production¹⁹

Our hog production business is operated by Maple Leaf Agri-Farms ("MLAF"), which is based in Manitoba. MLAF owns approximately 58,500 pigs and operates more than 120 owned and contracted growing sites in Manitoba.

More than 90% of Maple Leaf owned hogs, including all classes of animals, are raised in open housing systems. One hundred percent of the hogs that are processed at our Lethbridge and Brandon plants, whether from a Maple Leaf or independent farm, live their entire lives in open housing.

Pigs are raised in three stages and locations:

¹⁹ FPII

Sow barns

Adult female hogs (sows) are housed in sow barns, which support breeding, gestation and farrowing (the birthing process for pigs). After the piglets are born they stay with their mother until weaning at approximately three weeks of age.

After the pigs are weaned they are moved to a nursery barn.

Maple Leaf was the first company in Canada to commit to transition sows under our management from conventional sow stalls, which restrict movement, to a loose housing system. We are working in conjunction with the University of Manitoba and other industry participants to assess current loose housing methods and define adaptations needed to support Canadian hog production. This project will help us, and the Canadian industry, to implement the optimal system.

We will complete the first barn conversion in 2013 and three per year from 2014 through 2017 to

complete the conversion of our 13 barns. In 2012, Maple Leaf acquired Puratone, a hog production company in Manitoba. We are assessing these operations to determine the optimal redesign of gestation crates to open pens and related capital investment required. While we are committed to converting all sows to loose housing, our initial focus is on completing our first conversion in 2013 and applying the learning to subsequent conversions.

Nursery barns

Piglets live in nursery barns until they have reached a weight of approximately 28 kilograms (approximately 10 weeks of age). They are housed in pens that accommodate between 20 and 60 animals, depending on the size of the pen, which allows them room to grow and exercise. All pens have their own water supply and piglets are fed a specially formulated feed that meets their unique nutritional requirements.



Maple Leaf's pork processing plant in Brandon, Manitoba is the largest facility of its kind in Canada.

Finishing barns

Pigs are relocated to our finishing barns where they reach optimal weight, which takes an average of 18 weeks. The pens are larger to support growth and allow for freedom of movement and exercise. As in the nursery, the pigs are fed a specially formulated feed that meets their changing nutritional requirements.

When the pigs reach a weight of about 125 kilograms they are transported to our processing plant in Brandon, Manitoba.

At the processing plant

Receiving at the plant is a critical point in the animal handling system. Animal handling procedures for each facility address:

- Presence of the receiver to observe unloading and health of animals
- Action to be taken if any inhumane treatment of animals is observed

- Process for handling injured animals
- When to alert the CFIA veterinarian/inspector
- Process for identifying and addressing any deficiencies which contribute to animal welfare problems

Upon arrival at the plant, hogs are allowed to rest in their designated pens within the barn. Pens and alleyways have non-slip floors and are washed daily. Ventilation, heating and cooling procedures are in place to maintain a comfortable environment and drinking water is always available in each pen. Animals held for more than 24 hours are placed on an approved feeding program. Upon slaughter, hogs are rendered immediately unconscious through an approved electrical stunning process. Animals are individually inspected to ensure they are unconscious before they are euthanized and processed.

Maple Leaf contracted Dr. Temple Grandin, a renowned animal welfare expert, to provide input into barn design and animal movement and handling protocols to reduce stress on the hogs at our Brandon pork facility. This included the proper use of light, avoidance of reflecting surfaces, reducing shadows and curtailing noise. In 2012, Dr. Grandin visited Maple Leaf's Brandon facility and supported our animal care practices and procedures.

Maple Leaf has two full-time veterinarians on staff dedicated to our hog operations.

Poultry operations

Maple Leaf operates four hatcheries and five processing plants. We also grow some of our own turkey supply, but mainly source chicken and turkey from third-party growers to meet our processing requirements.

On-farm and hatcheries

Hatcheries follow the on-farm animal care Canadian Codes of Practice for animal welfare

and Hazard Analysis and Critical Control Points ("HACCP") requirements to protect food safety and animal welfare. We also have standard operating procedures ("SOPs") in place to protect animal welfare and govern operating practices, and third-party producers must adhere to our Animal Welfare, Handling and Transportation Policy. All hatchery operators must be HACCP certified.

In our hatcheries, Maple Leaf maintains conditions that optimize hatchability and minimize early mortality. We monitor and control environmental conditions and sanitation from the hatching process through delivery to assure the protection of newly hatched birds. Environment-sensitive rooms have temperature and humidity controls that ensure the target temperature and/or humidity range for each area is maintained. Our hatcheries also have regular monitoring systems to alert employees if critical systems fail (heat, electricity, fan failure). Our



We recognize the need for caution and balance in antibiotic use for poultry and we have eliminated the use of antibiotics in our chicken hatcheries.

birds are not caged, and lighting is managed to maintain a healthy growth rate.

All birds are vaccinated to prevent disease and maintain good health. We recognize the need for caution and balance in antibiotic use for poultry and we have eliminated the use of antibiotics in our chicken hatcheries. We continue to take an active role to reduce their use in our turkey operations.

Transportation

Maple Leaf contracts specialty agricultural catching and transportation companies that provide humane handling and transportation of poultry. This includes reducing the number of birds transported per truck in warmer seasons and scheduling truck departures during cooler times in the day, monitoring load sizes for the comfort of birds, and minimizing wait times on trucks through just-in-time delivery synchronized with processing requirements.

At the processing plant

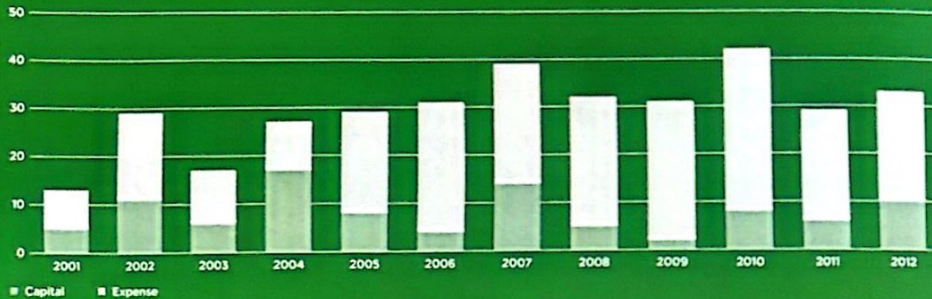
Maple Leaf trains employees to ensure the Canadian Codes of Practice for animal welfare and company requirements are strictly followed. All new employees receive training that includes animal welfare practices and requirements and follow-up training at least annually. Poultry is rendered unconscious by electrical stunning before it is slaughtered to prevent pain or suffering. The effectiveness of this stunning is regularly inspected. All poultry is visually inspected to ensure that they are humanely euthanized before further processing. Our Quality Assurance Team, including our staff and contracted veterinarians, follow Standard Operating Procedures that include training, auditing, follow-up, and corrective actions throughout our processes. Maple Leaf has a full-time veterinarian on staff dedicated to poultry operations. In addition, Maple Leaf contracts as necessary for further veterinary services.



Environment

Maple Leaf has an Environmental Policy that codifies our commitment to sustainability. Since 2001, we have invested approximately \$96 million in capital to upgrade our environmental infrastructure and have spent about \$244 million to manage a wide range of environmental programs. We continuously seek ways to reduce our impact on the environment while ensuring that our operations meet applicable laws and regulations or our own higher standards. Our environmental policy establishes our commitment to accountability, continuous monitoring and improvement, and community engagement.

Environmental protection expenditures and investments⁽¹⁾
(In millions of Canadian dollars)



⁽¹⁾ EN30



50 million

litres of biodiesel fuel was produced by Rothsay in 2012 from waste fats, recycled grease and cooking oils.

We have completed more than 400 environmental projects in the past three years, but we recognize that we can and must do more.⁽¹⁾ In 2012, a Steering Team was formed to develop a comprehensive sustainability strategy to accelerate reductions in energy consumption, greenhouse gas emissions, waste, water usage and packaging. We plan to launch this strategy in early 2014, which includes specific near- and longer-term targets related to greenhouse gas ("GHG") emissions and energy, wastewater, waste and packaging reduction. Pilot projects will be launched during 2013 in designated plants to deliver targeted reduction in these areas and provide learning for future projects.

⁽¹⁾ EN26
⁽²⁾ EN3
⁽³⁾ EN8
⁽⁴⁾ EN16

Direct energy consumption by primary energy source⁽¹⁾

	Dec 2011- Nov 2012	Dec 2010- Nov 2011	% Change
Electricity (kWh)	608,739,915	596,821,222	-2.0%
Natural gas (m ³)	120,642,612	126,013,162	4.3%

Total water consumption⁽²⁾

	Dec 2011- Nov 2012	Dec 2010- Nov 2011	% Change
Water (m ³)	7,983,489	8,132,263	1.8%

Total direct and indirect greenhouse gas emissions by weight⁽³⁾

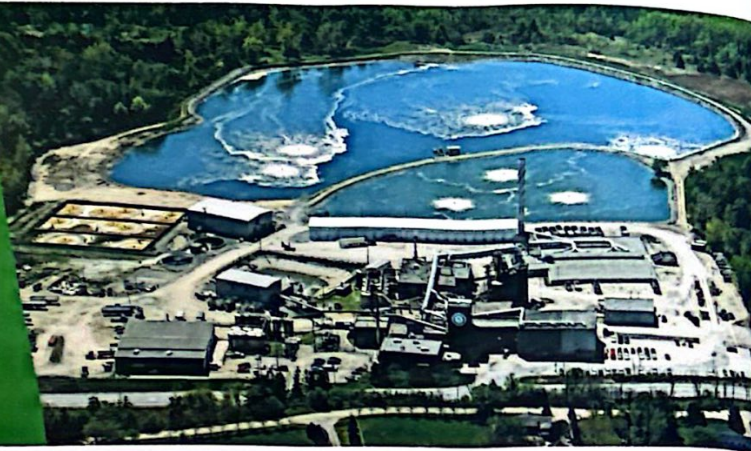
	Dec 2011- Nov 2012	Dec 2010- Nov 2011	% Change
Scope 1: direct (natural gas consumption) Greenhouse gas emissions (metric tonnes)	234,873	245,483	4.3%
Scope 2: indirect (electrical consumption) Greenhouse gas emissions (metric tonnes)	154,067	150,916	-2.1%

22,000 kilograms

We reduced 22,000 kilograms of foil from our Dempster's[®] Original 100% Whole Wheat Bread packaging.

95%

of the waste from 40 facilities, representing approximately 80% of our production, was diverted from landfill in 2012.



Maple Leaf's Rothsay facility in Dundas, Ontario

ROTHSAY: WE RECYCLE

Rothsay, a Maple Leaf company, is Canada's largest renderer, operating six processing facilities nationwide. It collects hundreds of millions of kilograms of inedible by-products each year and recycles virtually 100% into value-added products such as fertilizers and feed additives, diverting this material from landfills and recapturing the nutrients.

Rothsay also manufactures biodiesel for domestic and international markets at its facility in Montreal, Quebec, the first Canadian plant dedicated to commercial biodiesel production. Biodiesel is a clean-burning, biodegradable and renewable fuel made from a variety of recycled feedstocks including vegetable oils, animal fats and cooking oils. We use biodiesel to fuel our Rothsay trucks as well as some of our other transport vehicles to further reduce our GHG emissions.

ACHIEVING LEED*

Wherever possible, we incorporate Leadership in Energy and Environmental Design ("LEED") standards in our new buildings and plants. Our Meadowvale, Ontario office building, which houses our ThinkFOOD™ Centre, contains sustainable features in the five major LEED* categories: sustainable site, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. It is certified LEED* Gold for core and shell. Outside the building, ornamental grasses that do not require mowing or irrigation were used instead of turf and there are secure bike racks and parking spaces for energy efficient vehicles.

Our new fresh bakery in Hamilton, the largest in Canada, was built in 2011 to LEED* standards. We are seeking Gold certification at the bakery, with the verification process expected to be complete in mid-2013. We are working to

achieve Silver LEED* certification at our prepared meats plant, which is under construction in Hamilton and will be commissioned beginning this year.

We are also consolidating our network of meat distribution centres across Canada into two regional facilities - one in Ontario and the other in Saskatchewan. This rationalization of our distribution network will create opportunities to optimize efficient replenishment - more full truckloads travelling fewer kilometres to achieve significant savings in fuel and a reduction in GHG emissions.

ENVIRONMENTAL MANAGEMENT

Responsibility for environmental management begins with the Board of Directors, which has assigned responsibility to the Vice President of Environmental Affairs and a team of experts who monitor compliance and work with operations to execute

improvements. Larger plants also have on-site environment supervisors or coordinators. This cross-company team establishes relations with the communities in which Maple Leaf Foods has facilities, working with government officials and holding meetings and open houses to discuss environmental issues or major expansions as required. The Vice-President of Environmental Affairs reports to the Vice President, Corporate Engineering, both report directly to the Environment, Health and Safety Committee of the Board of Directors three times per year on environmental matters related to our operations.

We have mapped our GHG emissions and energy consumption for every aspect of our business except hog farming, waste generation and transportation. In 2012, we extended our data collection to our own transport vehicles and in 2013 we expect to collect GHG emission and energy

consumption data at our hog farms. This will make it possible to create a close-to-complete map of energy use and GHG emissions at Maple Leaf Foods for operations and activities that we directly control.

Every facility has managers and supervisors who have received training on good management practices and compliance. An online training program to be delivered through our electronic training system, SISTEM, is under development along with plans to deliver training to as many as 500 supervisors in 2013. While the focus will remain on managers and supervisors this year, after the online system has proven effective it will be extended to every employee working in our plants and farms.



Clean fuels for a change. Our highly sustainable, clean-burning biodiesel is produced at our Montreal bio-refinery and used to power Rothsay's extensive transport fleet.

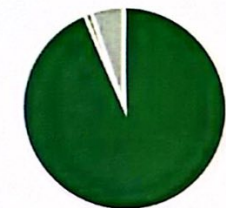
100%

Rothsay recycles virtually 100% of materials it processes into value-added products.

Total weight of waste by type and disposal method¹⁾

Total waste generated	124,000
Waste recovered	116,000
Waste recycled	1,300
Waste disposed in landfill	6,400
Landfill diversion rate	95%

Waste recovered, recycled and disposed in landfill



■ Waste recovered ■ Waste recycled ■ Waste disposed

¹⁾ Data from 40 facilities representing approximately 80% of production



A Culture of Safety

Maple Leaf was responsible for a devastating product recall in 2008 that claimed the lives of 23 Canadians. Since then we have invested millions of dollars and designated significant organizational resources to fulfilling our commitment to becoming a global food safety leader. Our goal is to always provide consumers with safe, great tasting food produced in a safe environment. We build food safety into every decision and initiative through a five-prong strategy:

1) Become a global food safety leader

To build a food safety culture, we revised our food safety and quality assurance organization to include cross-functional teams throughout the organization, with team leaders reporting independently to the Chief Food Safety Officer. We have made food safety the responsibility of every employee by establishing a tiered food safety training program that covers senior leaders and

employees who are involved in food preparation and management. Hourly employees are required to take comprehensive on-floor and online training.

2) Proactively mitigate risks

We have significantly enhanced the manufacturing and testing of our products and sanitation in our plants to proactively identify and eliminate risks. Today, every ready-to-eat meat product we make has this a method of inhibiting the

potential growth of *Listeria*. We continue to focus on prevention through aggressive environmental testing and trend analysis and by monitoring, encouraging and adopting technologies and practices that support this goal. We have placed a priority on building leading food safety practices and engineering into new products and facilities as they are being developed or built.



94%

of our production partners are certified to the standards of the Global Food Safety Initiative.

3) Unify the food safety management system

Every one of the 52 manufacturing facilities¹⁾ that are part of our long-term network adheres to Global Food Safety Initiative ("GFSI") standards and is audited every year by the British Retail Consortium audit scheme. During 2012, we standardized our food safety internal audit process across our businesses under GFSI requirements and implemented even more stringent requirements and standards.

4) Drive supply chain alignment

All companies that produce products for Maple Leaf must be certified to a GFSI benchmarked protocol and commit in writing to comply with our safety and quality standards. In addition, close to 60% of our ingredient suppliers are GFSI certified. Although this certification can be challenging for some ingredient manufacturers, we encourage all suppliers to seek certification in accordance with this internationally accepted program.

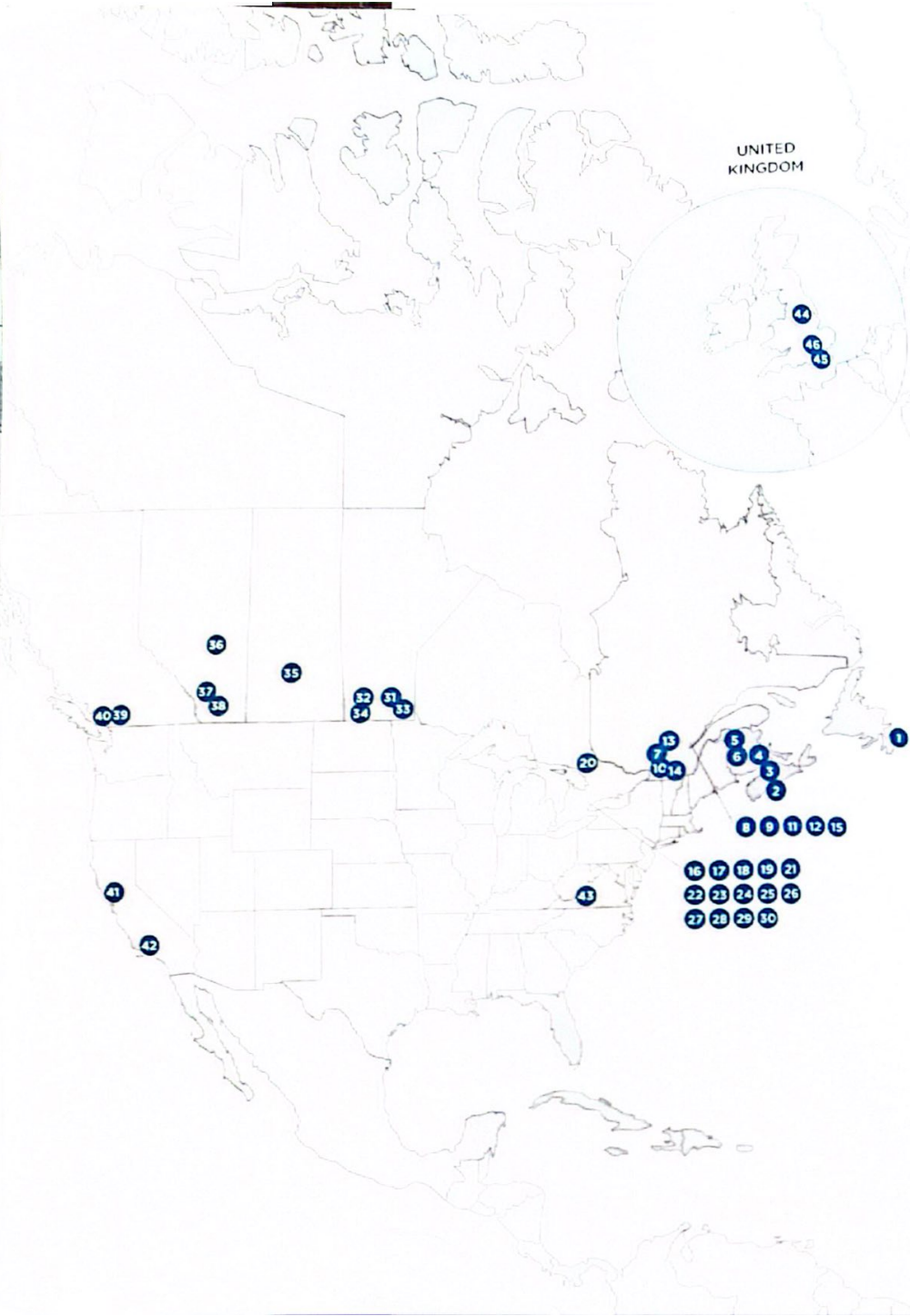
5) Lead the industry to higher standards

Food safety is not a competitive advantage. Any food safety issue, whether caused by Maple Leaf, another manufacturer or a retailer, affects consumer well-being and trust. To advance food safety we have taken a leading role, working with government, academics, retailers and foodservice companies, and food manufacturers to identify risks and share knowledge and best practices.

5 years

For the past five years, over 100 companies and organizations engaged in food retailing, foodservice and food manufacturing, government, regulatory agencies and academia have gathered at Maple Leaf's invitation to discuss the most pressing concerns in food safety.

Maple Leaf Foods Manufacturing Facilities



CANADA

Newfoundland

- 1 St. John's ●

Nova Scotia

- 2 Halifax ●
- 3 Truro ●

New Brunswick

- 4 Moncton ● ●
- 5 Grand Falls ●
- 6 Woodstock ●

Quebec

- 7 Laval ● ●
- 8 Saint-Côme-Linière ●
- 9 Beauport ●
- 10 Montreal ● ●
- 11 Lévis ●
- 12 Quebec City ●
- 13 Shawinigan ●
- 14 Ville de Sainte-Catherine ●
- 15 Saint-Anselme ●

Ontario

- 16 Mississauga ● ● ●
- 17 Hamilton ● ● ● ● ● ● ●
- 18 Brantford ●
- 19 Brampton ● ● ●
- 20 North Bay ●
- 21 Concord ● ● ●
- 22 Scarborough ●
- 23 Toronto ● ● ● ● ● ● ● ●
- 24 Moorefield ●
- 25 Hickson ●
- 26 Guelph ●
- 27 St. Marys ●
- 28 Kitchener ●
- 29 Port Perry ●
- 30 Thamesford ●

Manitoba

- 31 Winnipeg ● ● ●
- 32 Brandon ●
- 33 Landmark ●
- 34 Souris ●

Saskatchewan

- 35 Saskatoon ●

Alberta

- 36 Edmonton ● ● ●
- 37 Calgary ●
- 38 Lethbridge ●

British Columbia

- 39 Langley (Greater Vancouver District) ●
- 40 Delta ●

U.S.

California

- 41 Richmond ●
- 42 Oxnard ●

Virginia

- 43 Roanoke ●

U.K.

London

- 44 Rotherham ●
- 45 Maidstone ●
- 46 London ●

● Meat ● Fresh Bakery ● Frozen Bakery ● Patisery ● Olivier Foods
 ● Agribusiness - rendering and biodiesel ● Agribusiness - feed mills

GRI Index

GRI Profile Disclosure #	Description
Economic Performance	
EC1 ^{cover}	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.
Environmental	
EN3	Direct energy consumption by primary energy source.
EN8	Total water withdrawal by source.
EN16	Total direct and indirect greenhouse gas emissions by weight.
EN22	Total weight of waste by type and disposal method.
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.
EN30	Total environmental protection expenditures and investments by type.
Labour Practices	
LA4	Percentage of employees covered by collective bargaining agreements.
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.
LA12	Percentage of employees receiving regular performance and career development reviews.
Society	
FP3	Percentage of working time lost due to industrial disputes, strikes and/or lock-outs, by country.
FP4	Nature, scope and effectiveness of any programs and practices (in-kind contributions, volunteer initiatives, knowledge transfer, partnerships and product development) that promote healthy lifestyles; the prevention of chronic disease; access to healthy, nutritious and affordable food; and improved welfare for communities in need.
S05 ^{cover}	Public policy positions and participation in public policy development and lobbying.
Health and Safety	
FPS	Percentage of production volume manufactured in sites certified by an independent third party according to internationally recognized food safety management system standards.
Animal Welfare	
FPI1	Percentage and total of animals raised and/or processed, by species and breed type, per housing type.
FPI2	Policies and practices on antibiotic, anti-inflammatory, hormone, and/or growth promotion treatments, by species and breed type.

Sustainability at Maple Leaf Foods

To learn more about sustainability at Maple Leaf, please email Maple Leaf's Corporate Communications department at communications@mapleleaf.com.

MEDIA RELATIONS

For media inquiries, please call Maple Leaf's Media Hotline at 1-800-268-3708.

INVESTOR RELATIONS

For Investor Relations, please call (416) 926-2005.

CONSUMER AFFAIRS

For consumer inquiries, please call 1-800-268-3708.

CORPORATE OFFICE

Maple Leaf Foods Inc.
30 St. Clair Avenue West
Suite 1500
Toronto, Ontario, Canada
M4V 3A2

ThinkFOOD! Innovation Centre
6897 Financial Drive
Mississauga, Ontario, Canada
L5N 0A8

170 million

Maple Leaf Foods has built a robust digital presence in Canada. In 2012, this included generating more than 850,000 Facebook fans, a corporate website that attracted almost 8 million visits and a Twitter presence of more than 33,000 mentions. In total, we had more than 170 million digital interactions with consumers in 2012. We also successfully managed 91,000 consumer contacts from all consumer channels, resulting in 96% consumer repurchase intent.

Maple Leaf Foods Inc.
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WWW.MAPLELEAFFOODS.COM



MAPLE LEAF FOODS

Community Outreach 2012 Year-in-Review

Passionate People; Passionate About Our Communities





A MESSAGE FROM OUR CEO



“AS A LEADING FOOD COMPANY, MAPLE LEAF FOODS IS COMMITTED TO USING OUR KNOWLEDGE AND RESOURCES IN FOOD PRODUCTION AND DISTRIBUTION TO SUPPORT ORGANIZATIONS THAT ASSIST DISADVANTAGED PEOPLE AND THOSE WITH SPECIAL NUTRITIONAL NEEDS.”

I AM PLEASED TO PRESENT OUR FIRST YEAR-IN-REVIEW OF MAPLE LEAF'S COMMUNITY OUTREACH INITIATIVES.

As a leading food Company, Maple Leaf Foods is committed to using our knowledge and resources in food production and distribution to support organizations that assist disadvantaged people and those with special nutritional needs. We focus our philanthropic efforts on enhancing food security and nutrition awareness for families and individuals in our local communities and through our international partnerships.

We are equally committed to supporting and encouraging our employees' personal community involvement by providing up to two paid volunteer days (or four half days) annually, with the potential for extended leave. This reflects the value we place on work life balance and strong integration with our communities.

We have organized this report to provide a snapshot of our community outreach initiatives within Canada (focusing on Ontario, Western Canada, Atlantic Canada and Quebec), the United States and internationally. Our programs forge direct partnerships with high impact organizations and reflect our geographic and ethnic diversity.

While there are many other activities we are involved with both as individuals and as Maple Leaf Foods, this report provides a flavour for the scope and focus of our efforts. It showcases the philanthropic spirit, dedication and selfless commitment of our employees to giving back to the communities where they live and work. Their stories are heartfelt and genuine, and I am proud to work alongside them.

Enjoy our first year-in-review!

Michael McCain

President and CEO

MAKING MEALS MEANINGFUL

Making Meals Meaningful is a public awareness campaign jointly supported by UNICEF Canada and Maple Leaf Foods that aims to help Canadian families connect around the dinner table through good food and important conversations.

The program features themed conversation starter cards that parents and caregivers can use as a guide to have engaging discussions with their children about important and sometimes hard-to-discuss topics including acceptance, compassion, empathy, generosity and selflessness. What makes the questions on these cards unique is that they were all written by kids and teens, thanks to several schools who partnered with us on this initiative.

Well known Canadian psychologist Dr. Karyn Gordon conducted a media tour raising awareness of this initiative and the importance of mealtime to nourish bodies, raise awareness and build family bonds.



Visit Making Meals Meaningful at:

<http://www.unicef.ca/en/article/making-meals-meaningful>

FRESH BAKERY RISES TO THE OCCASION WITH THE UNITED WAY

Each year, Maple Leaf Fresh Bakery employees organize a fun and engaging national campaign to support the United Way and its local charities.

The United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action. The organization strives to help achieve meaningful,

NATIONAL CAMPAIGNS

long-term improvements to the quality of life in Canadian communities by addressing not just the symptoms of problems but also getting at the root causes. They focus on three key pillars: poverty reduction, creating strong and healthy communities by supporting community services, and children's growth and development.

In the spirit of the 2012 Summer Olympics in London, England, our Fresh Bakery employees organized an Olympic-themed two-week campaign that ran coast-to-coast.

\$377,000

Our Fresh Bakery team raised more than \$377,000 – funds that will have a direct and positive impact for those in need across Canada.

Throughout the campaign, employees organized fundraising events internally and within the community to generate awareness about United Way and raise much needed funds in support of communities across the country. The team raised more than \$377,000 – funds that will have a direct and positive impact on those in need across Canada.





MAPLE LEAF HAS AN EXTENSIVE PRESENCE IN ONTARIO, INCLUDING OUR HEAD OFFICE IN TORONTO, THINKFOOD! CENTRE IN MISSISSAUGA, STATE-OF-THE-ART BAKERY IN HAMILTON, ONTARIO (AND WORLD-CLASS PREPARED MEATS FACILITY AND DISTRIBUTION CENTRE COMING SOON) AS WELL AS MANY FACILITIES LOCATED THROUGHOUT SOUTHERN ONTARIO. THE FOLLOWING PROFILES SOME OF THE NOT-FOR-PROFIT ORGANIZATIONS WE SUPPORT, AS WELL AS CASE STUDIES OF SOME OF THE GREAT CAUSES OUR PEOPLE ARE ENGAGED IN.

WELLSPRING CANCER CENTRES

Cancer changes everything. Food-based programs that enhance nutrition, education and food safety provide crucial support to patients and families living with the realities of this disease and its treatment.

In partnership with Wellspring, a free community-based resource, we sponsored the construction of "Maple Leaf Foods Nourish Centre" in 2009 at the Sunnybrook Hospital campus in Toronto, with a renewed annual funding commitment until 2015. This state-of-the-art kitchen is both a learning centre for patients and a hub for the Wellspring member community and staff. Nutritional experts, including Maple Leaf's own staff, combine cooking demonstrations, food safety education, recipes, sampling and nutritional resources to enhance patient recovery and support their caregivers.

"Now we have a state-of-the art teaching kitchen where our members and staff can gather, share a meal and learn about the important linkage between good health and nutritious, well prepared foods," said Wellspring's Chief Executive Officer.

Maple Leaf Foods has invested over

\$300,000

and assists with fundraising and nutrition, cooking and food safety education sessions

Wellspring's "no referral necessary" policy has seen annual membership grow in its three centres in the Greater Toronto Area to more than 35,000 members who are supported by more than 650 dedicated and compassionate volunteers. Maple Leaf Foods has invested over \$300,000 and assists with fundraising and nutrition, cooking and food safety education sessions. In addition, Maple Leaf staff helped design the new kitchen and establish operating practices that support food safety, which is critically important for people who are immune compromised.

ONTARIO

EMPLOYEES IN ACTION

Gillian Holman is a Culinary Coordinator based at Maple Leaf's ThinkFOOD! Innovation Centre in Mississauga, Ontario. She volunteered at the Wellspring Nourish Kitchen to teach food safety classes to patients and their caregivers.

"Food safety is an essential part of any meal preparation, especially for high risk persons with weakened immune systems. Our goal is to teach proper food safety techniques that include the preparation and cooking of meats, what foods to choose based on specific health conditions, and how to keep a safe kitchen environment free of any unwanted bacteria."



Gillian Holman

TRILLIUM HEALTH CENTRE

SkYROCKETING rates of obesity and diabetes, especially among children and adolescents, reflects the importance of understanding the impact of diet and lifestyle on good health. That's why we support the Trillium Health Centre in Mississauga. Trillium's Diabetes Management Centre reaches out to patients and families to educate them on



how healthy food choices, eating habits and nutritious meal preparation help keep diabetes under control. Maple Leaf Foods extends our deep knowledge and resources in nutrition and food safety to almost 10,000 Trillium patients annually on-site, regionally and in partnership with primary care physicians.

In addition to financial support, Maple Leaf Foods donates products, including Maple Leaf Prime Naturally chicken, Dempster's whole grain breads and fresh Olivieri pasta, to enhance Trillium's popular cooking demonstrations and grocery store tours.



By learning how to eat for health, patients gain the confidence to take meal planning full circle - from purchase to the table. This quality advice and hands-on education is available in no fewer than 14 languages, ensuring that even those new to Canadian culture learn wellness strategies and are able to adapt traditional recipes to manage diabetes and maintain healthy weight.

"KNOWLEDGE TRULY IS THE FOOD OF LIFE WHEN IT COMES TO DIET, FOOD SAFETY, LIFESTYLE AND HEALTH"

EMPLOYEES IN ACTION

Rory McAlpine is Vice President, Government and Industry Relations of Maple Leaf Foods in Mississauga, Ontario. Rory is a regular weekend truck driver for the Food for Life program, delivering food to disadvantaged people in the Halton Region of southern Ontario.

"Food for Life has become the largest food recovery charity in Halton, bringing fresh and nutritious food to those in need. I am proud to say we sometimes have Maple Leaf products on the truck and the social service agencies and families we serve love it when we do!"



Rory McAlpine



SPEROWAY



Speroway means "Hope" - both in name and in action. Speroway's core goal of "delivering hope to needy children" deeply resonates with Maple Leaf

Foods' commitment to making a difference through food-based outreach. Speroway is uniquely equipped to collect, warehouse and deliver food products to food banks and community organizations throughout Canada, including impoverished northern aboriginal communities. Domestically and internationally, Speroway provides nutrition, medical aid, support for education and other essentials with compassion and dignity and directly empowers local people to help deliver these services.



Maple Leaf partners with Speroway to address hunger where it is most needed - especially those close to home. For example, close to 20% of families in Hamilton, Ontario live below the poverty line. In that community alone, Speroway identified over a thousand families who could

benefit from their "Food Drop" program.

In 2011, Maple Leaf Foods donated 15,000 pounds of highly nutritious food and more than doubled that amount to 35,000 pounds in 2012 to be the core of Speroway's - "Family Food Boxes", each of which can feed a family of four for a week. Our contributions became part of "Food Drops" sent to Hamilton, Montreal and Manitoulin, Ontario. This year, Maple Leaf also helped stock and distribute food boxes over the Thanksgiving

"IN 2011, MAPLE LEAF FOODS DONATED 15,000 POUNDS OF HIGH NUTRITION FOOD AND MORE THAN DOUBLED THAT AMOUNT TO 35,000 POUNDS IN 2012"

holiday that provided disadvantaged families with essential supplies for a month.

Maple Leaf's partnership with Speroway enables us to channel perishable and non-perishable food donations and resources quickly and directly to people in need. It's a relationship that has evolved over five years to increase its impact and move beyond food relief to food security and self-empowerment in Canada and globally.

EMPLOYEES IN ACTION

The Thamesford Donor Advisory Committee was formed in 2012 and is made up of employee volunteers from Maple Leaf's Turkey Facility in Thamesford, Ontario. The Committee directs community-based donations from a local endowment fund. In 2012, the Committee awarded close to \$85,000 to local not-for-profit, food-based charities in Southern Ontario.

"We are so proud to support some very deserving food-based charities including Life Spin, Meal Exchange and the Alice Saddy Association," said Jean Carson, Office Manager and Chair of the Thamesford Donor Advisory Committee. "It is such a rewarding feeling to make a positive difference in our communities."



Thamesford Donor Advisory Committee

EVA'S INITIATIVES

Life on the streets doesn't sustain body, spirit or mind. Eva's Initiatives offers transitional support for young people living on the streets, ages 18-24, to help reconnect them with their health, their families and a better future.



evan's initiatives
Creating opportunities for homeless youth

Food insecurity can be both a cause and a result of social and personal dislocation. Challenged youth routinely miss meals, have trouble affording food or can neglect nutrition due to addiction and other ailments. Without good reliable nutrition, lasting recovery and a journey towards a more stable fulfilling life is not possible.

Maple Leaf Foods donated

\$20,000

in 2012 to help Eva's Initiatives to expand food-based services at three Toronto shelters

Maple Leaf donated \$20,000 in 2012 to help Eva's Initiatives expand food-based services at three Toronto shelters that currently provide hope for more than four thousand young adults looking for a way off the streets - and towards a better life. While located in Toronto, it helps kids from across Canada who come to Toronto and find themselves homeless and impoverished.

These services include Healthy Eating/Healthy Living initiatives that teach youth how to adopt life-long healthy and food safe behaviours. Workshops, cooking classes, field trips and Community Gardening Collectives use food as a tool for motivating personal growth and social partnerships. Mentoring and training has also resulted in several residents finding careers in the food services industry and the culinary arts.

Eva's support has resulted in a success rate of more than 50% in getting young people permanently off the streets. It's an outstanding success we are proud to support.

"EVA'S SUPPORT HAS RESULTED IN A SUCCESS RATE OF MORE THAN 50% IN GETTING YOUNG PEOPLE PERMANENTLY OFF THE STREETS."

EMPLOYEES IN ACTION

Each year, Maple Leaf Consumer Foods' Technical Services team in Kitchener-Waterloo gives back to the community by picking a community service that is in need. This year they collected food and other donations for Mary's Place, a local charity in the Kitchener-Waterloo region that has a 60-bed emergency shelter for women, transgendered people, and families that are homeless.

"When we arrived at Mary's Place to drop off the donations, they could not believe the amount of donations that we had for them and were extremely happy," said Diane Wood, Technical Service Director, Maple Leaf Consumer Foods. "They must have thanked us over 10 times and started sorting right away."



Mary's Place





GLANBROOK HOME SUPPORT PROGRAMME



Independence supported by proper nutrition can be the difference between dignity or dependence for people coping with disability. Living safely in the familiar environment of their own homes promotes the physical and emotional health of seniors and adults who are dealing with temporary or permanent challenges. Glanbrook Home Support

Program makes this possible for clients in the Hamilton, Ontario area.

Hot meals and weekly supplies of frozen food are delivered to fill the nutritional needs of patients recovering from challenges like surgery, broken bones or chemotherapy. Long-term support is offered to people with mobility issues, heart problems or any medical condition that limits their ability to be self-sufficient.



As a non-profit charitable agency, Glanbrook depends on direct financial support to provide their invaluable contribution to the community. That's why Maple Leaf Foods donated \$25,000 in



2012 to support administrative, meal delivery and overhead costs while creating the potential to expand by nourishing an independent lifestyle for a growing number of deserving, motivated clients.



Maple Leaf has a significant and growing presence in the Hamilton region and both our new bakery and prepared meats plants are located in the Glanbrook region. Support of this and other programs that provide food security to disadvantaged people reflects our commitment to be a positive and contributing member of the community.



That's why Maple Leaf Foods donated

\$25,000

in 2012 to support administrative, meal delivery and overhead costs while creating the potential to expand by nourishing an independent lifestyle for a growing number of deserving, motivated clients.

NOURISHING GROWING BODIES AND MINDS IN BRANDON, MANITOBA

Maple Leaf has a large presence in Brandon, employing over 2,000 people in our fresh pork processing plant, the largest in Canada. We actively participate in charitable activities that leverage our talent and resources to effect positive change in the community.

Led by a committee comprised of caring people at the facility, we assist local organizations with monetary and food donations, including:

- Food for Thought: a school breakfast program that provides meals to more than a dozen elementary schools that are located in high-needs areas of the city.
- Mission: Manitoba, a store fresh soup kitchen.
- Salvation: Focus, a local food bank.
- The Christian: Care: South: a volunteer organization that provides food, toys and support services during the Christmas season and.
- NWCA: Neewash: Women's Shelter.

Maple Leaf also builds relationships through encouraging and supporting our people to take time to volunteer at these organizations.

"Food for Thought is so pleased to have Maple Leaf Foods as a partner in our program," said Judy Seib, Program Coordinator, Food for Thought. "You have shown a true commitment to the youth in our community and truly impacted the lives of many children in Brandon. We're confident we can continue to deliver this program with great support from companies like Maple Leaf."

"These are very rewarding experiences for our people and they always come back more aware of the need in our community," said Morgan Curran-Blaney, Plant Manager at Maple Leaf Brandon. "Encouraging our people to actively engage in volunteering also reinforces the importance of giving back as part of our values."



EMPLOYEES IN ACTION

Roger Morrison is a Formulations Manager at Consumer Foods in Saskatchewan. For the past 20 years, Roger has volunteered with the Danny Carr's Secret Santa program. The organization's mandate includes providing about one-week's worth of food to 800 families in need in Saskatoon and the surrounding area.

"Previously, I have taken three or so days of vacation time to support the program, however last year I was granted two days of paid leave as part of Maple Leaf's employee volunteering policy, for which I am very grateful. I know what it is like to live below the poverty line, and I don't have words to describe the feeling I get when I see how much positive difference we can and have made in lives of well over ten thousand families."



Roger Morrison



DONATING "HAMS FOR THE HUNGRY" IN WINNIPEG, MANITOBA

Maple Leaf has a large presence in Winnipeg, Manitoba and is involved with four key organizations.

Our year-round food donations to Winnipeg Harvest and the Siloam Mission help feed the hungry through food banks and street-level soup kitchens. In 2012, Maple Leaf donated 2,000 hams (almost 3,500 kilograms worth!) to help Winnipeg Harvest fill food hampers for families. Maple Leaf supported Siloam with almost 1,500 kilograms of ham and sausage for their food kitchen. Siloam organizations play a critical role in providing crisis intervention for people who rely on emergency relief to obtain nutritious food for their families.

Our Winnipeg operations are also proud supporters of Big Brother and Big Sisters of Winnipeg, the MS Bike Tour and the St. Johns Special Education School.

"Supporting causes that encourage and foster healthy living is so important to us," Kimberly Gatin, Manager, Human Resources in Winnipeg. "Not only does giving back help so many people in our communities, it encourages those who need support to become community ambassadors and help others in need. It's gratifying to play a part in that growth and development."

SOWING SEEDS FOR HUNGER IN NIVERVILLE, MANITOBA

Our Maple Leaf Agri-Farms' Niverville operations have a widespread presence in Manitoba with 40 farms and three feed mills spread across many communities, large and small.

Employees actively participate in community fundraising events and donate their time and expertise to support causes that are close to their hearts including Imagine: Mental Health Matters and Niverville Helping Hands.

Imagine: Mental Health Matters is an organization devoted

to raising awareness of mental health matters and helping to remove the stigma associated with mental health issues. The Imagine Run (5K, 10K and half marathon) is held annually in Niverville and employees volunteer to hand out refreshments and cheer on the runners as they make their way through the course.

Niverville Helping Hands is a non-profit organization that provides food assistance to people in need in Niverville and the surrounding area. Employees planted and nurtured their own community garden for the second year in a row and donated more than 550 pounds of fresh local produce to Helping Hands including corn, potatoes, tomatoes, carrots, cucumbers, onions, peppers, beets, cantaloupe and watermelon.

EMPLOYEES IN ACTION

"Supporting causes that encourage and foster healthy living is so important to us," Kimberly Gatin, Manager, Human Resources in Winnipeg. "Not only does giving back help so many people in our communities, it encourages those who need support to become community ambassadors and help others in need. It's gratifying to play a part in that growth and development."



Employees from Maple Leaf's Winnipeg facility

HELPING TO PREVENT WORKPLACE INJURIES IN LETHBRIDGE, ALBERTA

North American Occupational Safety & Health (NAOSH) week is celebrated at the Maple Leaf's Lethbridge pork facility. Employees at the facility organize multiple community fundraising events, giveaways and other fun activities which help raise awareness about preventable workplace injuries, leading up to the highly anticipated Steps for Life walk.

"THIS ANNUAL EVENT IS CONDUCTED IN MANY CITIES IN CANADA AND HAD MORE THAN 4,400 WALKERS IN 2012."

This annual event is conducted in many cities in Canada and had more than 4,400 walkers in 2012. The purpose of the walk is to generate awareness about workplace injuries and fatalities, many of which are preventable. Maple Leaf's Lethbridge pork facility had 109 participants in the 2012 walk and raised more than \$1,500. Our employees' team, dubbed the Harley Hogs, braved freezing rain and cold temperatures, and won the Walk's Team Spirit award.

In addition to Steps for Life, our Lethbridge facility:

- Supports the Aboriginal Counsel of Lethbridge in helping Aboriginal Canadians overcome cultural diversity and integrate into the local workforce.
- Regularly donates food donations to the Lethbridge Food Bank and Lethbridge Crime Watch's school nutrition program.



Maple Leaf's Lethbridge pork facility had 109 participants in the 2012 walk and raised more than

\$1,500

EMPLOYEES IN ACTION

Joanna Christy is a Sales Analyst at Maple Leaf's Fresh Bakery in Langley, British Columbia. In her spare time, helps to organize community events that raise funds for children's education in Merauke – a town outside of West Papua, Indonesia.

"Living in a developed country like Canada, we sometimes take our high standard of living for granted. This is not the case, however, in many other parts of the world, including in many poor communities in my home country, Indonesia. For the past two years, we have managed to raise more than \$23,000. These funds have been used to sponsor about 300 students free of tuition, to pay for five teachers' salaries, and to build additional classrooms in three small schools."



Joanna Christy



RIDING FOR CRAIG'S CAUSE PANCREATIC SOCIETY

Pancreatic Cancer is often diagnosed when it is in the advanced stages – when it's often too late. Craig's Cause Pancreatic Cancer Society is one of two organizations in Canada (the only one east of Quebec), that raises awareness of this terrible disease and provides information, education and support to patients, caregivers and physicians affected by or working with patients diagnosed with pancreatic cancer.

Each year, the organization hosts a Maritime Pancreatic Cancer Awareness Bike Tour throughout Atlantic Canada to raise funds for pancreatic research at the Queen Elizabeth II Health Sciences Centre; to support patients in need of financial support during treatment at the QEII; and awareness programs throughout Canada.

For just under a week, a team of 25 cyclists rides their bicycles approximately 100 kilometers a day through the Maritimes, raising awareness of the disease and much needed funds. In 2012, Maple Leaf was proud to act as the premier sponsor, donating \$10,000 in support of the ride and pancreatic cancer research for the third year in a row. We have signed up as the major sponsor again in 2013.

Maple Leaf was proud to act as the premier sponsor, donating

\$10,000



Watch a video of the ride at

<http://www.youtube.com/watch?v=2H47%3DF1F4>

Christopher Agley



EMPLOYEES IN ACTION

Christopher Agley is an IS Analyst for Maple Leaf Foods in Bedford, Nova Scotia. He's an avid cyclist and this is his first year riding in support of the Maritime Pancreatic Cancer Awareness Bike Tour.

"I'm honored and fortunate to be able to use my passion for cycling as a way to support this great cause and its mission to create awareness, educate, and raise research funds to help with earlier detection and better treatments."

Christopher Agley

ATLANTIC CANADA & QUEBEC

BREAKING BREAD IN QUEBEC

Our Fresh Bakery team in Quebec contributes to many food-based causes. Food bank donations are focused in locations where our bakery operations are most significant, including Laval and Montreal, while community support extends across Quebec through year-round product donations to children's summer camps, school nutrition programs and holiday food drives.

Many nutritious and great-tasting products are donated, including Bon Matin and POM bread, hot dog and hamburger

"OUR FRESH BAKERY TEAM IS PROUD TO CHAMPION AN ONGOING COMMITMENT TO LOCAL FOOD BANKS AND SHARES THEIR DEDICATION TO NOURISHING THOSE IN NEED AND IMPROVING THE LIVING CONDITIONS OF PEOPLE AND FAMILIES."

buns, English muffins, bagels and tortillas. Last year, the team donated more than \$463,000 in products to:

- Centre de Services de Laval
- Mission Montreal
- La Chaîne
- Mission de Soins Palliatifs Laval
- Mission Québec
- CMA-ABC
- Complex alimentaire Drummond
- Fondation Tabac
- Mission Longueuil
- Mission Maurice
- Centre Jean-Labrosse
- Mission Saguenay (Soupe populaire)

Our Fresh Bakery team is proud to champion an ongoing

commitment to local food banks and shares their dedication to nourishing those in need and improving the living conditions of people and families.

Last year the team donated

\$463,000

EMPLOYEES IN ACTION

Bernard Brisson is a Retail Customer Representative at Consumer Foods. For the past three years, he has volunteered his time to support the Operation Enfants Soleil.

"I find sponsors, sell tickets and help set-up fundraising events. This year, I helped out at an IGA store fundraiser by cooking delicious Hygrade hot dogs with my wife and collecting funds for Téléthon Enfants Soleil – a cause I'm very passionate about. It's a very rewarding experience!"

Bernard Brisson





TEAMING UP WITH CUSTOMERS TO COMBAT HUNGER

Maple Leaf's Frozen Bakery operations are located across North America and headquartered in Chicago, Illinois. Each year, people from our Chicago office support many diverse food-based causes throughout the Illinois-area. During American Thanksgiving, employees volunteered at the Northern Illinois Food Bank, packing enough holiday meal boxes to feed 6,150 people!

In addition to volunteering, our Frozen Bakery retail sales group launched a partnership with the Northern Illinois Food Bank and Jewel Osco Retail Stores called "Help Feed Our Hungry Neighbors". Throughout the month of December, a portion of the proceeds from each loaf of our European French bread sold at Jewel Osco stores was donated to the Northern Illinois Food Bank. The partnership raised \$5,000.

Through various employee and community events, the Frozen Bakery team raised

\$20,000

for the foundation in 2012

Our Frozen Bakery team is also an active supporter of the Oscar & Evelyn Overton Foundation, a community-based organization established by the founders of the Cheese Cake Factory with the mission of enhancing the wellbeing of surrounding communities in the areas where their restaurants are located. Through various employee and community events, the Frozen Bakery team raised \$20,000 for the foundation in 2012.

"DURING AMERICAN THANKSGIVING, EMPLOYEES VOLUNTEERED AT THE NORTHERN ILLINOIS FOOD BANK, PACKING ENOUGH HOLIDAY MEAL BOXES TO FEED 6,150 PEOPLE!"

Frozen Bakery Team with the Northern Illinois Food Bank



EMPLOYEES IN ACTION

Stacy Smoot is a Director of Sales with Maple Leaf Frozen Bakery in Chicago, Illinois. She played a leadership role in the Help Feed our Hungry Neighbours Campaign.

"Supporting the Northern Illinois Food Bank is a truly rewarding experience. I was surprised to learn that there were so many people in need right here in our own community. I'm proud to be part of such a great team of employees who came together to make a positive difference in our neighborhoods."

UNITED STATES

UNICEF

In crisis, children suffer profoundly. Every day, millions of young lives are threatened by drought, famine, cholera, armed conflict and displacement. From drought stricken regions like the Horn of Africa or the Sahel to Syrian refugees, immediate intervention is needed to rescue those at risk. Lifesaving food packs, clean water, shelter and medical supplies are essential to prevent hunger and disease from taking its deadly toll on the most vulnerable.

Maple Leaf employees took a lead role with UNICEF Canada and raised over

\$50,000

in contributions that was matched by the company. Through our contribution, we help UNICEF combat acute malnutrition to save thousands of children's lives with specially developed ready-to-use therapeutic food.

That's why, as an official Emergency Corporate Partner, Maple Leaf Foods is deeply committed to proactively supporting UNICEF's crisis intervention projects with relief supplies, including "Plumpy Nut", a convenient, high-energy food bar. This support helps UNICEF save the lives of more children than any other humanitarian organization and reflects their motto "No Child Too Far."

In 2011, the famine in the Horn of Africa attracted world attention, with over 13.3 million people affected by the drought and food and water shortage. Maple Leaf employees took a lead role with UNICEF Canada and raised over \$100,000 in contributions from employees and the company. Through our contributions, we help UNICEF combat acute malnutrition to save thousands of children's lives with specially developed ready-to-use therapeutic food, raising enough funds to supply more than 2.3 million high energy biscuits and about 210,000 packets of Plumpy Nut.

Building on this successful partnership, in 2012, Maple Leaf worked with UNICEF to intervene in the Sahel food crisis



DEVELOPING COUNTRIES

in Western Africa, where one million children were in grave danger of severe malnutrition due to drought and escalating food prices. Thanks in part to Maple Leaf's early response, UNICEF was able to draw significant attention to the crisis and secure contributions from individual Canadians to raise over \$260,000 to bring life-saving supplies to the children of the

Sahel region. In 2013, Maple Leaf continues to build on its partnership with UNICEF, through Emergency Relief and other programs. Maple Leaf continues to build on its partnership with UNICEF, through Emergency Relief and other programs.

"Reliable, dedicated partners ensures UNICEF can rapidly scale-up emergency interventions to save children's lives during emergencies. We thank Maple Leaf and all of its employees for being one of these partners and for their dedication to reaching innocent children in times of crisis," says UNICEF Canada's President and CEO David Morley. "We look forward to strengthening our partnership with Maple Leaf to reach even more children in the world's most difficult regions."





NYOTA

Kenya has over two million orphans, the victims of disease and poverty. Nyota is a grassroots project, founded by a Maple Leaf employee, which provides education and a secure and loving home for children in the Nakuru region of Kenya, who are some of the most destitute in a country of extreme poverty.

Nyota means "Star" in the KSwahili language. Nyota's vision is to provide a safe and nourishing home that helps children build self-confidence, pride in their culture, and success at school, so that they can achieve their dreams and make a positive difference in their communities. Nyota provides a loving home and education to almost 50 children between the ages of four to eighteen who are all placed at the home by the Kenyan court system. Nyota's aim is to equip these children with the skills and knowledge to become leaders.



In 2015, Nyota has expanded its impact through the establishment of an education scholarship program, Wezecha, which enables high-potential, poor children in the region surrounding Nyota to continue with their secondary and post-secondary education. In its first year, Wezecha sponsors 20 children.

Maple Leaf Foods has provided ongoing support to Nyota, helping to fund the cost of food, staffing the kitchen and cultivating the garden, which also allows the children to learn valuable farming skills. Maple Leaf has also contributed refurbished laptop computers to establish a computer-learning centre and employees have raised funds to cover the annual cost of a computer teacher.

NYOTA MEANS "STAR" IN THE KISWAHILI LANGUAGE. NYOTA'S VISION IS TO PROVIDE A SAFE AND NOURISHING HOME THAT HELPS THESE CHILDREN BUILD SELF-CONFIDENCE, PRIDE IN THEIR CULTURE, AND SUCCESS AT SCHOOL.

EMPLOYEES IN ACTION

Lynnda Kuhn is the Senior Vice-President of Corporate Communications for Maple Leaf Foods and the founder of Nyota. She is a long-time volunteer in Kenya and also spent seven years working in a Ma'atso, native community in Cape Breton, Nova Scotia where she has extensively involved in community-based economic development, government relations and developing and implementing cultural, social and education programs.

"Supporting cultural diversity and self-sufficiency among indigenous people is something that I have always been passionate about. Nyota is focused on assisting destitute children achieve self-sufficiency and become leaders through education. They inspire me with their resilience and drive to learn. I feel privileged to be part of their lives."



Lynnda Kuhn

Passionate People; Passionate About Our Communities





www.mapleleaffoods.ca

