



Maple Leaf Consumer Foods



COMPANY FACT SHEET

Business Overview:

Supported by its leading flagship brands – *Maple Leaf* and *Schneiders* – and a family of strong regional brands, Maple Leaf Consumer Foods is Canada’s leading producer of premium quality value-added fresh and further processed meat and meals products.

Business Objectives:

- Create customer value through our people, brands, and our national production and distribution network
- Successfully integrate the Schneider Foods, Fresh Meats and Global Foods businesses to create a single, unified protein organization
- Achieve significant growth in the value-added meat and meals markets
- Anticipate consumer needs and generate new category growth through product innovation

Operations and Locations:

Maple Leaf Consumer Foods employs more than 13,000¹ people and operates nine species-focused pork and poultry primary processing facilities and 24 secondary processing plants, and seven distribution centres throughout Canada, with sales organizations across Canada, the United States, Mexico and Asia.

Secondary Processing Operations:

The division operates 24 secondary processing plants across Canada with sales organizations across North America.

Province	Location	Activity
British Columbia	Coquitlam	Distribution Centre and Sales Office
	Surrey	Processed Meats - Hams, roast beef, processed pork, smoked sausage and European-style deli meats
Alberta	Calgary	Sales Office
	Lethbridge	Potato Plant
Saskatchewan	North Battleford	Bacon Plant
	Saskatoon	Distribution Centre
	Saskatoon - McLeod Ave	Processed Meats – Wieners, smoked sausage, luncheon meats
Manitoba	Winnipeg - Lagimodiere	Processed Meats - Hams, smoked sausage and Sales Office
	Winnipeg (Panet Rd)	Hot Rod Sticks
Ontario	Ayr	Further processed poultry
	Brantford	Further processed poultry
	Burlington	Distribution Centre and Maintenance Shop
	Guelph (Laird Road)	Lunchmate Kits
	Hamilton	Wieners, cottage rolls, corned beef brisket and Frozen Breakfast sausage

¹ Figures as at December 31, 2007

Province	Location	Activity
	Kitchener	Regional Office; Processed Meats - hams, lunch meats, hot dogs, smoked and dry sausages, and Distribution Centre
	Mississauga (Financial Drive)	Head Office; and Sales Office – Retail Customer Service and Foodservice
	Mississauga (Canning)	Canned meats
	Mississauga (Courtneypark)	Further processed poultry
	Brampton (Walker Dr)	Fresh single and family size entrees, cooked and raw red meats
	Port Perry	Baked goods
	Toronto (Bartor Rd)	Sliced meats, bologna, deli meats
	Toronto (Cartwright Ave.)	Italian dry cured hams
	Toronto (Lepage Ave.)	Italian deli meats
	Thamesford	Further processed turkey
Quebec	Laval (Parma/ Chomedey Blvd)	Fully Cooked Roasts, dry and cured meats; and Sales Office
	St. Laurent	Sales Office
	St-Anselme	Baked goods/frozen
New Brunswick	Moncton (Hub Meat Packers)	Wieners, bologna, sliced meats, deli meats, hams and Distribution Centre
Nova Scotia	Berwick (Larsen)	Processed – Hams, smoked and dry sausage, sliced meats, wieners and primary pork processing
	Dartmouth	Sales office
	Other Regions including U.S.	Sales

Fresh Meats:

The division operates 9 primary processing plants (four pork and five poultry) throughout Canada with sales organizations across North America.

Province	Location	Activity
Alberta	Edmonton	Primary poultry processing
	Lethbridge	Specialty pork processing for Japan
	Wetaskiwin	Hatchery
	Calgary	Sales
Manitoba	Brandon	Primary pork processing
	Winnipeg (Lagimodiere)	Procurement, customer service, sales and distribution
Ontario	Oakville	Office and Administration
	Burlington	Primary pork processing
	Thamesford	Primary poultry processing (turkey)
	St. Marys	Primary poultry processing (instant quick frozen)
	Brampton	Primary poultry processing
	Toronto	Primary poultry processing (cooked poultry)
	Hanover	Hatchery
	New Hamburg	Hatchery
Quebec	Montreal	Sales
Nova Scotia	Berwick	Primary pork processing
Illinois U.S.	Chicago	U.S. sales

International Sales:

The Company operates six offices engaged in trading, sales, marketing or procurement.

Location	Activity
Toronto, Ontario	Trading Office
Elk River, Minnesota, USA	Trading Office
Tokyo, Japan	Trading Office
Seoul, Korea	Trading Office
Hong Kong	Trading Office
Mexico City	Trading Office
TOTAL	6

Key Products:

Maple Leaf Consumer Foods develops, manufactures and markets branded, further process meats and meals including bacon, ham, wieners, fully cooked roasts, fully cooked strips, fully cooked sausage, fresh entrees, deli and canned meats, and frozen grocery products. Its leading brands include *Maple Leaf*, *Schneiders*, *Hygrade*, *Shopsy's*, *Mitchell's*, *Larsen*, *Fleetwood*, *Burns*, *Bittners*, *Parma*, *Olympic*, and *Sunrise*. Through its Fresh Meats division, the company supplies premium quality, fresh and frozen value-added pork, chicken, and turkey products including *Maple Leaf Prime™ Naturally**, *Maple Leaf Prime™ Turkey*, *Naturally*, *Maple Leaf Fresh Grill!*, and *Mitchell's Gourmet Foods* products.

Markets:

The Company primarily markets its products in Canada, the United States and Japan. The *Maple Leaf* and *Schneiders* brands offer retail and foodservice customers a strong quality positioning with excellence in new product innovation and customer service. Maple Leaf Consumer Foods has a strong foodservice business, supplying value-added fresh and further processed meats to major quick service restaurant chains and foodservice distributors. Through its international sales operations, Maple Leaf Consumer Foods trades and exports pork and processed meat products globally with the largest markets outside North America in Japan and Mexico.

Growth Strategy:

The Company is focusing growth in the value-added fresh and further processed meat and meals businesses. Through integrating its fresh and valued-added further processed operations, the goal is to balance and optimize the value of all the meat Maple Leaf processes through significantly increasing the raw materials it directs into further processing; step changing its new product innovation; establishing a low cost manufacturing base; and reducing the scope of its value chain as required to support its value-added meat businesses. The Company also expects to realize ongoing synergies through the Schneider Foods acquisition.

*Canada's leading brand of chicken.