



Innovation & Strategic Partnerships.



As McCain progresses along its sustainability journey, we are continuing to innovate to provide delicious, planet-friendly food.

That means not only investing in our own business operations, but also forging strategic partnerships that are driving change and reshaping the global food industry.

In 2021, we made progress in improving the ingredient and the nutritional profile of food offerings, including:

- Air fryer retail activation program rolled out across Europe, South Africa, LATAM and China providing consumers with an alternative cooking method using less oil than traditional frying
- Removal of artificial ingredients in select products across Europe, India and South Africa
- Sodium reduction in select products across Europe, LATAM, Australia and India

We have also made exciting investments in innovative food companies, changing the way we grow and consume food, and meet the increasing consumer preference for environmentally responsible and positive food choices.



We are investing in foods that are better for you and the planet with a new partnership with Strong Roots, a leading plant-based frozen food company that is focused on creating products that are sustainably farmed, shipped and sold.

With products like Cauliflower Hash Browns, Mixed Root Vegetable Fries, Spinach Bites and Kale & Quinoa Burgers, this partnership will help grow Strong Roots' global presence and provide consumers with healthier and more natural meals.



In September 2021, we invested in The Simple Root, a UK-based company that uses unique IP technology developed and owned by McCain to create the taste and texture of dairy products using herbs and spices and root vegetables which have a low carbon footprint.

This plant-based dairy alternative is used to make cooking sauces, dips and cheese substitutes, free from dairy and gluten, with no added sugar, artificial flavours or preservatives.



We are investing not just in new ways to make food, but also new ways to grow food. McCain first invested in GoodLeaf Farms in 2018 and built on that in early 2021 to support the company's ambition to establish a Canada-wide network of climate-controlled indoor vertical farms. That means they can sustainably satisfy Canadian consumer demands for delicious and local microgreens and leafy greens year-round, free of pesticides, herbicides and fungicides.

In November 2021, GoodLeaf announced an expansion into Western Canada and began construction on an indoor vertical farm in Calgary. A third GoodLeaf farm is planned for the Montreal area.