



Monday, April 6, 2020

COVID-19: OLYMEI SUPPORTS THE FOOD BANKS OF QUEBEC AND ENCOURAGES QUEBECERS TO MAKE A DIFFERENCE

Saint-Hyacinthe, Monday, April 6, 2020 — Every year, Olymel pursues its mission of feeding the world by supporting the Food Banks of Quebec network through its PURCHASE AND GIVE BACK program. The company supports these organizations in a variety of ways, by distributing meat servings or supporting its many employee initiatives. In this COVID-19 crisis, needs are even greater and Olymel is appealing to Quebecers' generosity to improve the daily lives of thousands of families.

A GREAT NEED

The coronavirus pandemic has produced a number of consequences, including a serious food crisis. In this regard, the Food Banks of Quebec play a leading role in assisting vulnerable individuals. But assistance requests continue to increase and support—by the government, companies like Olymel and ordinary citizens—is all the more necessary.

Giving back to Québec communities is a priority for Olymel and its employees. Financial contributions, food donations, and volunteering: every bit helps and contributes to meeting basic food needs and relieving hunger. In 2019 alone, millions of meat servings were distributed by the company throughout Québec: 1.5 million chicken, 4 million pork and 1.5 million deli meat servings. Together, we can do even more.

DOING EVEN MORE

Olymel therefore encourages all Quebecers to join the PURCHASE AND GIVE BACK program in giving generously to the Food Banks during this crisis period. Contributions can be made right on the website: <https://www.banquesalimentaires.org/en/>. You will then have the opportunity to make a donation to a specific regional food bank that redistributes food in your area. Support the “Purchase and Give Back – Olymel” campaign to make a difference yourself, because each action bears fruit, and current needs are pressing.

Olymel would like to thank everyone who has shown solidarity and generosity during this period of uncertainty. Continue to give—time, money or food—because feeding our world is a priority.

Thank you from the bottom of our hearts.

