



April 15, 2014

CBC aired a story on the 5:00pm news on April 14 including segments from an undercover video that was taken at a Maple Leaf hatchery. We provided CBC with a detailed response to the video, which they largely chose not to include in their coverage.

Maple Leaf has zero tolerance for animal abuse. Animal welfare guides all of our operating procedures and is a central facet of training in any facility that has animals under its care.

All our operations are required to undergo comprehensive annual third-party animal welfare audits, conducted by certified PAACO auditors (Professional Animal Auditors Certification Organization). These third-party auditors have open access to our facilities and the freedom to interview any of our employees as part of the audit process. To our knowledge there are few other hatcheries in Canada that do this.

All the training, documentation, scrutiny, auditing, and verification we have in place is to establish a culture and supporting practices that uphold high standards of animal welfare. But no workplace environment is 100% risk free and we value learning that allows us to constantly improve. We are reviewing all of our protocols at this facility with our people and will take immediate action to ensure we follow the best possible standard of animal care.

To learn more about our animal welfare guidelines, please visit:

<http://www.mapleleaffoods.com/en/corporate/company-info/company-responsibility/animal-welfare/>



Ben Brooks
General Manager, Poultry
Maple Leaf Foods

passionate people;
passionate about food