



World Forum Lille

Responsible leadership

24/10/2013

Harrison & Wallace in 1956



CREATE
THE NEW

McCain

WE ARE A **GLOBAL**
COMPANY

Private company based in Canada

CDN\$6 billion in sales

50 manufacturing facilities
on six continents

160 sales markets

17,000 employees

3,200 growers

35,000 suppliers

...millions of **smiles**



5 Be Good Do Good pillars

Our business philosophy and decision-making filter for sustainable growth

McCain. Be Good. Do Good.

Good Agriculture	Good Operations	Good Food	Good Company to Work For	Good Partner
<p>Principles: We partner with our growers to create raw material that is grown with minimal environmental impact.</p>	<p>Principles: We consider our environment and do more good for it by continuously reducing our impacts across our operations.</p>	<p>Principles: We create food that is great tasting, simply prepared, nutritionally sound, convenient and made with real ingredients that are recognizable and contribute to balanced diets and healthy lifestyles.</p>	<p>Principles: We are a good family company to work for that cares about its employees.</p>	<p>Principles: We are committed to being a valued partner to those stakeholders integral to our business success – our growers, suppliers, customers and communities – by increasing economic opportunity and livelihoods.</p>

Engaging with our stakeholders





the Netherlands - Biggekerke





Jan Lampert,
farmer - the Netherlands

*"McCain collaborates with its growers
to pilot sustainable agricultural practices
to reduce its environmental footprint."*



Be Good. Do Good.



thank you!

