



Press release

For immediate release

PURCHASE AND GIVE BACK 3RD EDITION **Olymel gave back 7 million servings of pork and poultry in 2019** **and has renewed its commitment for 2020**

St-Hyacinthe, January 23, 2020 – Olymel management is proud to announce the 3rd edition of its [PURCHASE AND GIVE BACK](#) program, an initiative created in 2017 with the collaboration of the [Olymel](#), [Lafleur](#) and [Flamingo](#) brands. Given the incredible success of Olymel's 2019 effort – the program exceeded its \$1.25M goal by \$250,000 – Olymel is renewing its commitment for 2020 with an ambitious new objective: raise the equivalent of \$1.5M for the Food Banks of Quebec (FBQ), or over 7 million servings of deli meats, pork and poultry.

In 2020, Olymel would like to distribute 4 million servings of pork, 1.5 million of poultry and 1.5 million of deli meats. More than 1500 hours of volunteer work will also be carried out by Olymel staff. This initiative aims to support the FBQ and helps fill 1.9 million requests for food aid per month made by over 500,000 Quebecers.

Since the program's debut, \$2.75M has been donated to the FBQ in the form of money, volunteer hours and food, or the equivalent of 12 million servings of chicken and pork given out to disadvantaged families and children.

Quebec foods with that giving flavour

The generosity of the PURCHASE AND GIVE BACK PROGRAM is enshrined in the values of fellowship and sharing that have been embodied for decades by Olymel and its brands.

“Every day in Quebec, families and people living alone turn to food banks for help. It is a privilege for us to work alongside these exceptional partners to find solutions to the growing hunger problem,” says Paul Beauchamp, Olymel First Vice President. *“Food banks are inspiring organizations that help improve the daily lives of so many Quebecers in a concrete way.”*

Hunger never goes away

Even if requests for food assistance peak during the holiday season, the need for food is critical all year long. Hence the decisive role of the PURCHASE AND GIVE BACK program, which supplies quality products year round.

“In addition, our 2019 Hunger Count confirms that, despite favourable economic conditions in Quebec, the need for food is a constant concern. The rise in requests from people who are working is particularly worrisome. That's why the renewal of the PURCHASE AND GIVE BACK program and its ongoing support are vital for the FBQ,” stresses Annie Gauvin the FBQ's Executive Director.

To learn more about the PURCHASE AND GIVE BACK program visit www.purchaseandgiveback.ca

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. It 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. For more information, visit www.olymel.ca.

About The Food Banks of Quebec

The Food Banks of Quebec network plays a very important social role, but also a major environmental one. The organization supports and represents 32 members (19 Moisson and 13 associate members) present in each of the regions of Quebec. Our members have supplied over 1,200 local community organizations for over 30 years. FBQ advocates an equitable sharing of food and cash donations among its members. It pools resources, expertise and support activities to maximize the productivity of every dollar to help more people.

The network collects food from numerous partners in the agri-food sector, as well as from several hundred supermarkets across Quebec. Thanks to these various partnerships, our network diverts thousands of tonnes of quality products from landfills in order to benefit the most disadvantaged and thus significantly contribute to the reduction of greenhouse gas emissions.

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Source:

Olymel

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