



Canadian Children's Food & Beverage Advertising Initiative Commitment – 2016

Overview:

Maple Leaf Foods (MLF) is pleased to join the Canadian Children's Food & Beverage Advertising Initiative (CAI). Through responsible marketing and advertising efforts directed at children we can help future generations make wise decisions about proper nutrition and healthy lifestyles. This commitment applies to all brands from Maple Leaf Foods Inc. for children under 12 years of age.

A. Identifying Information:

Participant:

Maple Leaf Foods Inc.
6897 Financial Drive
Mississauga Ontario,
Canada
L5N 0A8

Representative:

D'Arcy Finley
Vice President, Integrated Marketing
Maple Leaf Foods
d'arcy.finley@mapleleaf.com

passionate people;
passionate about food



B. Core Principles:

Advertising:

- MLF will not advertise directly to children via TV, Radio and Print under 12 years of age through children's programming (ie. with a demographic media target of <12 yrs). MLF will restrict all media buys to programming in which (on a pre-buy basis) audiences are comprised of no more than 35% children under 12.

All company owned web sites will have no content that is directed to children < 12 yrs of age.

Use of Products in Interactive Games:

- MLF does not use its products in interactive games that are primarily directed to children <12 yrs of age.

Cellphones and mobile media:

- MLF will not advertise its products in these media to target audience demographic of children <12 yrs of age.

Third-Party Licensed Characters:

MLF does not currently use third-party licensed characters in advertising to children. If MLF decides to use a licensed character in the future, we will immediately advise ASC, amend our Commitment accordingly and ensure that our use of Third-Party Licensed Characters, celebrities and movie tie-ins in advertising that appears in other media primarily directed to children under 12 complies with the CAI messaging and content principles.

Product Placement:

- MLF will not pay for or actively seek placement of our products in the program/editorial content of any medium directed primarily to children < 12 yrs of age.

Advertising in Schools:

- MLF will not advertise our products to children in elementary and middle schools.