



**Maple Leaf Foods Brandon Fact Sheet**  
*"Growing with Manitoba"*

**OPERATIONS OVERVIEW**

- Opened in 1999, Maple Leaf's pork processing plant in Brandon is a world-class state-of-the-art facility, employing the best technology and processes available.
- The plant is dedicated to the production of fresh pork products for both the domestic and international markets.
- The Brandon plant is designed and licensed to process 108,000 hogs per week. Currently, it processes approximately 50,000 hogs per week on one shift. In order to achieve greater efficiencies, Maple Leaf intends to expand production, initially to 75,000<sup>1</sup> hogs per week, supported by two shifts. We expect the expanded production to begin in mid to late 2007.
- As a world-class facility supported by the double shift expansion, the Brandon plant will ultimately become the sole manufacturing operation supporting Maple Leaf's fresh pork requirements, and we expect this will create other value-added processing activities and jobs in the province.

**WORKING AT MAPLE LEAF**

Maple Leaf Foods employs more than 3,000 people in Manitoba, including approximately 1,300 employees at the pork processing facility in Brandon. Approximately 65% of the current Brandon workforce is Canadian: 71% are men, 29% are women, and the vast majority work full-time.

- Once a full double shift kill/cut is complete by the end of 2009, the plant expects to employ up to 2,300 people in Brandon. The additional employees will result in an extra \$21 million paid in salaries annually, a significant proportion of which will circulate within Brandon to the benefit of local businesses.
- Maple Leaf will continue to recruit workers domestically, including working to attract more aboriginal employees. Maple Leaf also expects to recruit from outside Canada and is working closely with the City of Brandon and local social service agencies to ensure the smooth integration of foreign workers into the Brandon community.
- Employees at our Brandon facility have an exemplary safety record. The plant has recorded 1.7 million hours without a lost-time accident—a phenomenal achievement that reflects a

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<sup>1</sup> Maple Leaf expects to transition to 85,000 hogs by the end of 2009.

strong culture of safety at the plant. We provide significant up-front training for each new employee; the plant has an active health and safety committee; employees take regular breaks and are rotated to relieve stress from repetitive motion; and we reward individual safety performance.

- Maple Leaf offers a range of employment opportunities, competitive wages and benefits including: a four-day orientation program for new employees with additional training programs by dedicated trainers to assist employees in honing their job skills; attendance, performance and employee referral bonuses; regular employee satisfaction surveys to assess progress and identify further opportunities for improvement; 100% employer-paid benefits; and an in-house market offering Maple Leaf products to employees at cost.

### **BUILDING A BETTER COMMUNITY**

- Maple Leaf is an active and supportive member of the City of Brandon. We have established strong community relationships and play a very active role in supporting local initiatives such as high school scholarships, child care centres, local sports teams, fairs and barbecues and the Brandon Regional Health Centre.
- Maple Leaf and the City of Brandon are actively collaborating with local community organizations and agencies to ensure foreign workers integrate smoothly into the community, including:
  - working with the Brandon Regional Health Authority to translate medical forms and, where required, offer services with the assistance of translators;
  - Translating the Brandon relocation guide and other helpful materials into Spanish for Mexican and El Salvadorian employees;
  - identifying the specific needs of foreign workers to help ensure appropriate services are available with Westman Immigration Services;
  - holding extensive orientation sessions to ensure foreign workers are aware of all their benefits and rights; and
  - securing rental housing for each worker before arrival in Brandon.
- To keep pace with the community's growth, the City and Maple Leaf have identified priorities for improving Brandon's infrastructure:
  - The City is investigating housing options that will address the needs of the community and several contractors are developing plans for affordable rental housing.
  - Maple Leaf is keeping provincial and municipal daycare representatives informed of anticipated worker requirements to ensure new daycare centers and licensed home daycares are established to meet the demand for additional childcare spaces.
  - Brandon Transit and Maple Leaf are collaborating to install new bus routes that better serve the needs of Maple Leaf employees.