



McCain Foods (Canada)

A Division of McCain Foods Limited
8800 Main Street
Florenceville-Bristol, New Brunswick Canada E7L 1B2
Telephone (506) 392 5541 Fax (506) 392 8156

McCain Foods (Canada), a Division of McCain Foods Limited's Commitment Under the Canadian Children's Food and Beverage Advertising Initiative

Overview

McCain Foods (Canada) has adopted Global Principles of Responsible Advertising developed in October 2007 by McCain Foods Ltd. We are committed to communicating the attributes and benefits of our products in an honest and ethical manner consistent with our tradition as a family business that upholds a strong set of values.

To demonstrate our commitment to upholding integrity in advertising and communications for our products, particularly with respect to children, we **will not**:

1. Create advertising, advergames, promotional initiatives or other communications targeted directly to children under the age of 12 or where the audience profile at the time the media is purchased is higher than 35% of children under 12;
2. Place advertisements in media targeted to children under the age of 12 or where the audience profile at the time the media is purchased is higher than 35% of children under 12; and
3. Unfairly or inaccurately represent the nutritional value or benefits of our products.

We are pleased to be a participant in the Canadian Children's Food and Beverage Advertising Initiative and support Advertising Standards Canada in the audit of our Commitment and the publication of the results.

A. Identifying Information

1. Corporate name and address:

McCain Foods (Canada)
8800 Main Street
Florenceville-Bristol, NB
E7L 1B2

2. Contact information of the individual responsible for the implementation of our Commitment:

Calla Farn
Vice President, Government and Public Relations and Corporate
Affairs
McCain Foods (Canada)
8800 Main Street
Florenceville-Bristol, NB
E7L 1B2

Phone: 506.392.3277
E-mail: calla.farn@mccain.ca

3. Our commitment covers all McCain branded products produced by all McCain Foods (Canada) business units.

B. Core Principles/Current Practices

1. As noted above, McCain Foods (Canada) does not advertise in media primarily directed to children under the age of 12.
2. McCain Foods (Canada) does not currently use third-party Licensed Characters in its advertising.

If we decide in future to use Licensed Characters, we will immediately advise ASC and amend our Commitment accordingly.

3. McCain Foods (Canada) will not pay for or actively seek to place our products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.
4. McCain Foods (Canada) does not currently include its products in interactive games directed primarily to children under 12.

If we decide in future to include our products in interactive games, we will immediately advise ASC and amend our Commitment accordingly.

5. McCain Foods (Canada) remains committed to adhering to standards established by individual schools and school boards. Furthermore, McCain Foods (Canada) does not advertise food or beverage products in elementary schools.

The Commitment outlined above is for all advertising undertaken during our 2001/12 fiscal year. We will notify ASC immediately of any amendments in our approach to responsible advertising to children.