



**BRAMPTON
COMMITTEE OF COUNCIL
PRESENTATION**





Maple Lodge Farms Highlights



Our History

Celebrating almost a century of service



- ❖ The May family settled on the 'Norval' (now Brampton) property in 1834 where several consecutive generations have raised livestock and crops
- ❖ Our founder, Lawrence May, sold eggs and fresh chicken to the local community during the Great Depression, laying the foundation for what would become Maple Lodge Farms
- ❖ Formally incorporated in 1955
- ❖ Family-owned for 4 generations
- ❖ Board of Directors comprised of 10 Family members across 3 generations



Vision and Mission

Vision:

We are your most trusted chicken company.

Mission:

Guided by our family farming roots, we consistently provide you wholesome, best quality chicken with unparalleled service.

Purpose:

We feed Canadians!



#FamilyFirst

The cornerstone of our culture



We've grown a lot over the years but, despite our size, we've never forgotten our humble beginnings.

Work hard. Be honest. Never lose sight of where you came from.

These are the values that Maple Lodge Farms' founder, Lawrence May, lived by.

Those very same words inspire us today.



Operations



Leader in Chicken

Today we are the largest broiler & hen processor in Canada

- 🐔 Over **4 million chickens per week** are processed at our facilities
- 🐔 We process **3 million chickens** per week in Ontario (Brampton)
- 🐔 That's over half a million chickens/day or roughly 740,000kg/day
 - 🐔 We are **30%** of the Ontario Market Share
- 🐔 We process **1 million** chickens per week (combined, Eastern plants)
 - 🐔 We are **80%** of the Maritimes Market Share

We produce **31%** of the chicken in the Canadian market



Operations Overview

4 Processing Plants, one Distribution Centre, and 3 Hatcheries

- 🐔 Brampton Ontario (2070 employees)
- 🐔 Mississauga, Ontario (381 employees)
- 🐔 St François, New Brunswick (320 employees)
- 🐔 Berwick, Nova Scotia (450 employees)
- 🐔 Hatcheries: Port Hope, Grimsby, Stratford (160 employees)

Total of **3300+** employees



Mississauga Operations

Maple Lodge Farms Mississauga, ON.

 Counter ready facility.

 Cut Up, Tray pack, Bagging and Boning





Distribution Centre Mississauga, Ontario



- 127,625 sq. ft. of Office, Refrigerated Warehouse and Freezer (80,000 skids lots)



Nadeau Poultry St Francois, New Brunswick

Nadeau Poultry, St. Francois, N.B.

-  Primary Processing and further processing Plant
-  Wastewater Treatment Plant





Eden Valley Operations Berwick, Nova Scotia

Eden Valley Poultry, Berwick, NS.

 Primary Processing, further processing and tray pack Plant

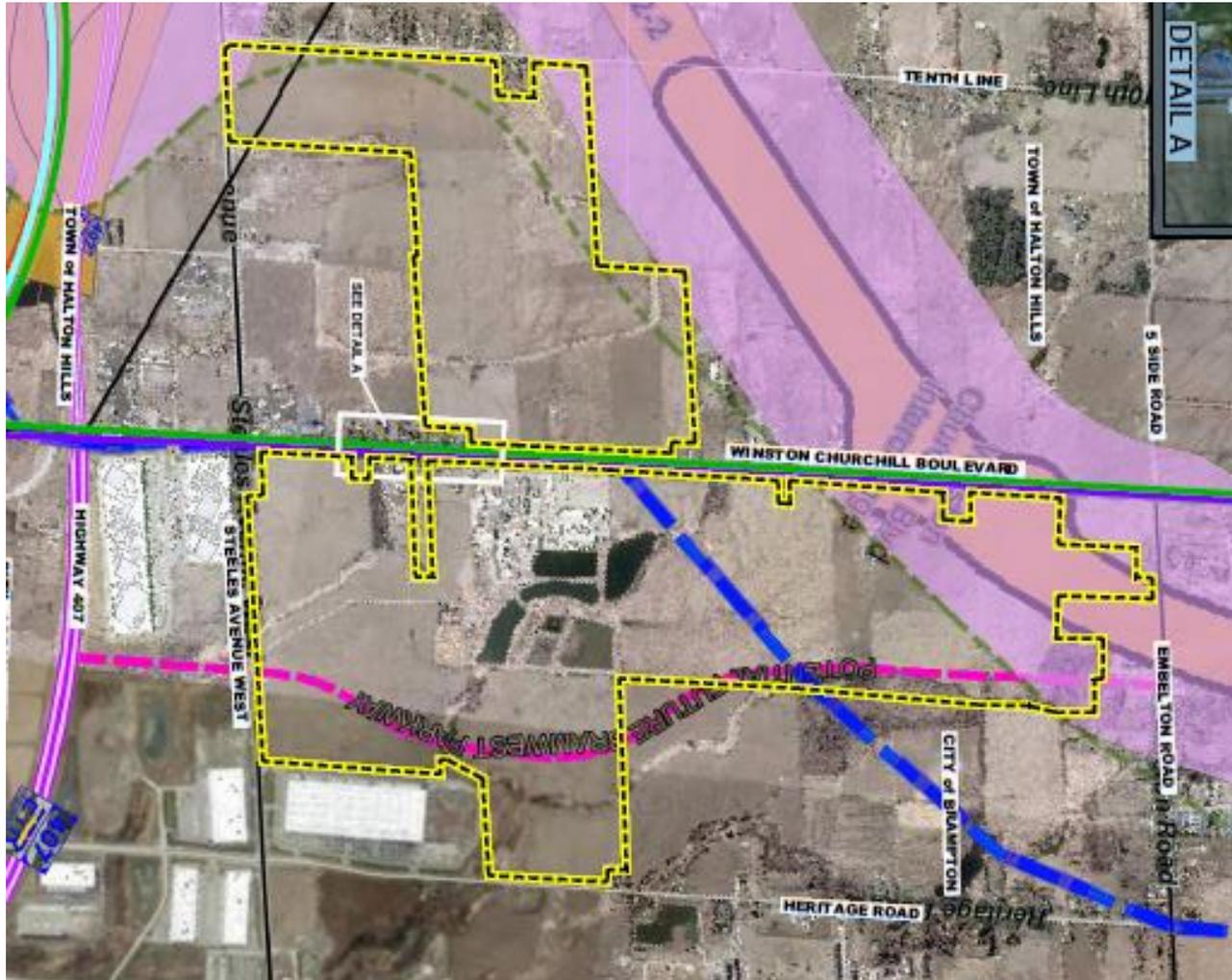




Brampton Operations



May Family Lands





Crop Farming Operations

MLF is committed to the efficient production of safe, high-quality agricultural products, using ecologically sound practices

- 437 acres farmed in Brampton (East side of Winston Churchill)
- 186 acres farmed in Halton Hills (West side of Winston Churchill)
- Corn, Soybeans & Wheat
- Supplement soil organics & nutrients with biosolids applied under a NASM Plan jointly operated by OMAFRA & MECP
- Conservation tillage practices along with cover crops where feasible
- Tile drained to improve crop yields & reduce erosion



Brampton Operations

8301 Winston Churchill, Brampton, Ontario





Brampton Plant Operations

Maple Lodge Farms, Brampton, ON

-  680,000 sq. ft. on 100-acre property.
-  Primary and Further Processing Plant
-  Wiener Plant
-  Deli Plant
-  Nutrient Plant (in-line rendering)
-  Wastewater Treatment Plant
-  Cogeneration Plant
-  Bio-Filter Plant





Product Categories



FRESH
(Air/Wet Chill)



TRAY PACK



Halal Chicken
#1 Brand in North America



FROZEN



BACON



WIENERS



DELI
(Whole Roasts & Sliced)



Our Key Customers





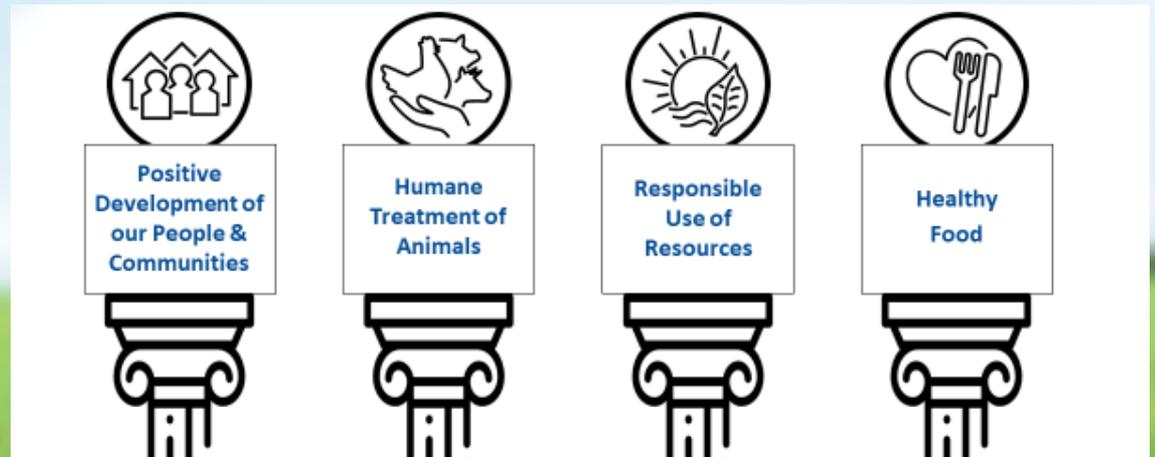
Sustainability



Sustainability - Four Pillars



“We are creating a sustainable future by providing healthy, wholesome, best quality chicken products with a focus on the humane treatment of animals, the responsible use of resources and the positive development of our employees and the communities in which we operate.”





Our People

Our business relies on having healthy, productive employees and thriving communities. We accomplish this by providing a healthy, safe, fair and inclusive workplace, focusing on employee development and empowerment, and by contributing to the communities in which we operate by offering reliable employment opportunities, charitable donations, and participating in volunteerism, fundraising and event sponsorship.

In 2020 we:

- Launched Unconscious Bias training
- Established and Communicated our Diversity & Inclusion Roadmap
- Launched our online employee ENGAGE platform
- Expanded our performance coaching and employee development programs
- Established employee recognition program
- Launched "We Feed Canadians" campaign



Our Community

Maple Lodge Farms prides itself on supporting the communities we operate in.

In 2020 we:

- donated over \$974, 000.00 to local foodbanks and essential worker programs during the COVID-19 pandemic
- donated over \$250,000.00 to help rebuild a new SickKids hospital, with a pledge to donate more than \$1M over 5 years.
- were a significant donor to the William Osler #Healthcare Heroes campaign



Animal Welfare

Promoting and ensuring a high standard of bird welfare throughout the supply chain is a moral responsibility we take seriously. A comprehensive animal-welfare strategic plan, along with a written animal welfare program, supported by a full audit program, ensures that our commitment to achieving a high bird welfare standard is consistently fulfilled.

- Project Atlas (2018) – First in Central Canada to transition to a more humane way of loading, transporting and processing birds; Modular Loading and Controlled Atmosphere Stunning.
- State of the art custom built transport fleet to improve transport management of the birds we care for.
- Industry leaders in Animal Welfare with investment of \$2M/year on continuous improvement and monitoring of animal welfare practices.





Responsible Use of Resources

With a focus on continuous improvement, we constantly look for innovative solutions to improve our products and processes in order to lessen the environmental impact of our business operations. Through established monitoring and tracking programs, we chart the progress of our environmental initiatives.

BIOFILTER TECHNOLOGY

- ✓ Reduction of odors & pollutants
- ✓ Elimination of chlorine

WATER RECYCLING

- ✓ On-site aeration treatment plant, recycling 50% of all used water
- ✓ Sludge is land applied for nutrient value



CLEAN ENERGY

- ✓ 5MW gas turbine cogeneration plant
- ✓ Significant reductions in regional carbon emissions



Cogeneration Plant





Wastewater Treatment Plant





Healthy Food

We are committed to creating safe, healthy, nutritious and delicious food that is ethically produced and marketed to a broad range of consumers.

- We offer a broad range of products that meet consumers' growing expectations for healthy, simple ingredient foods, and meats raised without the use of antibiotics.
 - Low-fat, gluten free, sodium reduced, all-natural ingredients
- MLF has been providing ethically produced, certified Halal products to the Muslim community for over 30 years
- MLF Zabiha Halal brand is #1 in Canada



Food Safety Commitment

We are committed to providing our customers with safe, wholesome, best quality products.

- 🐔 Technologically-advanced facilities with stringent sanitation procedures
- 🐔 Comprehensive food quality control & safety management systems
 - 🐔 Over 35 CFIA Veterinarians & Inspectors on-site
 - 🐔 Recipient of Loblaws' Quality Assurance Award 2020



Since 1998



Since 2010



Since 2009



Halal certified
for 30+ years



COVID-19



COVID-19 response

Employee Health, Safety and Well-being is our top priority

- At outset of pandemic, conducted comprehensive risk assessment of all facilities
- Implemented a comprehensive infection control (IC) program in accordance with the Canadian Centre for Occupational Health and Safety guidelines
- Frequent multi-channel communications with employees in multiple languages
- Continuous monitoring and auditing of IC program implementation and compliance
- For more information on our COVID-19 response and IC program please visit our [website](#).



Key Growth Projects



2018-2020 Projects

1. Project Atlas - \$50M+ investment to transition Ontario to modular loading and incorporate Controlled Atmosphere Stunning in plant, significantly improving bird welfare
2. Project Tray Pack – \$54M+ investment to double our tray pack capacity to meet our customer demands, adding 200+ jobs including skilled trades
3. Hot Water Storage Project - \$10M invested to improve storage capabilities and replace old silos for improved sustainability
4. Parking Lot – \$2M invested to accommodate growth over the next few years.

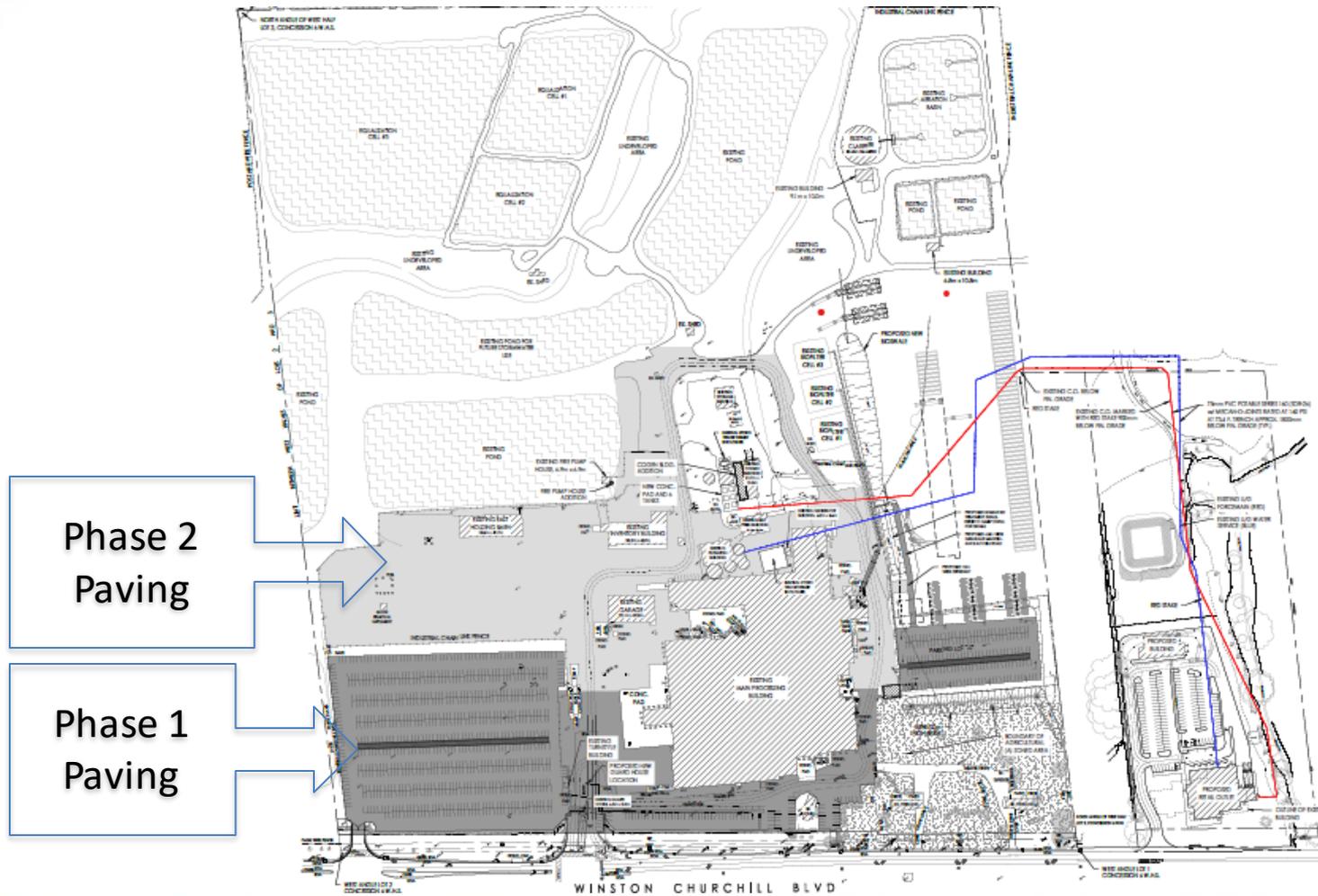


Next 3-5 years

1. Project Pave – \$14M+ investment to pave the main plant on Winston Churchill with front façade improvements and relocation of holding barns, scales and live supply offices.
2. Brampton Plant Expansion – 250,000 + sqft expansion to accommodate further expansion of tray pack capacities, return of our distribution facility to main plant, adding approx. 300+ jobs.
3. New Store (currently run as 'The Chicken Shop'- \$10M investment on a greenfield new build 21,000 sq ft family store specializing in daily fresh chicken, cooked chicken and wholesale to local restaurants, adding approx. 100 jobs.

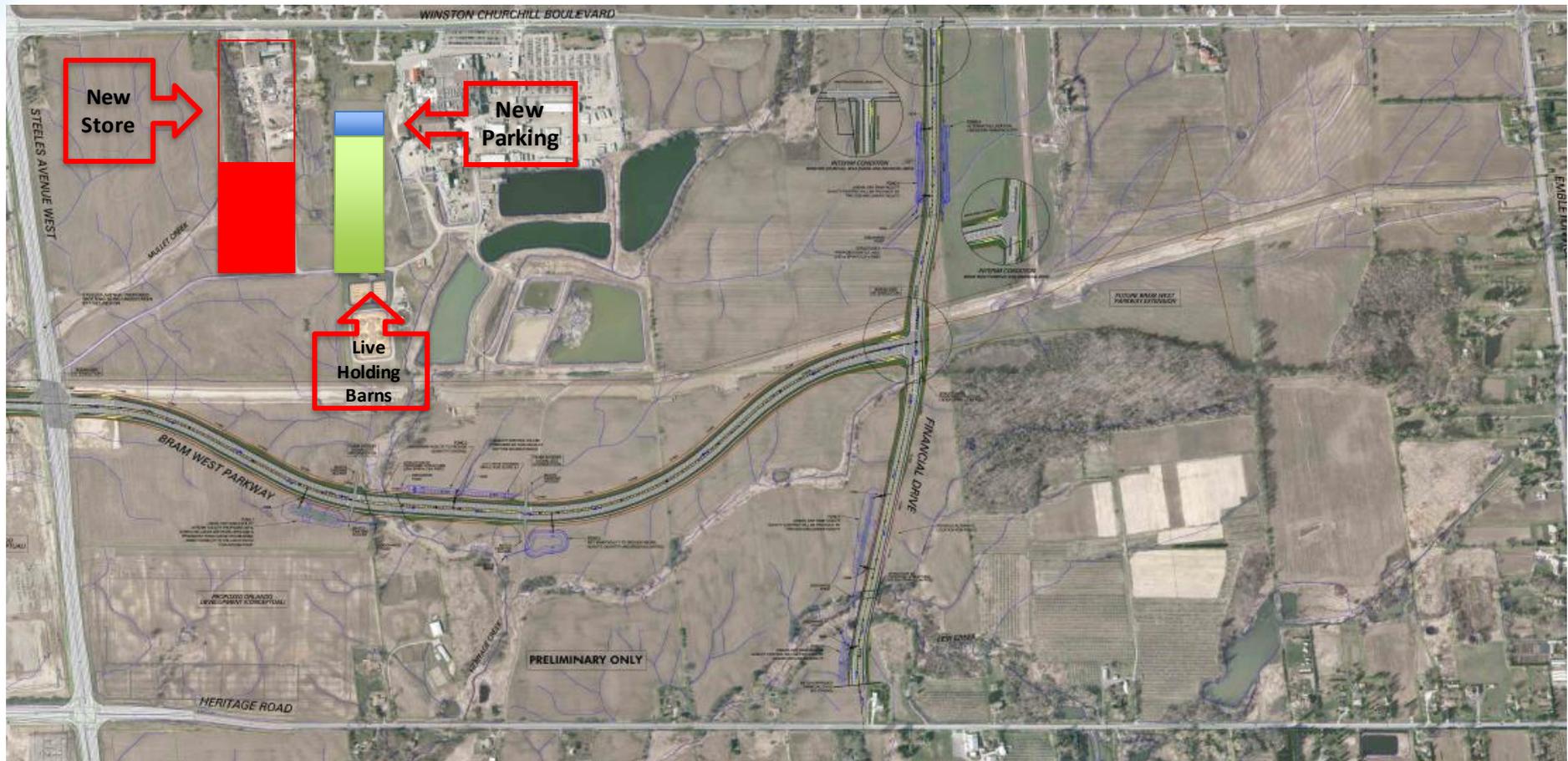


Project Paving





Project Locations





Aspirations 5-7 years

- MLF is currently investigating the opportunity to build a technologically advanced, best in class, state-of-the-art Chicken Processing Plant on May Family property located in Brampton (current site location).
- This will be reviewed, analyzed and engineered over the next few years, potential investment over \$450M



Future Plant Vision





Future Forward

As one of Brampton's leading employers, we have been a proud member of the community for more than 66 years.

We are optimistic and excited about Brampton's future and support its continued growth and development.

We believe in:

- An inclusive, resilient and prosperous future for Brampton
- The sustainable development of our city
- The strength of our business community (BBOT)

We are committed to:

- Achieving a harmonious co-existence with local land users
- Continued long-term investment supported by the City



Thank you