



# The Maple Leaf Foods Green Glossary

At Maple Leaf Foods, every day is Earth Day and we want to empower Canadians to learn more about sustainability and how they can help the environment. We recently called on Canadians to determine their knowledge and opinions on sustainability and the responses were eye-opening: although 92% of Canadians know they have a duty to protect the environment, 52% don't know where to begin!

Almost half of Canadians (42%) are confused by environmental terminology, but you don't have to be one of them! That's why we're introducing **The Maple Leaf Foods Green Glossary**, a helpful resource to simplify complex environmental terminology and help the whole family understand what 'Going Green' really means.

Scroll through the Green Glossary below with your family and learn all about key environmental terms and some little changes you can make in your everyday lives that have a big impact on the planet.

## Carbon Footprint



**DEFINITION:** A carbon footprint is a measure of the carbon emissions created when we engage in activities such as growing food, driving our cars or manufacturing the many things we need for our lives.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** We believe you have to measure your footprint to know if you're doing a good job reducing it. At Maple Leaf, we're dedicated to finding new ways to make our carbon footprint smaller by cutting water and energy use, by reducing the waste we create and by embracing sustainable packaging.

**LITTLE CHANGE, BIG IMPACT:** You can help by unplugging things like your toaster, microwave and phone chargers until they're needed.

## Carbon Neutral



**DEFINITION:** Being carbon neutral is a balancing act that requires some addition and subtraction. For example, if you estimate how much carbon you generate through driving or heating your home, you can take steps to give back to the environment in equal measure – like planting trees, since trees remove harmful carbon from the air. When you take this approach, you're working towards being carbon neutral.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Maple Leaf Foods is proud to be the first major carbon neutral food company in the world. We reduce our own emissions as much as we can and then we invest in environmental projects that reduce emissions and balance out our impact. That's how we became carbon neutral.

**LITTLE CHANGE, BIG IMPACT:** Help by supporting businesses dedicated to being carbon neutral. When you choose Maple Leaf Foods products with a Carbon Zero logo, you are supporting efforts to build a carbon neutral world.





## Climate Change



**DEFINITION:** Climate change is more than just a bad weather day – it’s significant and long-lasting change in the earth’s climate and weather patterns. For example, we see evidence of climate change when oceans, lakes and rivers rise or fall to levels we don’t normally see, causing harm to the plants, animals and people that live in or near them.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** We were the first food company in Canada to set science-based targets that ensure we are on a clear path to reducing our carbon emissions, even as we grow our business.

**LITTLE CHANGE, BIG IMPACT:** There are many small changes we can make to help reduce the impacts of climate change, including taking shorter showers to conserve water, upcooking your leftover food to make sure less goes to waste and committing to recycling.

## Environmental Sustainability



**DEFINITION:** Using resources today in a way that maintains resources for the future.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Maple Leaf Foods is focused on reducing our use of resources like water and energy to do our part to ensure future generations have the resources they need to thrive.

**LITTLE CHANGE, BIG IMPACT:** We can be more sustainable by reducing our use of natural resources. For example, you could ride a bike instead of driving, which reduces fuel consumption.

## Fossil Fuels



**DEFINITION:** Fossil fuels include coal, oil and natural gas that are mined or pumped from below the earth’s crust. They are made up of carbon and hydrogen that have been locked away for millions of years. When we drive our cars or heat our homes we burn fossil fuels and create harmful greenhouse gases.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** At Maple Leaf Foods, we’ve set ambitious science-based targets to reduce our 2018 emissions levels (which includes our absolute natural gas and electricity consumption) by 30% by 2030.

**LITTLE CHANGE, BIG IMPACT:** Reuse products made from fossil fuels such as takeout containers. Make reusable water bottles and shopping bags a habit instead of disposable ones that end up in a landfill.



## Global Warming



**DEFINITION:** Global warming means the earth's temperature is heating up – and staying hotter – over time. When the earth gets hotter, greenhouse gases are trapped in the atmosphere and stop the planet from cooling. A hotter planet hurts our ability to grow food and maintain a global supply of drinking water and can impact the health of people and animals.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** We embrace sustainability and we have a culture that focuses on eliminating waste in any resource we consume – including food, energy, water and packaging.

**LITTLE CHANGE, BIG IMPACT:** Switching to energy efficient appliances will help to reduce carbon emissions and slow the effects of global warming. Always look for a sign like the ENERGY STAR® efficiency symbol.

## Greenhouse Gas



**DEFINITION:** Greenhouse gases are a mixture of gases that form an invisible 'blanket' around the earth. This 'blanket' allows sunlight through, but traps heat (like a greenhouse) which doesn't allow our planet's temperature to stay balanced so it can support healthy plants, animals, water and air.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** We're diverting organic waste from landfills and transforming it into renewable energy which eliminates greenhouse gases.

**LITTLE CHANGE, BIG IMPACT:** Uneaten food sent to a landfill creates greenhouse gases – and nobody wants that! Prevent food waste through careful meal planning, preparing only what you will eat and consuming any leftovers. Compost what you absolutely cannot eat.



## Organic

**DEFINITION:** Organic food is grown naturally without chemicals, fertilizers or pesticides.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Maple Leaf Foods constantly seeks to reduce artificial ingredients and unnecessary antibiotics. In 2020, we expanded the number of Raised Without Antibiotics (RWA) products to include Greenfield® Family Lunch Kits, introduced the Prime® Organic brand and launched filler-free Maple Leaf® Natural Top Dogs.

**LITTLE CHANGE, BIG IMPACT:** Opting for organically grown foods during your grocery shopping will help to protect the ecosystem.

## Sustainable Packaging



**DEFINITION:** Packaging that can be reused, recycled or composted and made of materials that don't use up natural resources.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Maple Leaf Foods has developed a sustainable packaging strategy that includes reducing the number of materials used and shifting to fully recyclable materials over time.

**LITTLE CHANGE, BIG IMPACT:** Recycling at home can reduce your environmental impact. Learn how to sort your compost and recyclables and consider starting a backyard compost of your own.

## Regenerative Agriculture Practices



**DEFINITION:** Regenerative agriculture practices restore the nutrients and carbon in soil creating more sustainable and resilient land for farmers well into the future.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** At Maple Leaf Foods, we're investing in the emerging field of regenerative agriculture to reduce environmental impacts and regenerate land with grain farmers in our supply chain.

**LITTLE CHANGE, BIG IMPACT:** Buy local as often as you can. Support farmers that adopt regenerative agriculture practices. Look for emerging labels on products supporting regenerative agriculture.

## Renewable Energy



**DEFINITION:** Renewable energy is long-lasting and unlimited, like the energy we get from the wind, sun and water, and creates no carbon emissions while being generated.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Maple Leaf Foods is investing in multiple renewable energy projects, such as wind farms across North America.

**LITTLE CHANGE, BIG IMPACT:** Try conserving energy by turning off lights when you leave a room and using smart plugs and thermostats.

## Solar Power



**DEFINITION:** Solar power is generated directly from sunlight.

**WHAT THIS MEANS AT MAPLE LEAF FOODS:** Through partnerships, Maple Leaf Foods supports the use of solar power where possible. For example, we supported a solar energy project with Ball State University in Indiana, making it the first university in the state to offset 100% of its energy with clean, renewable power, including producing over 70,000 kWh per year from solar power.

**LITTLE CHANGE, BIG IMPACT:** Incorporating solar-powered lights into your garden is a simple way to conserve energy. Solar panels in your home can have an even bigger impact.

