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**SECTION 10.0**

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### **SUSTAINABLE DEVELOPMENT STRATEGY**

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The City of Brandon and Maple Leaf Foods Inc. fully support the principles and guidelines of sustainable development as outlined in the document “Towards a Sustainable Development Strategy for Manitobans”. Both the City of Brandon and Maple Leaf Foods Inc. recognize that environmental stewardship and economic development must be compatible with The Sustainable Development Act.

#### **10.1 PRINCIPLES OF SUSTAINABLE DEVELOPMENT**

The City of Brandon and Maple Leaf Foods Inc. are committed to the ten principles of sustainable development. Each supports these principles recognizing that the goal of environmental protection is achievable without conflicting with the goal of economic development. Their commitment to each of the ten principles of sustainable development is outlined below:

##### **1. Integration of Environmental and Economic Decisions**

- Environmental concerns and impacts must be integral in the evaluation and design of new plants right from the early planning stages.
- Financial planning and decisions must reflect the costs of environmental initiatives.
- Regular assessment and review of City and Corporate Policy must be undertaken in view of protection of the environment.

##### **2. Stewardship**

- Maple Leaf Foods Inc.’s environmental commitment (McCain, June 2002) is centred around environmental stewardship as part of doing business.
- Sound environmental practices have been used in the design, construction; and, operation of the Pretreatment plant; sound environmental practices will also be used in the operational improvements to the Pretreatment plant.
- The City and Maple Leaf recognize that in order to achieve economic goals, environmental stewardship must be integrated into all aspects of business planning and operation.
- The City of Brandon has demonstrated its environmental stewardship through the funding of a major study of the Assiniboine River.

- The City of Brandon has adopted a continuous improvement program for its water and waste water systems including staffing by qualified operators.
- Maple Leaf Foods Inc. and the City of Brandon have selected a combination of biological and membrane technology as the waste water treatment method in order to consistently achieve the Manitoba Conservation Advice Document's strict effluent guidelines with respect to nutrients.

### **3. Shared Responsibility**

- The City of Brandon together with Maple Leaf Foods Inc. have utilized "shared responsibility" throughout the Maple Leaf Pork development in Brandon, including funding of environmental studies such as those currently being conducted on the Assiniboine River.
- Maple Leaf Foods Inc. has a proven commitment to adhering to all environmental laws, regulations and standards.
- Proper and adequate education and training of employees is provided to adhere to relevant environmental laws and regulations.
- Maple Leaf and the City accept their responsibility to identify and correct situations that endanger human health or safety of the environment; to this end, Maple Leaf Pork has a Manager – Health and Safety on site and has ready access to Maple Leaf Foods, Inc. corporate environmental team who work closely with plant staff to resolve environmental issues.
- Maple Leaf and the City of Brandon have a proven record of commitment to work with regulatory agencies, public officials and community organizations in the spirit of co-operation to further mutual concern for the environment.

### **4. Prevention**

- The City of Brandon and Maple Leaf believe in designing operations focusing on minimization of adverse environmental and economic impacts and implementation of mitigative measures when necessary.

### **5. Conservation**

- Maple Leaf Foods Inc. has documented conservation practices in their environmental commitment (McCain, June 2002), which is reviewed regularly.
- Maple Leaf uses hogs on a sustained yield basis.
- Maple Leaf encourages management of hog operations while promoting biodiversity.

- Maple Leaf develops and markets products, which do not require materials from sensitive environments and minimize the utilization of non-renewable resources.
- Maple Leaf uses process by-products (e.g., methane from wastewater treatment supplied by the City of Brandon) to produce steam thereby conserving non-renewable energy sources.
- Maple Leaf and the City of Brandon minimize the use of products and materials that are hazardous.
- Maple Leaf renders inedible animal by-products into useful products that are incorporated into a multitude of consumer products.

#### **6. Waste Minimization**

- Maple Leaf and the City of Brandon promote recycling programs source reduction and waste minimization including such inputs as water.
- The City of Brandon sponsors a waste-recycling program as part of its Eastview Landfill operation.
- Maple Leaf and the City of Brandon initiated an off-site composting program for straw/manure.

#### **7. Enhancement**

- Maple Leaf and the City promote site development in a manner which promotes biodiversity.
- Maple Leaf and the City both believe in avoiding environmentally sensitive areas.
- Maple Leaf Foods Inc.'s treated effluent will meet or exceed requirements with respect to effluent quality to the Assiniboine River.

#### **8. Rehabilitation and Reclamation**

- Maple Leaf Foods Inc. has prescribed plans to restore damaged environments to beneficial uses.
- Maple Leaf Foods Inc. has a commitment to properly decommission the processing plant including the pretreatment plant site by Maple Leaf and the IWWTF by the City of Brandon.
- Maple Leaf Foods Inc. has a plan to restore damaged environments to beneficial uses.

## **9. Scientific and Technological Innovation**

- Utilization of environmental control technology and “state-of-the-art” energy efficient equipment to conserve resources, where possible.
- Maintenance of a high standard of equipment.
- Utilization of the Zenon membrane technology system for wastewater treatment exemplifies commitment to technological innovation.

## **10. Global Responsibility**

- Maple Leaf Foods Inc. has documented environmental enrichment programs.
- Maple Leaf and the City are committed to work with federal, provincial; and, local regulators to ensure needs of global environments are not compromised.
- As a global player in the food industry, Maple Leaf Foods Inc. is committed to meeting or exceeding its environmental responsibilities.

## **10.2 FUNDAMENTAL GUIDELINES OF SUSTAINABLE DEVELOPMENT**

Maple Leaf Foods Inc. recognizes the importance of the meat processing industry in Canada and the province of Manitoba and the need to ensure the sustainability of its supply while preserving the environment’s ability to provide associated resources for future generations. Maple Leaf Foods Inc. also believes that by adding to Manitoba’s existing meat processing industry, it contributes to the overall Manitoba economy and its competitiveness and prosperity. Maple Leaf Foods Inc. commits to satisfy the six guidelines of sustainable development as outlined below:

### **1. Efficient Use of Resources**

- Maple Leaf Foods Inc.’s waste minimization is part of the company’s environmental commitment (McCain, June 2002). Accordingly, the Maple Leaf Pork processing plant uses virtually the entire hog to make value-added meat products and byproducts. Maple Leaf Foods Inc. is committed to utilizing hogs for this process on a sustained yield basis. To the maximum extent possible, methane produced by the process has been used as a fuel source (to produce hot water). In addition, Maple Leaf continues to study the economics of process water being treated and recycled to wash down holding pens and associated works. All equipment at the plant will be designed to be as energy efficient as economically possible. Every effort will be made to minimize the environmental impacts of the process. Maple Leaf Foods Inc. and the City of Brandon endorse the integration of environmental and economic decision-making to make efficient use of resources.

## **2. Public Participation**

- Public participation has been a key ingredient in the assessment of the potential for a meat processing plant in Brandon. Maple Leaf Foods Inc. and the City of Brandon have made every effort to address the concerns of the public through public meetings, public forums and private interviews. Prior to the original plant development, they facilitated a site trip for representatives of local residents to a typical facility. As a concerned corporate citizen, Maple Leaf Foods Inc. is committed to continuing an open and honest relationship with the community. Maple Leaf currently has three additional Open Houses planned prior to the Public Hearings.

## **3. Understanding and Respect**

- Maple Leaf Foods Inc. is aware that the community surrounding its facility in Brandon is unique and its aspirations, needs and views must be considered. Maple Leaf Foods Inc. is cognizant that it must share the environment with the local community and existing industries; and, that working cooperatively is the key to a successful operation. Maple Leaf Foods Inc. is committed to working with the community; and, to the greatest extent possible, will strive to alleviate any concerns members may have. In this regard, prior to construction of the original plant and again prior to this proposed Development, representatives of Maple Leaf Foods Inc.'s consultants have visited with all known private residents within a 3 km (2 mile) radius of the proposed plant site and several just beyond this limit. In addition, Maple Leaf Foods Inc. and the City of Brandon have participated in a number of Public Meetings prior to and during the original construction to ensure that the public has had opportunities for input into the project. Maple Leaf Foods Inc. and the City of Brandon have at least three Open Houses scheduled as part of this proposed Development.

## **4. Access to Adequate Information**

- Maple Leaf Foods Inc. and the City of Brandon are committed to the environmental impact assessment process as a way to supply accurate information to the local community, as well as all interested Manitobans. Through setting up an office in the City of Brandon in 1999, Maple Leaf Foods Inc. was able to conveniently provide the community with detailed information about the Company and the pork processing plant. Again, the City of Brandon and Maple Leaf Foods will be participating in at least three additional Open Houses to ensure the public is well informed about the expanded IWWTF project and operational improvements to the pretreatment plant.

## **5. Integrated Decision Making and Planning**

- The City of Brandon and Maple Leaf Foods Inc. and their representatives have participated in numerous meetings with the Manitoba Conservation. Their commitment to an efficient detailed planning process that incorporates the information gained from these meetings into their operations reinforces Maple Leaf's intention of being a long-term, profitable and responsible corporate citizen of Brandon.

## **6. Substitution**

- Maple Leaf Foods Inc.'s policy, not to utilize scarce resources or to minimize their use where others do not, is proof of their commitment to responsible resource management. Maple Leaf Foods Inc. will encourage and promote the development and use of substitutes for scarce resources where they are both environmentally sound and economically viable. For example, the original Maple Leaf Pork plant was centrally located to where hogs are grown to minimize fuel consumption.
- New state-of-the-art membrane technology for wastewater treatment has been substituted into this proposed Development rather than using more conventional treatment methods in order to meet the strict requirements of Manitoba Conservation with respect to nutrient concentrations in the effluent.