



Press Release
For immediate release

OLYMEL WINS AN AWARD FROM THE PARTNERS OF THE QUEBEC STRATEGY FOR ANIMAL HEALTH AND WELFARE

St-Hyacinthe, Wednesday, November 20, 2019 — Olymel has won a Coup de Coeur Award at the Annual General Meeting of the partners of the Quebec Strategy for Animal Health and Welfare held in Drummondville on November 14. This award, presented by representatives of participating partners, recognizes Olymel for the development of e-learning modules on animal welfare, hog behaviour and handling techniques to minimize stress in hogs. Six French and English modules, hosted on Cégep de St-Hyacinthe's distance learning platform, were developed by Olymel in collaboration with AlphaGène, Le-cours.ca, an organization offering online training solutions adapted to various workplaces, and Synor, a training and business advisory service centre at Cégep de St-Hyacinthe.

The objectives of this initiative are fully in line with Olymel's expectations on animal welfare and health. The training modules and their easy online access complement traditional training and on-farm coaching. The modules, which are both educational and fun, are offered free of charge in French and English to farm and slaughterhouse employees, supervisors and workers who handle animals, and hog producers who supply Olymel's facilities.

This project was developed under the leadership of Sylvain Fournaise, Vice President, Food Safety and Technical Services, with the valuable contributions of Marie-Josée Turgeon, Coordinator, Quality and Animal welfare, Pork Production and Eloualid Benabid, Director, Veterinary Services at Olymel.

ABOUT OLYMEL

Olymel is Canada's leader in the production, processing and distribution of pork and poultry meats. The company has made feeding the world its mission, which it pursues passionately with products of impeccable quality. The company employs over 14,000 people and has production and processing facilities in Quebec, Ontario, Alberta, New Brunswick and Saskatchewan. Olymel exports nearly a third of its total sales. Its annual sales reach \$4 billion. The company markets its products mainly under the Olymel, Lafleur, Flamingo, Pinty's and Tour Eiffel brands.

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