

MOZAIC

Smithfield România®

CORPORATE | BUSINESS | LEADERSHIP | MOTIVATION

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MOZAIC
Smithfield Romania
July 2019

NEWS

Maier Com, the
Newest Member of
Smithfield Romania

COMMUNITY OUTREACH

For 10 Years,
Smithfield Romania
Feeds the Souls

OUR BRANDS

Elit in
Dialogue with
Its Customers

Gama Porcușor

comtim
Din tradiția familiei tale!



**Porc Ușor,
surprising, daring
and easy to cook!**

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Goran Panici
General Manager
Smithfield Romania

// AT SMITHFIELD ROMANIA WE PROVIDE REAL OPPORTUNITIES OF PROMOTION FOR YOUNG PROFESSIONALS //

HOW WAS THE FIRST HALF OF 2019 FOR SMITHFIELD ROMANIA?

The beginning of 2019 was a special one, due to the transformation of Smithfield Romania into an integrated company, by the merger of the two divisions: Farms Division - hog production and Fresh Meat Division - pork production, into one single company. We made this important step out of the desire to be better, by promoting the collaboration and unity between the two divisions. Thus, we've created all the prerequisites for the functioning of a strong and united team, able to consolidate its leading position in the food industry.

In this new formula and through an integrated approach of the projects, from grains to meat products with added value, we'll have the opportunity to learn more from each other and become accomplished professionals, with broader horizons.

From a business perspective, in 2019 African Swine Fever has affected us significantly, after its occurrence in Timiș and Arad Counties - by the increased risk for our farms and by inclusion of the counties into the "red zone". Because of this, we've lost the right to intra-Community pork trade in these counties, which led to a significant reduction of the outlet market. Even if in April the two counties have been declared free of ASF, reopening of external markets is going to be a lengthy process; nevertheless, the entire meat supply chain remains unaffected.

Despite all these, there are reasons for optimistic thinking. The demand for pork in the world market is above expectations and the lack of new outbreaks in the counties where we operate indicates control on the part of local authorities. We wish for no other cases to occur and to remain as vigilant as possible and oriented towards biosecurity. Although it cost significant blockages, the disease has determined us to look at our business differently, to pay attention to details that will protect our business in the coming years, to adapt quickly to new market conditions and to be innovative. Every crisis is forcing us to become better and more efficient. Precisely because we have an experienced team that knows best how to use their resources and the benefits of an integrated production and sales process, I am convinced that we will turn this challenge into a success.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BECOME A SMITHFIELD ROMANIA EMPLOYEE?

Smithfield Romania is more than a company, it is part of a community made of professionals, with various professional backgrounds. We are a community of 100% dedicated people, who care and who make every effort to obtain significant results. Last, but not least, Smithfield Romania provides opportunities of promotion for young specialists and a solid career.

WHAT WOULD YOU SAY TO A COLLEAGUE WHO CELEBRATED 10 YEARS IN THE COMPANY?

For me, it is a pride to have a team of professionals, people who grew professionally in the company and who became the best in the industry. I, in my turn, have formed professionally in this organization. I am convinced that, through everyone's professionalism and passion, we can make a difference, because we are the business card of our company!



Dana Brindescu-Iovanov
General Manager
Fresh Meat Division

// 2019 – THE YEAR OF A UNITED SMITHFIELD ROMANIA TEAM //

I cannot but mention the significance of the ordeal caused by stopping of intra-Community trade, due to the occurrence of ASF in Timis and Arad Counties, in January 2019. The experience of the Fresh Meat Division's team, the continuous work and persistency in implementing our market positioning strategy in Romania, make this challenge to be a learning experience which, in turn, makes us better and more aware of the future value of our business.

from a sustainable business which grew every year through our joined efforts, namely a CULTURE OF WINNERS, an organized culture based on respect, trust and meritocracy. I congratulate them all, as well as our colleagues with fewer years in the Company and I would like to thank them for everything they have offered and are yet to offer, from their abilities and professional experience to their personal input, making the time spent together with all of us to be highly appreciated. The positive trend of the Company in maintaining the same values and projects, convergent with the growth strategy of Smithfield Romania, is due to all those dedicated and consistent in carrying out the daily job!

HOW WAS THE FIRST HALF OF 2019 FOR THE FRESH MEAT DIVISION?

2019 started for us in a new format, that of a united Smithfield Romania team - the Fresh Meat Division and the Farms Division - an initiative intended to strengthen our position in the agri-food industry of Romania. Since 2019 is the Year of the Pig in the Chinese calendar, we started the year with many projects in mind, to position ourselves as leader in the Modern Retail, in the segment of value-added fresh pork! These are all innovative projects, as we came to accustom you with! We've designed several new product ranges, thought of and prepared by the COMTIM team for the family of each of us: the Original Comtim Romanian Package (PORC), designed specifically to facilitate the consumer with a daily family meal, with a small grammage and a package intended to maintain the freshness of the product. In the second half of the year, we will come up with a new Porc Ușor range, a small grammage casserole with a few ready to cook products: from thin bacon and fillet slices for a breakfast rich in proteins to meat for cooking.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BECOME A SMITHFIELD ROMANIA – FRESH MEAT DIVISION EMPLOYEE?

I would like to tell everyone who wants to join our Company that it is a great pleasure to include in our team people with new and fresh views, talented people who want to contribute to our mission of bringing safe and high-quality products to the daily meals of our families! They will have the opportunity to be part of a determined, united, and consistent team of professionals, loyal to the company values, who completed many projects within more than 14 years! A team of WINNERS, where talent, respect and dedication are highly valued!

WHAT WOULD YOU SAY TO A COLLEAGUE WHO CELEBRATED 10 YEARS IN THE COMPANY?

First and foremost, I would tell him/her to be proud that he/she created something more important, aside

HOW DO YOU CHARGE YOUR BATTERIES IN YOUR FREE TIME?

I'd like to think that I charge my batteries both during the time spent with my colleagues from Smithfield Romania, and at home, with my family. Every context comes with its challenges, but also with great opportunities to benefit from, with special and pleasant moments, turning the most difficult moments into something to learn from.

For me, it is a pleasure to see at work new projects successfully implemented, colleagues happy that they've reached their goals or colleagues who share their personal projects that make them happy. And at home it is a pleasure to spend time with Nicolas, who is at a great age and who learns, as the time passes, more and more about communication, motivation and feedback. It is a real training about management!



Vușcan Voicu
Administrator
Elit

HOW WAS THE FIRST HALF OF 2019 FOR ELIT?

For Elit, the beginning of 2019 was very interesting and unexpected, at the same time. We currently have a 10% increase both in the production of packaged meats and other raw materials, and in the sale of fresh Comtim meat.

This is a significant increase, considering the evolution of prices in pork and other raw materials and we consider ourselves happy in terms of volumes available in the market. As of April, we've started at Elit a complex rebranding process and we have a new logo, much closer to the new trends and consumers' expectations. This rebranding is accompanied throughout the year by a strong national advertising, on all media of communication - TV, radio, online and outdoor designed to bring greater focus to our Elit customers.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BECOME AN ELIT EMPLOYEE?

In all Elit departments, we have wonderful people you can work well with and whom I'm really proud of. I am sure that a new employee will enjoy an easy integration and great satisfaction throughout his/her activity, both professionally and financially.

// WE HAVE WONDERFUL PEOPLE IN ALL DEPARTMENTS WHO I'M REALLY PROUD OF //

WHAT WOULD YOU SAY TO A COLLEAGUE WHO CELEBRATED 10 YEARS IN THE COMPANY?

That he/she has less time to retirement. I'm joking, of course! I've been through a lot of situations with my colleagues who have 10 or more years in the Company and to whom I cannot be otherwise but grateful and I would like to assure them of my full support, from now on as well.

HOW DO YOU CHARGE YOUR BATTERIES IN YOUR FREE TIME?

I like walking through Alba Iulia fortress and play golf at Pianu de Jos.

INTERNAL COMPETITION FOR ELIT EMPLOYEES



Competitors enrolled:
Gabi Vintilă, Claudiu Pieloiu, Răzvan Florin Piringice, Giusepe Dorin Groza, Cristina Pitarca and Anca Ghibu.



Laurențiu Pandele
General Manager
Maier Com

// WE ARE A COMPANY BUILT ON SOUND PRINCIPLES, WHICH ASSURES BUSINESS SUSTAINABILITY //

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BECOME A MAIER EMPLOYEE?

We had and still have openings for various positions in the company: operational, technical, administrative etc. Before any further discussion, we present the working environment, i.e. the plant, to each potential candidate. I believe that the way we operate, the cleanliness, discipline and familiar way of behavior to one another manage to convey more than a thousand words. I tell everyone that, with us, they can make medium and long-term plans, because we are a company built on sound principles, which assures business sustainability.

HOW DO YOU CHARGE YOUR BATTERIES IN YOUR FREE TIME?

During the weekdays I make short bicycle tours through the hills from Sâlciuma, Herneacova or Pădurea Verde areas. During wintertime, I try to enjoy my greatest passion, skiing, which I share with my two children. When you see me connected to my headphones, listening to music, that is when I charge my batteries.

HOW WAS THE FIRST HALF OF 2019 FOR MAIER?

The beginning of 2019 was tumultuous, taking me completely out of my comfort zone: new business, new team, and an operating model totally different from what I was used to at Smithfield Romania.

First of all, due to the people I found at Maier and the support offered by my colleagues from Smithfield Romania and Elit, we've all managed to quickly integrate this business and make it operational and profitable, ever since the beginning.

INTEGRATION OF SMITHFIELD ROMANIA'S CORPORATE VISUAL IDENTITY AT MAIER COM

From the desire to integrate Maier Com into Smithfield Romania team and in terms of visual identity, in March this year, we've implemented an indoor and outdoor set-up design project of company's headquarter from Arad. The project was designed to include the corporate signage of Smithfield Romania, both outdoor (welcome signs, information board for product

truck drivers, visitors etc.) and indoor (OHS, Biosecurity rules in Production area and other corporate visual identity elements, such as sustainability pillars operational excellency diagram etc.)





Silviu Murariu
General Manager
Farms Division

// DEVELOPMENT OF THE MANAGEMENT TEAM IS THE MAIN CHALLENGE FOR ME //

HOW WAS THE FIRST HALF OF 2019 FOR THE FARMS DIVISION?

2019 started in a challenging market environment, determined by the global evolution of the African Swine Fever. Under these circumstances, maintaining a high level of biosecurity to prevent the spreading of ASF virus in our farms and the health status of the animals continue to be the main goals of the entire team. However, not less important for the following period, will be increased productivity and farm efficiency, along with development projects and investments in our work points.

For I and not only, the year started with new professional responsibilities (*editor's note* from the standpoint of General Manager, Farms Division), which I currently try to get familiar with. Management of other departments and new activities, in which I was involved so far, are part of the process of adjustment to new responsibilities. Development of the management team is the main challenge for me, and I wish for the entire team and every employee to be 100% involved in the Division's operations, remaining convinced that through effort and hard work we can achieve our goals.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BECOME A SMITHFIELD ROMANIA – FARMS DIVISION EMPLOYEE?

Not to think twice and join the team. Beforehand, Smithfield Romania is an excellent school, with opportunities for learning and personal and professional development, which would be a shame to miss, regardless of their next path. For those ambitious, active, determined and upright, this will certainly be not only a stage, but a professional destiny. They will always find a place in our team and will certainly be appreciated.

WHAT WOULD YOU SAY TO A COLLEAGUE WHO CELEBRATED 10 YEARS IN THE COMPANY?

I would say that experience and loyalty are appreciated and valued, and I would like for every of our colleagues who turned 10 years in the company to be pleased with their evolution within the team. I hope the fulfillment of 10 working years in the company is for them a source of joy and hope to celebrate with them other 10 more years of professional successes!

HOW DO YOU CHARGE YOUR BATTERIES IN YOUR FREE TIME?

Also being involved in several other personal projects, my free time is quite limited. I believe I am an active and optimistic person with self-motivation, taking the energy mainly from the satisfaction of successful projects, in the hope of many more others in the future.

WHO IS WHO?

From the beginning of the year, there have been several changes in the management structure of Smithfield Romania. Their goal is to unite the teams of the two divisions – Farms and Fresh Meat – under the same “umbrella” – Smithfield Romania. We believe that these changes will bring added value to the company’s performance.

NEW ENTRY:

Goran Panici

General Manager Smithfield Romania

Alexandru Barbos

CFO Smithfield Romania

Silviu Murariu

General Manager Farms Division

Ciprian Lixandru

Production Director Farms Division

Maxim Eșanu

Financial Manager Smithfield Romania

Ștefania Surdu

Legal Manager Smithfield Romania

Sorin Lazăr

Business Development Manager
Smithfield Romania

Valer Martin

Human Resources Manager
Smithfield Romania

Ionel Radu

Feed Production Manager

Claudiu Niste

Feed Quality Laboratory Manager

Dragoș Constantinescu

Team Leader Operational Accounting
Fresh Meat Division

Oana Petrișor

Team Leader Statutory Accounting
Smithfield Romania

Mircea Bîtcă

Environmental Manager Farms Division

The Fresh Meat Division continues to be managed by Mrs. Dana Brindescu-Iovanov, General Manager, whose management team includes the following colleagues: Adriana Ilioiu (Logistics and Purchasing Manager), Alin Simoc (Technical Manager), Dinu Cerna (Quality Manager), Dorel Bodea (Plant Manager), Florin Raba (Commercial Director), and Mihaela Rad (Compliance Manager). The Farms Division team is managed by Mr. Silviu Murariu, whose management team includes the following colleagues: Ciprian Lixandru (Production Director), Daniel Florea (Transport Manager), Ovidiu Țimbotă (Compliance Manager), Nicolae Iorgovan (Biosecurity Manager), and Cosmin Palade (Construction and Maintenance Manager).

Mr. Alexandru Barbos’ team serves both Smithfield Romania divisions and is made of: Cristina Bodea (Sustainability Director), Diana Ambruș (Internal Audit Manager), Maxim Eșanu (Financial Manager), Mihai Milchi (IT Director), Ștefania Surdu (Legal Manager), and Valer Martin (Human Resources Manager).

The team of Voicu Vușcan (Elit Administrator) includes the following colleagues: Cristian Orădean (Vericom General Manager), Carmen Trif (Financial Director), Dan Buda (Sales Director, Traditional Trade), Radu Furdui (Own Shops Director), Bogdan Curticiu (K.A Sales Director), and Natalia Dubleş (Legal Director).

Goran Panici, General Manager Smithfield Romania’s team includes: Dana Brindescu-Iovanov (General Manager Fresh Meat Division), Silviu Murariu (General Manager Farms Division), Alina Uncul (Purchasing Manager) and Sorin Lazăr (Business Development Manager).



MAIER COM, THE NEWEST MEMBER OF SMITHFIELD ROMANIA

In January 2019, the packaged meats plant Maier Com joined the team of Smithfield Romania. Maier Com is located in Arad and produces packaged meats under Elit brand, by using the meat produced by Smithfield Romania in an integrated system. The entire operational activity is managed by Laurențiu Pandeale, General Manager.

THE GUIDE OF
SMITHFIELD ROMANIA
EMPLOYEE, SOON IN
PRINTED VERSION

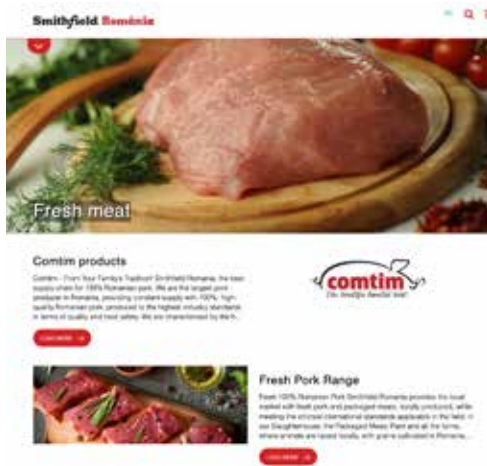
Smithfield România

Employee
Guide

NEW SMITHFIELD ROMANIA WEBSITE

Smithfield Romania Has Launched Its New Website - www.smithfield.ro

The new online communication platform of Smithfield Romania, with a modern graphic line, is an official source of information both for employees, potential business partners and customers of our products, being available in Romanian and English. Visitors will easily find general information about the company, employment opportunities within our team, details about our social responsibility programs and last, but not least, an overview of the latest Comtim products and Elit cold cuts.



NEW SMITHFIELD ROMANIA VISUAL IDENTITY

Once the two divisions - Farms Division and Fresh Meat Divisions - have joined forces under a single legal entity, Smithfield Romania SRL, all corporate visual identity forms of the company have been updated and aligned. The corporate visual identity, consistently pursued, helps us communicate properly and consistently, both within the company and in communication with the outside public.

SITUATION OF AFRICAN SWINE FEVER AT THE BEGINNING OF 2019



At the end of January, the ASF virus's presence was confirmed in households from Timiș and Arad Counties, with 3 outbreaks declared in Timiș (one in Belinț and 2 in Bârna) and 1 outbreak in Arad city. These outbreaks occurred in households due to non-compliance with the measures imposed by national authorities. All outbreaks were put off until the end of April. As of June 2019, the ASF is active in 54 localities from 21 counties. So far, 365,591 pigs have been killed.

ENVIRONMENTAL AND SUSTAINABLE AWARD CONTINUES IN 2019

The competition aims to encourage exchange of company best practices between all working points of Smithfield worldwide, along with recognition and encouragement of employees to get actively involved in the organization. The projects, initiatives and programs, with the main goal of reducing consumption and/or improve natural resources, materials/ingredients, the supply chain, packages, health and welfare, education and community outreach, are eligible for enrollment in the competition. Originality and innovativeness, technical value and transferability of projects are the aspects to be considered in choosing the winners. The 6 categories the projects can be entered into are Communication, Energy, Packaging, Training/Education/ ISO14001, Waste, and Water. In addition to the 6 categories,

The President's Excellence Award for Sustainability will be granted to a work point, program or project that exemplifies better the ROI concept (Responsibility, Operational Excellency and Innovation), promoted by Ken Sullivan at Smithfield. The winner of the Excellence Award for Environment and Sustainability will receive the amount of USD 2,000, plus the amount of USD 3,000 to be donated for charity to an organization chosen by the beneficiary. The winner (or the winning team) of the President's Award will receive USD 7,000, plus the amount of USD 3,000 to be donated to a local charity organization.

Please contact the PR Department for further details and possible support in drafting of application forms.



ECO DAY THE 15TH EDITION IS CELEBRATED AT PERIAM

A good opportunity to volunteer for environmental protection, alongside colleagues and family. This is how we like calling the “Eco Day” event which in 2019 reached its 15th edition. This year, the host farm was Smithfield Romania’s farm from Periam locality.



“ECO DAY” AT MAIER HEADQUARTER

With the coming of summer, our colleagues from Maier, together with the General Manager, Laurențiu Pande, started the first edition of “Eco Day”, at the headquarter of the company from Arad. Thus, they spent a wonderful sunny day outside, organizing environmental cleaning and revitalization activities of the area around the plant. The end was delicious, with the help of Comtim “Ready to Cook” products.



UNIFICATION OF HR PROCESSES AT SMITHFIELD ROMANIA



With the merger of Smithfield Romania, a unified management of employee administration and payroll processes was required. The management is done with the help of the two informational programs implemented and used distinctly in each division of the HR Department, permanently connected:

1. Staff administration: underlies the reporting of information on the national electronic platform, in the General Record of Employees – REVISAL.
2. Payroll: underlies the payment of wages and reporting of employees' income to state institutions.

According to legal requirements, sharing of information about Smithfield Romania employees and their income to the state institutions, is strengthened at the level of the legal entity. For the good implementation of the project, several preparatory stages and detailed analyses of all activities performed, have been necessary. Thus, it has been decided to implement a new module to unify the files of the two databases – Fresh Meat Division and Farms Division.

The project was developed through the direct efforts of our colleagues, Ana Maria Lucian (Human Resources) and Gabriel Oprea (IT), coordinated by Liliana Mineață (Payroll & Admin Coordinator).

Activities consisted of:

- Careful preparation of internal files and technical resources managed by the IT Department.
- Running of scripts for the two software programs.
- Creation of new databases that support the checks carried out.
- Backups and restoration of databases in view of unification. In the light of confidential

data managed (employees' personal data, contractual data and wages) this project is sensitive, with a greater emphasis on IT security servers. Given that this information managed is concerning the employees until retirement age, the database was designed to operate both at present and in the future. Given that implementation of project was carried out during winter holidays, we can say that Santa came with a very beautiful present, when on December 31 sharing of complete and correct information into REVISAL was successfully achieved.

The project was carried out with minimal cost, because we relied on internal resources and experience of colleagues involved.

From the experience of this project, I learned that the most important aspect of success is a very good communication between departments, in our case HR and IT Departments. Considering that we are talking about a database with an impressive number of employment contracts, our mission does not stop here because every day will bring new challenges.

GDPR REGULATIONS AT SMITHFIELD ROMANIA

As of May 25, 2018, the European Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, was implemented at Smithfield Romania. Its main purpose is to increase the protection of personal data and create a trusting environment, which allows every person to have control over its own data.

Further details: www.smithfield.ro/ro/privacy-policy

// Being part of the GDPR implementation team of Smithfield Romania was an opportunity to activate in a new environment and acquire new knowledge. We will continue to improve certain aspects for processing of personal data and we must always ensure the employees of their security. We should all see this GDPR not as a "scarecrow", but rather as a transparent personal data processing // said Andreea Tănăsie (Junior Business Analyst and Data Privacy Analyst).



FOR 10 YEARS, SMITHFIELD ROMANIA FEEDS THE SOULS!

FOOD FOR SOULS

Smithfield România

The social responsibility program “Food for Souls” celebrated this year 10 years since its launch. To mark this, but also to celebrate Women’s Day, Smithfield Romania along with Lions Club Timișoara Dinamic Plus have organized 2 events for the benefit of over 160 people.

Thus, our colleagues from the PR Department, with the help of Lions Club representatives, visited the Maltese Relief Service from Romania and offered food products, flowers and handmade trinkets to the 17 female beneficiaries.

Smithfield Romania and Lions Club representatives, and the beneficiaries of Pentru Voi Foundation had the opportunity to spend a beautiful day together, preparing lunch with Comtim meat products and setting up and serving the meal. At the end of the program, Foundation volunteers and beneficiaries enjoyed a beautiful artistic program performed by the students of Children’s Palace from Timișoara.



“BLOOD DONATION” CAMPAIGN AT ITS 5TH EDITION

Did you know that 60% of the population will need blood at some point in life, but Romania is facing an acute crisis of blood, because only 2% of population actually donates?

The Blood Donation Campaign organized by Smithfield Romania, in collaboration with Timișoara Center for Transfusions reached its 5th edition, an opportunity for 49 of our colleagues to respond positively to an invitation to give aid to people who need blood transfusions.



TEAM AT COLOR RUN

Over 40 Smithfield Romania employees celebrated health, with joy and originality, by covering 5 “colorful” kilometers. The race known as the “Happiest 5k on the Planet” is focusing less on kilometers run and more on having fun. The Color Run™ is an un-timed race of 5 kilometers, where thousands of participants are painted head to toe in various colors, at the end of every kilometer covered. The fun continued after the end of the race, with an event area where the colored powder was used one more time, in the rhythm of music, dances and games. By participating in The Color Run Love Tour, we’ve supported Renașterea Foundation, for women’s health campaigns.



“ROMANIAN CUISINE” WORKSHOP AT A NEW EDITION

Smithfield Romania held another edition of the culinary workshop for students, “Romanian Cuisine”, organized by “Milivoi Trifunsi” Middle School from Sânpetru Mare. The workshop aims to develop children’s interest into traditional Romanian cuisine. A few students and teachers prepared together “Pork paprika a la Igrış”, by using Comtim pork. The over 100 school students enjoyed the end result of the workshop.



WE SUPPORT EDUCATION!

Smithfield Romania sponsored, as part of the social responsibility program “Smithfield Academics”, the League of Chemist Students from Timișoara. The Ligue organized at the beginning of May, the 12th edition of the “Coriolan Drăgulescu” National Chemistry Competition. The competition is open to students of 9th to 12th grades, who wish to become students of Faculty of Industrial Chemistry and Environmental Engineering from Polytechnic University Timișoara.

The award-winning students will benefit of free admission to the Faculty of Chemistry, if opting for it, merit scholarships and accommodation in a room of two. At the end of the competition, organizers and participants enjoyed a bbq with delicious Comtim products.

Smithfield România **Academic Programs**

WE SUPPORT THE ACADEMIC ENVIRONMENT

Smithfield Romania continues to support educational programs and projects in schools and universities. Thus, participation of students from Faculty of Animal Sciences and Biotechnologies of USAMVBT Timișoara at the Livestock Exhibition from Novi Sad, Serbia, was made with the support of our company.



A NEW HORIA COLIBĂȘANU EXPEDITION

Horia Colibășanu, the only Romanian who reached the peaks of Annapurna, K2 and Dhaulagiri, has just gone on a new expedition. Twelve years ago, Horia Colibășanu reached the peak of Dhaulagiri (8167m) from Himalaya. In 2018, Horia aimed to conquer a new peak and open a new route, supported by Comtim, but was forced to give up due to problems encountered during the ascent. The climber believes that the 2019 expedition will be the hardest so far, even harder than the 2004 expedition to the K2 peak (8.611m). So far, this journey was not without dangers, since there was a hurricane of 180 km/h coming at some point from India to the base of Dhaulagiri Mountain.

Fortunately, the hurricane passed across the base camp, at an altitude of 7000m. Horia, together with other 2 climbers, will continue to climb towards the Dhaulagiri peak (*editor’s note*, 2019). The expedition is a project of Alternative Sports Club Timișoara, a club that carries out and monitors climbing projects in the international sporting calendar.

“ADOPT A RIVER” PROGRAM, 2019 EDITION

“Adopt a River” program continued this year, with support of students and teachers from “Milivoi Trifunsi” Middle School in Sânpetru Mare. The activity was carried out during the “Week Otherwise” and aimed at developing the interest towards a clean environment and encouraging volunteering. 5th to 8th grade students, together with their teachers, spend half a day cleaning Lunca Mureșului area. Smithfield Romania has supported the good organization of the event, providing the volunteers with all supplies necessary and customized caps for protection against sunlight.



Communities



Nanu Silviu

Pădureni Finishing Manager
Farms Division

// I WANT TO CONTRIBUTE MORE TO THE PROFESSIONAL DEVELOPMENT OF OUR FARM'S EMPLOYEES //

WHAT'S YOUR DAILY WORK IN THE COMPANY?

In April 2019, I was promoted to the position of Pădureni Farm Manager, within the Farms Division of the company. My main responsibility is to ensure performance indicators and efficiency of all activities at Pădureni Farm, together with all my farm colleagues.

WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF? WHAT WAS YOUR CONTRIBUTION?

In the farms I've preciously worked, I was involved in several projects, the last and the most important being the eradication of swine epidemic diarrhea at Pădureni Farm. All the projects I was part of have contributed to my professional development, by learning and putting into practice everything new. At the same time, considering my new responsibility in the company, I wish to contribute more to the development of farm employees I manage and implement company projects.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE A SMITHFIELD ROMANIA EMPLOYEE?

I would tell them to try! Only by trying you can figure out whether this job is suitable for you! The new colleagues are welcome into the team, because here they'll find all the conditions for conducting and developing a career in the industry, and work with leaders in this field of activity. Smithfield Romania is the ideal place to develop a career, you just have to like what you do.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

Hmm... I've never thought of seriously, but I would certainly travel around the globe. And I would consider opening my own business, by actively collaborating with the company where I've grown professionally - Smithfield Romania.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

First of all, my family, my friends and my 4G connected phone. I wouldn't like to be alone and it is not very pleasant to remain unconnected to daily realities. I just hope not to spend too much time away on this island!





Florin Maier

Animal Welfare Manager
Farms Division

**// I LOVE HORSES
AND I WOULD
INVEST IN AN
EQUESTRIAN
AND RECREATION
CENTER //**

**WHAT'S YOUR DAILY WORK
IN THE COMPANY?**

Since 2016, I've been the Animal Welfare Manager of the company. In this role, I coordinate the compliance with animal welfare in Smithfield Romania farms. Most of the time, I am on the field, frequently visiting the farm to check the implementation of internal procedures and retrain the employees on animal welfare. All these approaches help us access subsidies, as part of the National Rural Development Program - specific to hog producers providing additional conditions for animal welfare.

**WHAT ARE THE FIRST
THINGS THAT YOU WOULD
DO IF YOU WERE TO
BECOME A MILLIONAIRE?**

I would certainly check if there is any mistake. I love horses and would invest in an equestrian and recreation center.

**WHAT WOULD YOU TAKE WITH YOU ON
A DESERTED ISLAND AND WHY?**

I would think of sources of fire, a knife, a cell phone, batteries and solar charges.

**WHAT COMPANY PROJECTS ARE YOU
PROUD TO HAVE BEEN A PART OF?
WHAT WAS YOUR CONTRIBUTION?**

I am glad that I've been selected as part of the internal audit team. What mattered first is that I am an experienced veterinarian, and I do believe that attitude and reliability are my key points.

**WHAT WOULD YOU SAY TO A
CANDIDATE WHO WANTS TO BE A
SMITHFIELD ROMANIA EMPLOYEE?**

First, they should know that Smithfield Romania is the biggest profile company in the country, and from here you can retire if you want to. Second, if you're serious, here you can find many opportunities of promotion.



Employees



Anca Heps

Human Resources Recruiting Specialist
Fresh Meat Division

// I WOULD LOVE TO PARTICIPATE IN AIRCRAFT PILOT TRAINING //

WHAT'S YOUR DAILY WORK IN THE COMPANY?

For about five years, I've been part of the Human Resources team of Smithfield Romania and I am responsible for recruiting candidates for specialist positions. It is always a challenge to find the best candidates who want to become our colleagues and, also, for them to consider our company as the best choice.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

This is a question I've thought of a lot. I would love to do many things but, certainly, I would like to try several diverse activities which are now only a wish. I would love to participate in aircraft pilot training, purchase a vinyl collection, travel more than I do right now and offer gifts to family and friends, without a special occasion. The list is long... but I think what's important is what I wouldn't be willing to do if I had a lot of money.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

I would take the "courage" to manage by myself, away from civilization. This would be a challenge to overcome my limits and test my survival abilities.



WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF?

WHAT WAS YOUR CONTRIBUTION?

I was involved in the development of the employer brand, along with my colleagues from the Human Resources and PR Departments. I enjoy every participation in HR events with materials that we've developed, but especially when candidates are looking for our stand at job fairs. This proves that we've achieved our goal to develop the visibility of the company as an employer of choice.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE A SMITHFIELD ROMANIA EMPLOYEE?

I would tell all the candidates about the development possibilities in the company, giving examples. I believe that the success stories of our colleague are an important motivator, especially for entry level positions.



Ionuț Nica
Food Industry Engineer
Fresh Meat Division

**// I'VE BEEN WORKING
HERE FOR 3 AND A
HALF YEARS...
AND I LOVE IT! //**

WHAT'S YOUR DAILY WORK IN THE COMPANY?



I'm working on everything that is new, starting from the product idea to placing it into the production process. Specifically, I establish the raw material, the modus operandi, the number of operators involved in the process, the spices used, the machinery operating parameters, the product grammage, the packaging method, the packages used and the drafting of working instructions. I also carry out processes for optimization of certain technological flows. Beside these activities, I am also working at the project with Banat University for Agricultural Sciences and Veterinary Medicine Timișoara, where we perform tests for establishing the exact methods and times of cooking, the organoleptic analysis, and the nutritional features of the "Ready to Cook" range.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

Hmmm... that's a very difficult question. To be honest, I've never thought of what I would do, and I suppose I don't really want to. Like any other person, I think that first of all I would buy a few things, then I would help

the poor and the sick people. I wish I could do more for them, I would feel guilty if I didn't.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

Undoubtedly ... a whole library! This way I would have more time to read than I do now.

WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF? WHAT WAS YOUR CONTRIBUTION?

A project I am proud of ... To be honest, every day is a new project for me. However, the project I am really proud of is COMTIMIX (the mix grill of pork and chicken), the project that won Smithfield Foods ROI Awards, a reason of celebration for the whole team. In this project, I conducted the back work, so to speak, I tested the seasoning of the products, their display in the package, the grammage, the working instructions and so on.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE A SMITHFIELD ROMANIA EMPLOYEE?

First of all, Smithfield Romania is a responsible, reliable, disciplined and fair employer of choice. The Fresh Meat Division offers you many projects and opportunities to develop professionally, as long as you take your work seriously and achieve your daily tasks. There are many things to say, but I believe that the best example is the fact that I've been working here for 3 and half years and...I love it!



Alexandru Marc
Production Coordinator
Maier

// WHEN YOU ARE PART OF A GREAT TEAM, NOTHING IS IMPOSSIBLE AND THE IMPOSSIBLE BECOMES NORMALITY! //

WHAT'S YOUR DAILY WORK IN THE COMPANY?

My job involves planning of production, organization of employees, checking of production yields and monitoring of specific consumption. I also carefully watch the operation processes to see if food safety and hygiene are complied with.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

The first thing I would do is a subscription at F1 to support my favorite team and I would visit many more places. Then, I would try to help the elders from the mountain villages to have access to electricity and current drinkable water. Overall, I wouldn't change a lot in my life - I have a loving family at home and a great team of co-workers who I like coming to work to. I don't think that the zeros in my account would make a major difference.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

I would take a hunting knife to build a mini-shelter and the bow to have what to hunt with. If my staying is not very short, some good books I can vanish my boredom with. Finally, the trust and hope that when my loved once missed my presence, they would do anything in their power to find me.

WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF? WHAT WAS YOUR CONTRIBUTION?

Considering that this is the first and only company where I've worked so far, I am super happy that I can contribute to its success and I am dedicated to my work wholeheartedly. One says that the beginnings are hard, but when you are part of a great team, nothing is impossible and the impossible becomes normality.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE A MAIER COM EMPLOYEE?

If you want to be part of a beautiful family, this is the place. With a touch of passion and a little involvement, here is the perfect place to develop a nice career.





Călin Găldău

Sales Director, Transylvania Area
Elit

// I AM PROUD OF DEVELOPING THE INTRA-COMMUNITY TRADE WITH ELIT PRODUCTS //



WHAT'S YOUR DAILY WORK IN THE COMPANY?

I have been an employee of Elit ever since 2004. I started as Sales Agent and I currently hold the position of Sales Director, Transylvania area. My daily activity consists of coordinating the sales team made of 8 area managers, 75 sales agents and 75 deliverers, to meet our sales objectives.

WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF? WHAT WAS YOUR CONTRIBUTION?

The project I am most proud of is developing of intra-Community trade with Elit products to Italy, Spain, Germany, France, England and Austria. It is a joy for my team and I to bring Elit products not only in the Transylvania area, but also on the tables of Romanians around the country.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE AN ELIT EMPLOYEE?

Any candidate wishing to be part of Elit team has several opportunities: a dynamic team, professional development in a serious company with an excellent portfolio and, of course, a very good financial gain, according to results.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

I would invest in a portfolio of safe products.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

Most of the things I would take, would be the ones that can help me survive.



Florin Căpușan
Production Manager
Elit

// I WOULD DO MORE CHARITABLE WORK //

WHAT'S YOUR DAILY WORK IN THE COMPANY?

I am a Production Manager and my daily work in the company is monitoring and planning of production from Oarda Plant. In carrying out my duties, I coordinate a team of approximately 320 employees.

WHAT COMPANY PROJECTS ARE YOU PROUD TO HAVE BEEN A PART OF? WHAT WAS YOUR CONTRIBUTION?

I have been part of Elit since 2012 and until now I had the opportunity to participate in several projects. Of these, the project I am most proud of is the development of Kaizer Premia product, where we were able to use more Comtim pork, produced by Smithfield Romania, and increase the market share of Elit on this segment of products.

WHAT WOULD YOU SAY TO A CANDIDATE WHO WANTS TO BE AN ELIT EMPLOYEE?

I have been part of the company for 7 years now, during which I had the opportunity to evolve professionally. I think that anyone who wants to be part of Elit team should know that there is room for growth and development.

WHAT ARE THE FIRST THINGS THAT YOU WOULD DO IF YOU WERE TO BECOME A MILLIONAIRE?

I would invest in several businesses, but I would also donate more to charity.

WHAT WOULD YOU TAKE WITH YOU ON A DESERTED ISLAND AND WHY?

A boat to leave the island.



SEMINARS HELD FOR OUR FEED MILL COLLEAGUES



Since December last year, our colleagues from Pădureni and Vinga Feed Mills have participated in a series of seminars on various topics: production technology and personal development. The first seminar was organized under the direction of a collaborating firm supplying the company with ingredients and equipment required in the Feed Mill. To learn interesting things about “personal development”, employees could talk to trainer Sorin Popa. Each seminar had different speakers as guests, and in the future, the seminar will be held once at 3 months.



START! INTERNSHIP PROGRAM, 15TH EDITION

2019 started at full strength for our colleagues in Human Resources, who resumed the Smithfield Romania Internship program, in the most important profile university centers around the country, namely: Timișoara Polytechnic University, USAMVB Timișoara, USAMV Cluj-Napoca, USAMV “Ion Ionescu de la Brad” from Iași and USAMV Bucharest.

Our colleagues presented the company and the operational flow, the program stages and the benefits and reasons for being part of Smithfield Romania team. For the Internship program, 49 places were allocated in the Production and Administrative Departments of the Fresh Meat Division, and 42 places in the Hog Production and Feed Production Departments, and Tormac Boar Stud and A.I. Lab of the Farms Division.



PARTICIPATION OF THE RECRUITMENT TEAM AT JOB FAIRS

The recruitment team of Smithfield Romania participated this year at various job fairs, among which: “Top Employers” – April 14, 15, Nestle Job Fair – April 2, and “Career Days” on April 27, 28. Their mission was to promote the professional development possibilities and the reasons for which potential candidates may join Smithfield Romania’s team.



INTERNAL TRAINING PROGRAMS AT SMITHFIELD ROMANIA

INTERNAL CERTIFICATION PROGRAMS



The HR Training Department of Smithfield Romania continued in 2019 the internal certification programs, as follows:



THE PROGRAM OF "INTERNAL CERTIFICATION IN PRODUCTION" H

Who is it for?

- Directly productive workers, veterinary technicians and animal husbandry specialists of the Production Department.

What does it aim for?

- Offers and ensures the possibility of professional knowledge and career development.
- Establishes the learning and application of operational standards.



THE PROGRAM OF "INTERNAL CERTIFICATION IN PRODUCTION FOR LEVEL 3 MANAGEMENT" N

Who is it for?

WTF farm responsible persons (finishers), Finisher Farm Sector Managers, Reproduction Farm Sector Manager.

What does it aim for?

- Offers and ensures the possibility of professional knowledge and managerial abilities development.



THE PROGRAM OF "INTERNAL CERTIFICATION IN FEED PRODUCTION" O

Who is it for?

Directly productive operators of the Feed Production Department.

What does it aim for?

- Offers and ensures the possibility of professional knowledge development and accumulation of experience in the field they operate.
- Ensures the identification of future successors for the next management level.

Currently, 64.52 % of total Smithfield Romania eligible employees have obtained the certification:

H - 61.63 %

N - 87.04 %

O - 78.95 %

Following the completion of the first certification session, held from March 21 to April 30, 2019, results were as follows:



1. "INTERNAL CERTIFICATION IN PRODUCTION"

- 254 participants;
- 126 participants have promoted (49.61%);
- 51 participants have access to a higher level of certification and salary (20.08%).

2. "INTERNAL CERTIFICATION IN PRODUCTION FOR LEVEL 3 MANAGEMENT – N"

- 26 participants;
- 12 participants (46.15%) have promoted;
- 12 participants have access to a higher level of certification and salary (46.15%).

As a novelty in the program of "Internal certification in production for level 3 management – N", starting this year, the preparation, training and conducting of the third level of certification (N3) will be held, with the possibility of reaching the maximum potential of certification by participants, till the end of 2019.

INTERNAL PROGRAMS FOR EMPLOYEES

Fresh Meat Division

ON-BOARDING TRAINING

The On-Boarding Training in the Deboning and Semi-processing Sections are addressed to new employees and are structured on 4 directions:

- Presentation and exemplification of hygiene and good practice rules in the production area, based on the Guide for Best Production Practices (GMP), the Guide for Best Hygiene Practices (GHP), Quality Requirements and OHS.
- Work presentation and exemplification throughout the technological flow.
- Practical training under the guidance of the Head of the Deboning Section or the Head of the Semi-processed Section.
- Evaluation of acquired knowledge in 2 months.

Preparation and training of operators on the job leads to loyal employees and more efficient production processes, which are also the main objectives of On-boarding programs.

TRAINING OF MACHINERY OPERATORS (BASED ON AUDIOVIDEO MATERIALS)

For meeting the orders in the quantity and quality requested and for deliveries to be made on time, it is necessary for the entire operations of Smithfield Romania Slaughterhouse to be conducted in a standardized way. The machineries used in the technological flows of producing various assortments of products in the Semi-processed Section were exemplified through audio-video presentations, required in the training process. The materials and the methods discussed were essential to establish a common language of communication, loyalty and understanding of employees, by exemplifying the strengths and weaknesses and participating in an active training based on continuous feedback.



Achievement of product quality parameters automatically includes optimization of processes throughout the entire food chain. All these led to efficient quality/price ratio, by avoiding additional costs due to non-quality and inefficient activities. The training projects demarcated were designed on the basis of targets agreed with the managers of operational divisions, so as to bring benefits to the company, on the long-run.

NEW – APPRENTICESHIP PROJECT

So far, the entire documentation required for meeting the objectives of obtaining certification for the professions of Butcher and Deboner has been submitted, in order to implement the Apprenticeship Program in the company, with the help of National Employment Agency. The Agency will financially support this program addressed to unemployed people, aged over 25, registered with the Public Employment Service.

// I have been part of Smithfield Romania since 2015, when I started working here as a Quality Engineer, with the main goal of controlling and ensuring the quality of products of the slaughterhouse operational areas. After 2 years, I was given the opportunity to lay the foundations for an internal quality audit department. All this time, I've acquired solid knowledge regarding evaluation and monitoring of the working environment, by complying with the standard of food quality and safety in the slaughterhouse. All these efforts led to developing a training program designed for machinery responsible operators, implemented and validated by the Production, Technical and Quality Departments.

Establishment of a Training Compartment in the HR Department of the Fresh Meat Division provided me with the perspective of planning and implementing new training programs to support the operational sections of the slaughterhouse, // said our colleagues Eng. Ștefan Clonda, PhD, Internal Trainer, Fresh Meat Division.

BRAND ACTIVATION



The campaign to promote the products of Comtim “Ready to Cook” range continues in 2019, in the most important retail stores in Romania, by shelf information and tasting of our innovative products. We want to bring joy to Romanians’ tables, through our Comtim “Ready to Cook” products and our season products for Oven and Grill. Thus, customers from big cities had the opportunity to savor and appreciate all our products, among which: pork wings, prune stuffed pork loin with plums, marinated spareribs, marinated pork neck and Comtim mici.

We mention several testimonials of customers met during these tasting campaigns:



“We are delighted by the diversity of Comtim products”; “I am surprised at how easily Comtim “Ready to Cook” products can be cooked”; “I like their taste and packages are practical and attractive”; “I grew up with Comtim products. We have many fond family memories and we love this brand”.

PARTICIPATION IN BANAT AGRALIM, 2019 EDITION

Banat University of Agricultural Sciences and Veterinary Medicine from Timișoara, together with Timiș Chamber of Commerce, Industry and Agriculture, organized during May 24 - 26, 2019, the 17th edition of BANAT AGRALIM Exhibition. Our company attended the event with a joint Comtim - Elit stand.



NEW “PORC UȘOR” RANGE OF PRODUCTS



Comtim brand continues not to fall short of its innovative character, demonstrating its ability to always adapt to the dynamic needs of the market.

At the same time, it demonstrates that one can always trust the quality of our already seasoned products, that you can savor with your family. It also ensures an easy way to provide your loved ones with best quality products, with a well-thought of taste, that can be easily cooked, in a very short amount of time. In this respect, a new range of products is ready to satisfy the meat lovers' desire to have tasty products, easy to cook, easy to integrate in various meals, easy to adapt to new culinary trends and always lighter in terms of caloric content. “Porc Ușor” range is dressed in beautiful and friendly clothes and brings a true celebration of taste for the entire family, as harmoniously blends international cuisine with recipes inspired by traditional recipes.

“PORC UȘOR” range is made of 4 products:

COTLET LA MINUT / INSTANT PORK CHOPS



A tasty product which gives a suitable response to the classic question: “What to cook for lunch?”, “What to choose for a light dinner?”. Thus, whether served on the side of your

favorite garnish or next to a season salad, it is the ideal solution for a balanced diet, a product without additives which, besides high-quality protein, comes with a balanced sensory profile. Each piece is skillfully sliced in a stylish shape, proposing only 5mm thick slices, so you can enjoy small caloric portions that pamper your taste.

BACON LA MINUT / INSTANT BACON



Turn breakfast or any party with friends in a celebration of taste with a readily-seasoned product which once tried, will convince you to always include it in your successful

recipes. Thus, we invite you to try slices of just 4mm thick which, after arriving for a short time in your pan, welcome you with a rosy aspect, easily expandable, its texture and crispiness making it easily integrated into the most diverse and attractive menus.

HAMBURGER



We come to meet the expectation of burger lovers with a long-thought pork recipe which, aside from its weight suitable for both adults and children (125g/piece), also comes with a meat/

fat ratio to provide a memorable taste and a “friendlier” nutritional profile. Therefore, we kindly invite you to create your own burger recipe using slices of hamburger and bacon to the minute.

SCHNITZEL



There are countless ways to delight your taste buds, schnitzel being one of them. Either reminding us of our childhood or of the most spectacular party or relaxing vacation, schnitzel is always

one of the first choices in our menus. We invite you to reduce the cooking time and, in turn, enjoy more time together with the loved ones, by savoring trustworthy products. We chose one of the tenderest anatomical parts, with a low-fat content, adding it a tasty crust, for your meals to bring joy and a state of well-being!



BRAND IN DIALOGUE WITH ITS CUSTOMERS

Elit accustomed its customers with exquisite taste ... when it comes to specialties, packaged meats, smoked products, bratwurst or sausages. Therefore, through the marketing and communication campaign recently launched, we proudly convey the message that “At Elit nothing changes! Just the label.”

Elit products keep their perfect taste but, starting this year, they are presented to the customers with a new image, logo and label in terms of design. And all these, following a complex process of rebranding which aims to bring products closer to our customers and to align the presentation on the latest trends in packaging design.

Elit is a bold, conversational and friendly brand, supporter of how to say and do quality Romanian things. Elit is about people, about professionals in food industry and about good, exquisite products. It also has a relaxing way of positioning itself as market leader in packaged meats from Romania and create good products, appreciated by customers.


In April, there were two commercials launched on the most watched TV channels and three radio spots with local and national broadcasting, to keep the audience's attention and convey, in a humorous note, the fact that Elit knows its job very well,

never sacrifices quality and is not willing to change the recipes of exquisite taste.


The renowned Chef Foa joined our game and came with “fresh” ideas to change the recipes ... and Elit team watched it carefully!

Elit customers may find out news related to products, can learn fast recipes and can join monthly competitions on the most known and used social networks.

We'll continue to broadcast the Elit commercial throughout 2019 and we invite you to see them on: ELIT (@elit.mezeluri)

 ELIT (@elit.mezeluri)

 Elit

 Elit Packaged Meats with Exquisite Taste

www.mezeluri.ro



OUTDOOR ACTION FOR PROMOTING COMTIM PRODUCTS



During June 06 - 09, 2019, Smithfield Romania has organized a promotion and selling campaign for products in Comtim - "Ready to Cook" range, at Auchan Nord Timișoara, with support from the Sales Department (Laura Patian, Alex Constantinescu, Răzvan Tirziu, Alexandru Pârvolescu and Simona Axinia) and in partnership with Auchan Romania.

Thus, in four days of campaign, the following products were cooked to the delight of the customers:

- Porchetta
- Barbecue pork shoulder
- Marinated por spareribs
- Marinated pork neck
- Comtim mici

On the occasion of this action, over 5,000 people visited the Comtim "Ready to Cook" stand. Most of those visiting the stand, located in the parking spot of the supermarket, bought and tasted our freshly cooked products.

"The campaign went very well during the 4 days, the customers being pleased with the idea and the way of promotion. Most visitors already knew the products and were very pleased with the taste, flavor, quality and price ... Those who didn't know the products already, got to "know" them and even bought some for their homes, being attracted by their fantastic taste.

Many had more than a positive reaction to the Comtim products.



When they saw "COMTIM", they didn't think twice and tasted the products", said Alexandru Constantinescu, Trade Marketing Representative.

A few quotes from consumers:

- "The Porchetta was very good. Where can I buy it in the future?"
- "We want more of these actions!"
- "We want more of these actions, with many more, very good products!"
- "They are very good and spicy."
- "The spareribs are exquisite!"
- "The taste of the mici is unique!"
- "We've been eating these products for several years now and yet didn't have enough"
- "We know these products and we eat them almost every Sunday"
- "They are delicious, have a flavor and an appetizing smell! Where can I buy them?"
- "I discovered something pleasing to my taste...!"

Thanks to everyone involved in this campaign, for their support!



INTERVIEW

DANIEL SPIRU, A SLIGHTLY DIFFERENT HOBBY – KRAV MAGA, A SELF-DEFENCE SYSTEM



WHAT IS KRAV MAGA?

Krav Maga is a self-defense system, well-known for its pragmatic and realistic approach to dangerous situations and extremely efficient defensive techniques. It was created around the 30s – 40s by Imi Lichtenfeld, amid escalations of anti-Semitic violence in Europe and persecutions that followed after WW 2 and afterwards perfected in the army, once with the establishment of the State of Israel (1948).

Krav Maga has practical application on the street and on the fronts of real combat. Since the Krav Maga system has no “rules”, creativity and adaptation to personal needs is highly encouraged. Moreover, the techniques are adapted to the threats specific to each region/culture and the relevant legal provisions. The techniques are built on natural reflexes, which make them easy to learn and apply. Besides a large variety of defensive measures and improvement of physical condition, the trainings also focus on preventing and avoiding conflicts and on psychological training to face a real confrontation, issues specific to Krav Maga and generally ignored by contact sports and martial arts.

WHAT DO YOU LIKE ABOUT KRAV MAGA?

First, I like pragmatism and efficiency, a combination of effective techniques borrowed from many contact sports and disciplines: anatomy, physiology, sociology, psychology etc. Secondly, what I like is that I learned how to prevent and solve the most common threats and possible attacks on me and my closed ones. Techniques of accident prevention and avoidance during rock concerts, demonstrations etc. are also taught.

WHERE DO YOU PRACTICE KRAV MAGA?

The gym from Timișoara is affiliated to IKMF – International Krav Maga Federation, the largest Krav Maga organization, with subsidiaries in over 60 countries. The gym community is quite diverse, but the common goal is to promote a healthy lifestyle. Besides the specific trainings and events in the gym, we also take part in the events of other organizations, based on the same principles, such as steeplechases, half-marathons etc. Recently, we also have a group of Krav Maga Kids. Our trainer, Mihai, is IKMF certified, a Krav Maga Kids certified instructor and a fitness instructor, with vast experience in contact sports. In addition to certifications and other qualifications, he also has a perseverance that I truly admire. And this is not only a story for the article, he is the one who “keeps” the community united and well-informed about events and seminars. He is also our own “library” in the field.

DID YOU PARTICIPATE IN KRAV MAGA COMPETITIONS?

The most dangerous situations are those in which the attack is brutal and takes you aback. This is a real self-defense situation and cannot be replicated in a competition – one reason why there are no Krav Maga competitions.

WHAT ELSE CAN YOU TELL US ABOUT KRAV MAGA?

In trainings, we allocate time to activities in the order of benefits they provide. Krav Maga trainings check many more boxes – fitness, socializing, improvement of attitude, self-confidence and trust in the decision-making process, plus self-defense. Many believe that you don’t have to know how to “fight” – you avoid dangerous places and if you seek no problems, everything will be alright. In general, this is true, but we prepare for these unforeseen situations that you cannot avoid or prevent, you are already in the elevator or in a taxi, or maybe you are not on your own, but together with your life partner or child and, therefore, cannot run and you have to fight back. Learn to defend yourself and protect the loved ones!

COLIBIȚA, THE PLACE WHERE THE SEA MOVED TO THE MOUNTAINS!

Colibița is a small locality from Bistrița-Năsăud, called the "heaven in the heart of Transylvania" or the "Romanian paradise". The locality lays at the foot of Căliman Mountains, with heavenly beautiful landscapes. The lake with the same name, extends on 5 km and is surrounded by mountains and the area is considered as having the purest air in the country, since it is very rich in ozone and has a high level of negative ions, similar with the Alps.

The healing properties of air from this place have been discovered ever since 1883. Local legends say that a young girl from Bistrița was healed of tuberculosis due to the air, very rich in ozone. For over 120 years, the miracle air from Colibița makes wonders. If at the beginning of last century, at Caritatea Sanatorium, pupils and students healed from TBC, now many guests tell us that they've come here stressed, agitated and tired and, after few days, all these disappear as wiped out with a sponge.

Article written by Raluca Dicu



Sources: <http://blog.hotelguru.ro/lacul-colibita-locul-de-basmdin-judetul-bistrita-nasaud/si> https://adevarul.ro/locale/bistrita/raiu-colibita-locul-marea-s-a-mutat-munte-s-anascut-noua-revelatie-turismului-romanesc-1_5791de175ab6550cb8196964/index.html

NATIONAL IT GOLD MEDAL

Călin Mădălin Oniea 9th grade student, Gătaia Theoretical High School, passionate about IT and education

In May 2019, Călin participated in the international programming competition called the "Coolest Project", held in Dublin, Ireland. A competition where children of all ages, in over 20 countries, competed with interesting and captivating projects in the IT field. Less than 2 weeks from returning home from Dublin, Călin participated for the 3rd time at the National IT Olympics, where he received the Gold Medal.

// Besides the IT field, which I am deeply attracted to, I am also involved in the movement for representation of students, namely Timiș County Council of Students, where I hold the position of Students' Advocate, which gave me the right to participate in the 23rd General Meeting of the National Council of Students, an honor and a major satisfaction for me //

WHAT CAN YOU TELL US ABOUT YOUR EXPERIENCE AT DUBLIN COMPETITION?

The entire experience was very beautiful and unforgettable. I had the opportunity to meet with great people and see interesting projects and many innovative technologies.

WHAT WAS YOUR PARTICIPATING PROJECT?

The project I participated with was called the "Cookie Store". It is a game made entirely in specific programming languages. It's not very hard to play but has a very large complexity.

WHAT DO YOU DO IN YOUR FREE TIME? WHAT ARE YOUR HOBBIES?

During my free time, I like going to festivals, concerts or any activities that imply human interaction.

// The financial support received from Smithfield Romania team in May, for my participation in the competition from Ireland, was extremely useful. I want to thank the company for the support granted and want to assure them of my entire consideration for the pleasant surprise, // said the young Călin Oniea, the son, to Mr. Oniea, a Smithfield Romania employee at Voiteg.



MARIUS OBRETIN – A CONTINUOUS CHALLENGE

// *If I had to describe how everything started, I would say that when seeing a documentary about the first successful climbing of the Everest Peak (8848m), in 1953, I told myself "what a great feeling that would be".*



When I'm in the mountains, the hours become minutes and I forget about everyone and everything - I feel free! I see how everything becomes so simple and comes back to the essence, and when I succeed in "conquering" the mountain, the only thing that brings me back to earth is ... muscle soreness.

*When it comes to achievements, first would be that I managed to climb 9 out of 13 peaks of over 2500m from our country. Second would be the climbing of Grossglockner Peak (3798m) from last year, where due to a leg sprain I had to stop at 3600m, **//** says Marius Obretin, Modern Retail Manager.*

LETTUCE STEW WITH PORK

INGREDIENTS

• 350-400 gr. of lettuce • 500 gr. of pork • 5 green onions
• 1 slice of celery root (50 gr) • 2-3 strands of dill • 5 strands of parsley • 1 egg • 3-4 spoons of lemon juice • 1 tbs of white flour • 2 spoons of oil.

3-4 portions



PREPARATION

- 1** Chop the green onion. Grate the celery and cut the meat into 2cm cubes.
- 2** Cook the meat in the hot oil until the cubes of meat change color on all sides. Add the green onion and the celery and cook for about 5 minutes, until the onion becomes soft.
- 3** Cover the meat with water (500 ml). Add salt and ground black pepper and wait for it to boil. Lower the heat and simmer for 1 hour with the lid on (until the meat is well boiled).
- 4** Wash thoroughly every leaf of lettuce and drain well. Roll the leaves tight and chop them.
- 5** When the meat is boiled, remove the lid and add the lettuce, a handful at a time, mixing until they lose volume. After adding the lettuce, put the lid back and boil for 10 minutes at low heat.
- 6** Meanwhile, chop the dill and parsley and put them in the pot.
- 7** Beat the eggs with a whisk. Add the flour and the lemon juice and beat until the composition has no lumps.
- 8** With a ladle, remove a cup of liquid in the vessel where you prepared the meat.
- 9** Slowly begin to pour the hot liquid over the egg. Mix the egg the whole time and pour the liquid as adding oil to mayonnaise. After finishing the liquid, take the pot off the fire. Wait until it doesn't boil anymore. Pour the egg composition in the pot and mix fast to homogenize. Put the pot back on the low heat and leave it there for 5 minutes, to thicken. Meanwhile, stir often and don't let it boil at all, not to spoil the sauce.
- 10** When the sauce thickened, take the pot of the stove. Let it rest for about 15 minutes, for the sauce to become thicker and the flavors to blend.

Enjoy!

Source: <https://www.e-retete.ro/retete/mancarica-de-salata-verde-cu-carne-de-porc>




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