

CUSTOMER KEY POINTS

Maple Leaf Foods is reorganizing its protein operations to focus growth in the value added, fresh and further processed meats and meals business.

- We will add value to fresh and further processed meats and meal products within a vertically integrated value chain. This will require aligning our feed, hog production, primary pork processing and rendering operations to meet the needs of our value-added meats business.
- We will continue to grow our value-added fresh pork and poultry business and remain committed to our important customer relationships. We will deliver the highest quality value added fresh and pre-cooked products that meet the specifications of our foodservice and industrial customers, in North America and globally, within a balanced and optimized model.
- Our Bakery business will continue to be a core component of our overall business and growth.

We will increase our investment in technologies, assets, and marketing to significantly grow our value added meats and meals business.

- We will accelerate new product development that responds to consumer needs and broadens the range of exciting new products we provide our customers, from value added fresh meat products to ready meal solutions.
- Increasing our consumer orientation, accelerating innovation, and investing in new technologies and assets are critical to supporting our strategy.
- Our customers will benefit as we bring enhanced value-added meal solutions to consumers in high growth, higher margin categories.

There is much to be done to move from strategy to implementation. We expect it will take three years to significantly implement the new strategy.

- It is business as usual for our customers. Our first priority is to remain focused on meeting your needs.
- We will keep our customers updated throughout the process, and communicate with you well in advance of any changes that may relate to our ongoing business with you.