



Maple Leaf's Sustainable Meat Principles

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

SUSTAINABLE MEAT...



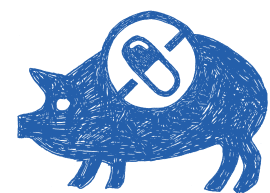
is **NUTRITIOUS, HEALTHY** and **SAFE**.



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



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



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



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



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