

Let's rethink intrapreneurship

McCain Foods Continental Europe

Lucile Celisse – Vice President, Retail, Communications and CSR
October 21, 2015





FAMILY COMPANY

Florenceville, New Brunswick

McCain was founded in Canada by the 4 **McCain brothers**, sons of potato growers

1957



McCain is the **world's largest** manufacturer of frozen French fries and potato specialties

Be Good. Do Good.at McCain

Good Agriculture



Good Operations



Good Food



Good Company



Good Partner





the Netherlands - Biggekerke



Jan Lampert
Grower - the Netherlands

*"McCain collaborates with its growers
to reduce its environmental footprint in agriculture."*



Be Good. Do Good.

Gleaning for BON et Bien at our Harnes factory



McCain + GAPPI + Food banks = innovative partnership

YEAR 1: 200T

YEAR 2: 300T

YEAR 3: 400T



Banques Alimentaires

Let's become actors rather than spectators!



Be Good. Do Good.