

# MOZAIC

**Smithfield România**<sup>®</sup>

CORPORATE | BUSINESS | LEADERSHIP | MOTIVATION

18

MOZAIC  
Smithfield Romania  
January 2020



Thank you to our employees,  
customers and suppliers  
for 15 years of successful  
partnership!

## NEWS

Fifteen Years  
of Smithfield  
Romania!

## OUR BRANDS

Elit, Plin de Carne,  
Premia, and Promo  
Rebranding

## COMMUNITY OUTREACH

The 13th Edition of  
the Successful "Back to  
School" Program!

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**Goran Panici**

General Manager  
Smithfield România

## HOW WAS 2019 FOR THE TEAM THAT YOU COORDINATE?

2019 was a first step in the wonderful trip of Smithfield Romania's team, consisting in the two divisions reunited. We've started the year together, under the umbrella of a common name, Smithfield Romania - a united and strong company - with a new energy instilled by the constructive synergies of approximately 2,500 members of our team, who produce daily "Good Food. Responsibly", for millions of consumers. On the principle "Two hands are better than one", we've started the year bearing two major goals in mind. The first goal was to effectively manage the ASF general status and reduce its risks on Company operations, namely having 0 events in our farms and our contract growers' farms, even if this sometimes meant taking very strict biosecurity measures or withdrawing from collaborations in risk areas, to protect ourselves. The second goal, resulted from the current market situation, was accelerated by company transformation from a company focused on hog production and fresh meat production to a company that brings added value, where the Comtim brand has become increasingly visible, well-known and more accessible. The promise of the Comtim brand remains the same! Regardless of market conditions, we produce high quality and safe products, well appreciated by customers with a different lifestyle. Finally, the successful repositioning of sales in a limited, brand and end consumer-oriented market and

# // WHAT WE'VE DONE SO FAR IN THESE 15 YEARS HAS BEEN BUILT ON PROFESSIONALISM AND DEDICATION //

the constructive synergy of the two divisions, especially between the fresh meat production and Elit, helped us maintain company profitability, despite the many challenges.

## WHAT ARE THE GREATEST SUCCESSES FOR, BUT ALSO THE CHALLENGES FACED BY SMITHFIELD ROMANIA IN THE LAST 15 YEARS?

The first 15 years of company's life were probably the most unpredictable, as any beginning. We've accumulated many lessons learned in these years and I am glad that our colleagues were a sound team from the very beginning. Let's not forget that this year it is the 50th anniversary from the founding of the state company that would become Comtim and that left us as inheritance the prestigious brand known to all the Romanians as Comtim. If in 2004, Smithfield Foods purchased Comtim and in 2006 Freidorf Slaughterhouse was opened and the growth plan was optimistic, in 2007 - the year of the Classical Swine Fever - was like a cold shower for the organization, which questioned the future evolution of the company. However, we've managed to come back, with the ambition to become the best. By everyone's involvement and commitment, we've all contributed to reconstruction of the company and its image. 2008 was a year of taking responsibility, when we started the reconstruction of the company in terms of procedures, priorities and strategy. In 2009, we started partnerships with large IKA chains, followed by Comtim rebranding, and in 2012, due to an efficient Channeled System, we've managed to be the first producer in Romania to access the intra-Community pork market, followed by opening of exports to China in 2016. Together, we've went through good and less good years, years of economic boom, reconstruction

and analysis, of lessons learned from our own mistakes. Today, we present ourselves in front of our customers as a single united entity, under the name of Smithfield Romania, a market leader and a strong company, built and supported by all of you. Not only that, we are responsible for our social involvement in the communities where we operate. Everything we've done in these first 15 years was built on professionalism and dedication, by teams that have grown and formed together, out of the desire to be better every day.

## WHAT IS YOUR MOST PLEASANT MEMORY AS PART OF SMITHFIELD ROMANIA TEAM?

I have many pleasant memories with my colleagues, but perhaps the most vivid ones I have are from my beginning in the company, a very dynamic period, with lots of opportunities to learn, assimilate and develop. Curiosity, hard work and desire to experiment left their mark on my personality and the way I currently work.

## IF IT WERE POSSIBLE TO ORGANIZE A NIGHT AT THE MOVIES WITH ALL THE EMPLOYEES, WHAT MOVIE WOULD YOU SUGGEST? AND WHY?

I like movies of various genres and choosing a movie to watch depends on the state I'm in at that moment and the person or people I watch the movie with. With my colleagues I would watch anytime a classic movie with Charly Chaplin. I recommend any episode from the silent movies, where the main character is the Little Vagabond. These are movies with simple, cheerful and dynamic action. I don't think one could remain indifferent to the shenanigans the main character so often finds himself in, or not to cheer or smile. I appreciate this type of movies for the good mood they generate and that they represent a pioneering era, of free creation and lots of dynamism.



**Dana Brindescu-Iovanov**  
General Manager  
Fresh Meat Division

## HOW WAS 2019 FOR THE TEAM THAT YOU COORDINATE?

2019 is the year when Smithfield Romania's sales team demonstrated that if you think you can and you do with passion what are you trained for; any obstacle can be removed. We started the year with goals that aimed both the Romanian market, and the foreign market, and after a month we were forced to set a new strategy and implement a new action plan, a new organization of the team to allow us to quickly gain the market share in modern retail and direct distribution. Thereafter, followed a cascade of negotiations to increase the price. All this time, we benefited from a fantastic mobilization of all colleagues from operational and support departments who made efforts to streamline and optimize all costs, to have a good product quality and the best price. I would particularly like to mention our colleagues from the Farms Division who, through their constant and daily work maintain the highest status of biosecurity in our farms, to deliver us healthy animals. I think that we are always learning and should remind us that having success means perseverance, confidence and a lot of teamwork. We would like a little luck from time to time ... but this year proved that even the lack of fortune is easy to overcome by determined and talented people.

# // TOGETHER, WE'VE DEVELOPED A SUCCESSFUL BUSINESS AND BUILT A SOLID REPUTATION OF THE COUNTRY BRAND – COMTIM //

## WHAT ARE THE GREATEST SUCCESSES FOR, BUT ALSO THE CHALLENGES FACED BY SMITHFIELD ROMANIA IN THE LAST 15 YEARS?

I consider the entire path of Smithfield Romania a success, because we have developed a successful business in Timișoara and in the Western region and built a solid reputation of a country brand – COMTIM, by daily providing high-quality products and credibility, acting responsibly, innovatively and with excellence in what we do. All these years, we've delivered over 1 billion kg of meat products and we can proudly say that in everything we do we are helping over 3 million Romanians to have a daily serving of pork produced safely and responsibly. And not only that... in these years, the pork that we produced reached consumers from 25 countries! It is hard not to think of the ground-breaking projects that we've developed so far: from the first Romanian producer with fresh meat exports to Europe in 2012 and to Asia in 2016, business development from industrial sales of carcasses to a business structured on fresh meat production intended for the end consumer, with innovative and brand products, the first Romanian producer of animal by-products, the first Romanian producer of heparin. And for me, the biggest accomplishment is that we've built everything around a stable and talented team, who knew how to always integrate new and exceptional colleagues, so as our story doesn't stop here. For next year, we also have pleasant surprises and a lot of daring projects. Together with this team, no challenge is too big or too difficult, and all these years have confirmed this statement.

## WHAT IS YOUR MOST PLEASANT MEMORY AS PART OF SMITHFIELD ROMANIA TEAM?

There are many pleasant memories, some related to professional successes of our colleagues, and others related to personal events of the same colleagues, that we've experienced together. I know few of the teenagers of Smithfield Romania extended team that I've known since they were born. However, it is quite difficult not to mention the moment when we opened the slaughterhouse in November 2006 and slaughtered the first pig. This was an unmatched achievement for Smithfield team members who helped reconstruct the COMTIM complex in a record time.

## IF IT WERE POSSIBLE TO ORGANIZE A NIGHT AT THE MOVIES WITH ALL THE EMPLOYEES, WHAT MOVIE WOULD YOU SUGGEST? AND WHY?

It is a very beautiful image just like in American movies, an outdoors screening on a large screen – I would love to organize such an event. I would probably suggest a movie that I've seen in 2019 and which impressed me a lot: Bohemian Rhapsody. It is a biopic of Queen and I think it fits a team screening, especially when it comes to this winning team of Smithfield Romania. For me, the movie is about talents, about strong people, visionaries who believe wholeheartedly in what they do with great passion and who, despite difficulties, their strong personality and outside pressure, manage to stay together, because they've realized that only together they can be brave!



**Vușcan Voicu**  
Administrator  
Elit

## HOW WAS 2019 FOR THE TEAM THAT YOU COORDINATE?

2019 was the best year in Elit's history. An excellent year, despite market conditions! Every colleague and every team – Elit, Vericom and Maier – through their skills and dedication have contributed to the success of our company. Because we want for our products to bring together, at the same table, friends and family members and create significant memories, in 2019 we've made the first step towards market repositioning of the brands Elit, Plin de Carne, Premia and Promo. We've proposed for the new image of our products to correspond to the values and expectations of our customers and present before them as a manufacturer with strong roots that is becoming more conversational with its customers.

In 2019, we produced the same packaged meats with exquisite taste, but presented in contemporary "clothes". They've been supported by a strong marketing and communication

# // 2019 WAS THE BEST YEAR IN ELIT'S HISTORY //

campaign, on all media, TV, radio, online and offline channels, and by the activity of influencers in the culinary field and promoted on the shelf, our cold cuts becoming increasingly known nationwide. 2019 also brought many challenges that have tested our skills to find the best solutions, despite some backgrounds that haven't always been favorable: lack of existing labor in the industry and increase of raw material prices. Even in these conditions, our company's sales volume and profit maintained their uphill trend, confirming once more our success as a united team in recent years. Finally, in 2019 we've increased our capacities for the "dry-raw" production, our whole effort being supported by all departments – Production, Sales, Logistic and Support teams.

We pride ourselves with Elit team's achievements which, as seen in our TV commercials, knows very well what it must do and does it with great skill, passion and dedication! We have many projects to finish together, because we are respected and seen by customers and the industry as a leader in our field of activity, and this honors us, at the same time requiring higher standards.

**IN 2019 SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY. WHAT DO YOU WANT TO TELL OUR COLLEAGUES FROM SMITHFIELD**

## ROMANIA ON THIS SPECIAL OCCASION?

It is said that good people that are alike, get together and keep close. That goes for us as well! I want to take this opportunity and congratulate our colleagues from Timișoara for their 15 years of activity! Last, but not least, I want to thank them for their collaboration along the years. Together, we were able to grow and bring very good products on the tables of Romanians everywhere. Happy anniversary to all and may you have a new year full of accomplishments, successes and small, but many joys!

## WHAT IS YOUR MOST PLEASANT MEMORY AS PART OF ELIT TEAM?

If I were to talk about pleasant memories at Elit, I wouldn't have enough time to tell you. However, if I had to choose one that I remember fondly, is the surprise that my colleagues had for me when I turned 40. It will surely remain imprinted in the mind!

## IF IT WERE POSSIBLE TO ORGANIZE A NIGHT AT THE MOVIES WITH ALL THE EMPLOYEES, WHAT MOVIE WOULD YOU SUGGEST? AND WHY?

My first thought goes to München movie, since it pictures values that I believe in: the feeling of love and devotion for the country and its citizens.





**Silviu Murariu**

General Manager  
Farms Division

**// IF YOU MANAGE TO SURROUND YOURSELF WITH PEOPLE OF GREAT VALUE, YOU ARE ALREADY A STEP AWAY FROM SUCCESS. //**

### HOW WAS 2019 FOR THE TEAM THAT YOU COORDINATE?

2019 seemed short due to the alert pace at which the team worked. Many projects successfully completed, the concerning evolution of African Swine Fever in the country and in the areas where we operate, losing of some of the partnerships with our partner farmers or the world context that created an unpredictable market, are just few of the challenges that kept us alert throughout the year. Our team's experience was the one that allowed us to maintain an atmosphere of calm and normality and to achieve what we've proposed ourselves. I don't expect for 2020 to be lacking unpredictability, but being an optimist by nature, I hope that the environment and the context where we operate will change only for the better. The most important lesson for me was always the collaboration with people and I remain convinced that if you manage to surround yourself by valuable people, you are already a step away from success.

### WHAT ARE THE GREATEST SUCCESSES FOR, BUT ALSO THE CHALLENGES FACED BY SMITHFIELD ROMANIA IN THE LAST 15 YEARS?

When it comes to the Farms Division, I would say that the biggest achievements are related to the progressive increase of production and the number of animals delivered to the slaughterhouse, by increasing efficiency and farms' performance. At company level, I believe that the greatest success is the fact that we won an important share on the market where we operate, along with visibility, becoming a main player in the Romanian market and an important industry leader.

### WHAT IS YOUR MOST PLEASANT MEMORY AS PART OF SMITHFIELD ROMANIA TEAM?

It would be hard to name just one in particular, because there are many beautiful memories that come to mind. But, most of them are related to the time I was working on the farm. I've always liked the innocence of those people, with their sincerity, humor and simple way of being, and that's

what I miss most. My first days of work at Pădureni Farm with the team of those years, could hardly be erased from my mind. A whole new world that you never imagined as a college student, accepts you, an outsider, and gives you the chance to see the reality, to understand the usefulness of everything you've learn and especially what you haven't learned in school.

### IF IT WERE POSSIBLE TO ORGANIZE A NIGHT AT THE MOVIES WITH ALL THE EMPLOYEES, WHAT MOVIE WOULD YOU SUGGEST? AND WHY?

The movie I would see with my colleagues would be the Bronx Tale. It is an American production of the 90s, with an interesting distribution that includes Robert de Niro and Chazz Palminteri - the first of the actors also directing the movie, while the second one, being the author of the movie's story, since the movie is inspired by his childhood. Although the action takes place in the Bronx of the 60s, this is not a gangster movie, but rather a story about temptation and trials of daily life, and above all, a lesson about integrity.

**ENVIRONMENTAL AND SUSTAINABILITY AWARDS**



Smithfield Foods organizes the annual Environmental and Sustainability Awards Gala to encourage Smithfield divisions worldwide to have initiatives with positive impact on operations and the communities where it operates. This year, Smithfield Romania was awarded in the “Community Outreach” category for its “Eco Day” program. We are happy whenever our actions are recognized and appreciated at the highest level of the corporation!

“Eco Day” is one of the social responsibility programs with tradition, organized by the Public Relations and Communication Department, with support of colleagues from all departments. Since April 2011, Smithfield Romania employees have accepted with great enthusiasm for

the spring of each year to start with the “Eco Day” program – an internal program aimed at one of the core responsibilities of our team – care for the environment where we operate. We want to thank all our colleagues who have participated every year at the “Eco Day” activities.

Some of the “Eco Day” program results are:

- Promoting ecological spirit among employees;
- Opportunity to know and interact with colleagues from other departments;
- Revitalization of Smithfield Romania facilities from communities;
- Active involvement in local communities through environmental events.

**INDAGRA FAIR AT ITS 24TH EDITION, 2019**

Our products are promoted consistently in trade fairs and industry-specific exhibitions. The International Trade Fair of Equipment and Products in Agriculture, Horticulture, Viticulture and Animal Husbandry INDAGRA, organized by Romexpo, was held this year during October 30 - November 3, 2019, and hosted more than 500 exhibitors from over 20 countries.



**SMITHFIELD ROMANIA AT THE CONFERENCE MODERN BUYER 2019**

Smithfield Romania has participated in the 7th edition of the Conference Private Label Innovation Show, organized by Modern Buyer at Bucharest. The event brought together Romanian and European FMCG brands.





**SMITHFIELD FOODS SUSTAINABILITY REPORT 2018**

Every year, Smithfield Romania reports the sustainability performance, taking into account the six pillars which are representative for our field of activity.

**// DEVELOPMENT OF OPERATIONS IN A SUSTAINABLE WAY WILL ALWAYS BE A PRIORITY FOR SMITHFIELD ROMANIA! //**

**Cristina Bodea**  
Sustainability Director



**GOALS:**

**ANIMAL CARE**

- Treating animals with care in our farms.
- 100% of pregnant sows in company farms are housed in group crates
- 100% of pigs slaughtered are traceable back to the farm of origin
- the Farms Division 100% owns an internal certification program for animal caretakers, veterinarians and technicians.

**ENVIRONMENT**

- The environmental practices protect people and communities where we live and work.
- 100% of our swine farms, Feed Mills and processing facilities are ISO 14001 certified
- 49.5% reduction of solid waste
- 15.7% reduction of energy consumption
- 14.3% reduction of water consumption

**FOOD SAFETY AND PRODUCT QUALITY**

- “Good food. Responsibly®”
- Many projects intended to increase food safety and quality provide health and welfare benefits (if applicable), with a small amount of sodium or fats, products with no sugars, nitrates or nitrites.
- We make products that provide health and welfare benefits (as appropriate), with a small amount of sodium or fats, products with no sugars, nitrates and nitrites.

**COMMUNITIES**

- We appreciate the communities where we live and work.
- USD 560,000 contributions in cash or products donated
- 253,000 portions of protein donated.

**EMPLOYEES**

- We maintain the safety of our employees and help them reach their maximum potential.
- 13,800 employees in our operations outside USA.
- 37.5% indicator of employee involvement in OHS activities in Romania, exceeding our goal of 30%.
- 63% eligible employees in the Farms Division have completed the internal certification of professional development.

**VALUE CREATION**

- Our sustainability programs create value for a full range of parts concerned.
- USD 317 million in grains purchasing.

The whole sustainability report can be read on our Smithfield Romania website, in the Sustainability section.





**FIFTEEN YEARS OF SMITHFIELD ROMANIA**



In November 2019, Smithfield Romania has celebrated 15 successful years in the Romanian market. The story of Smithfield Romania started in 2004. Since then, with the help of each colleague, Smithfield Romania has become market leader in animal husbandry and, at the same time, the largest pork producer in Romania. Development of a successful integrated business in Timișoara and the Western region and building a solid brand reputation, by daily offering quality products made in a responsible manner, position us

in the preferences of pork consumers. In its 15 years of business, Smithfield Romania has delivered over 1 billion kg of meat products and can proudly say that it helped over 3 million Romanians with a daily meal consisting of pork produced safely and responsibly. Moreover, all these years,  pork succeeded in reaching consumers in 25 countries! Smithfield Romania's mission continues to be operational excellence and revitalization of domestic pork production.

**THE OLD CANTEEN FROM PĂDURENI**

Known as “the old canteen” since in the past the ground floor of the building housed the former Comtim canteen, the building in Pădureni Farm area was setup in July, becoming the meeting room from Pădureni. The setup works consisted of things like removing old paneling, local repair of walls and their painting, wiring repairs etc. Also, the new space was decorated by meeting the corporate visual identity of Smithfield Romania. The place will hold part of the Production Department meetings, along with other types of meetings such as: employees training in MMP3 certification, presentation of projects by students in Internship, and not only.

**NEW INFORMATION ABOUT THE BIOSECURITY RULES IN ALL SMITHFIELD ROMANIA FACILITIES**

Ensuring a high level of biosecurity in the integrated production system of Smithfield Romania is an important goal both for Smithfield Romania employees and visitors of our facilities. Thus, a series of communication – informational materials on the topic of “Biosecurity” specific to Vinga and Pădureni Feed Mills were prepared with help from our colleagues in the Production and Biosecurity Departments.



**RESPECTĂ REGULILE DE BIOSECURITATE!**

ESTE OBLIGATORIE			ESTE INTERZISĂ
			
Purtarea echipamentului de protecție pentru personal/vizitatori.	Dezinfecția mâinilor la intrarea în incintă.	Folosirea dezinfectoarelor pietoanale.	Prezența și hrănirea câinilor și pisicilor în incintă.
			
Intrarea autovehiculelor în incintă doar prin dezinfectori rutier.	Servirea mesei în sala special amenajată, doar cu mâncare asigurată de firma de catering.	Limitarea circulației angajaților în alte zone de producție decât în cea în care își desfășoară activitatea.	Intrarea persoanelor care dețin porci la domiciliu sau care au intrat în contact cu porci, în afara celor care aparțin Smithfield România, în ultimele 72 de ore.



Maier Com Team: Eng. Alin Marc, Laurențiu Pandelescu General Manager Maier Com, Eng. Stelian Anghel

## // THE MOST IMPORTANT ACHIEVEMENT IS THE TEAM WE'VE BUILT //

### HOW WAS THE FIRST YEAR AT MAIER?

I can't even believe that in a few days we're going to talk about 2019 in the past ... Professionally, it was a year full of challenges, trials, fears, accurate and less accurate decisional processes, and a lot of hard work and fun sprinkled here and there, I feel lucky to have had this opportunity and try to enjoy it fully.

If I come to think about it, I believe there've been many achievements in just 11 months. We've managed to operate very fast, 24/7, in the boiling, smoking and labeling/packaging areas, to employ, train and stabilize our staff. We've started working with 12 operators, and currently have more than 60 operators directly involved in the production processes. We can brag about the fact that in the last month WE HAD NO ABSENCE WITHOUT LEAVE. Otherwise, we focused on rigorous planning of process, use of existent resources to the maximum, implementation of a program for maintenance of equipment and machineries, creating stable teams working on different areas of operation etc.

Here, I would like to thank our colleagues from ELIT, who joined us in our efforts and gave us the opportunity to further develop. Certainly, without ELIT recipes and their fantastic sales force, we wouldn't have had the today's results. But our most important achievement is the team we've built. I think that my colleagues' answers below are quite relevant:

*"We are a young team, with diligent people, who work together and assist each other when problems occur and who coordinate perfectly to achieve their goals."*

**Mihaela.**

*"The new team started off on 07.01.2019, shyly and with fear of the unknown. Along the way, however, we've learned that if we act together as a real team, if we communicate and help each other, we can conquer even the Everest. We've discovered the feeling of coming to work not stressed, but rather fondly of our second home."*

**Lorena.**

*"We are a very young team of people of various professions and backgrounds."*

*Due to the diversity of our team, we often have different ideas and approaches. We are a team of people involved 100%, who care and make every effort to achieve exceptional results. Our team's motto is: "When everything seems to be going against you, remember that the airplane takes off against the wind, not with it - Henry Ford"*

**Alex.**

*"The challenge of 2019 was to increase the number of employees in a very restrictive workforce market, such as that from Arad, and maintaining the quality of products made under the ELIT brands. As a result of higher personnel, we've managed to increase production by 6-7 times more than at the beginning of the year, without major issues in terms of quality and/or food or labor safety. Our major concern will be team development, with employees involved 100% in what they do. Only through hard efforts and work we'll meet our goals. I believe that at Maier Com we'll have the chance to put into practice the words of Abraham Lincoln - "The best way to predict the future is to create it."*

**Stelian.**

**THE IDEAS COMPETITION  
“ELIT – THE MOST BELOVED  
PACKAGED MEATS BRAND OF  
2019”**

The awards ceremony of the ideas competition “Elit – The Most Beloved Packaged Meats Brand of 2019” was held in September. After the jury analyzed the ideas to promote the Elit brand, they’ve decided that the winner of EUR 500 prize was Anca Ghibu. The competitor has suggested the installment of large screens inside the stores that run promotions, recipes and product information, creating sets consisting of packaged meats and custom-made articles (cutting board, towel) or sponsorship of some NGOs. Its ideas of brand promotion have mostly complied with the evaluation criteria: memorability, implementation (costs, time, space) and originality. All participants have been awarded with Elit products in customized shopping baskets.



**ELIT VEHICLE FLEET  
CUSTOMIZED WITH  
THE NEW ELIT LOGO**

For Elit, 2019 brought new acquisitions in the fleet renewal from Alba Iulia. Of the 100 vehicles, 10 vans and 40 cars have already been customized. They travel daily hundreds of kilometers around the country and contribute to a 360-degree approach to familiarize customers with the Elit identity, both by TV, radio and online commercials, and by the means of transportation available.



### SMITHFIELD ROMANIA GOLF CUP, SECOND EDITION

A new edition of Smithfield Romania Golf Cup was held in September, in Alba County. The event took place at Theodora Golf Club, a place appreciated for organizing sports competitions held on grass, and was a good opportunity of communication between colleagues in all the Group companies.



### ON THE PODIUM OF THE BEST PERFORMING COMPANIES AROUND THE COUNTRY

Smithfield Romania annually adds to its collection business excellency awards granted by the Chamber of Commerce and Industry of Romania. Our operations of 2018 ranked us among the best performing companies, both in Timiș County, and in the country. The Top of Companies Gala - (1.) County stage and (2.) National stage, annually awards the companies that distinguished themselves the previous year through economic performance, courage to innovate, working capital efficiency and ethical business behavior. Smithfield Romania was ranked 1st at county and national level, in the category "Very Large Enterprises", the field of "AGRICULTURE, FORESTRY AND FISHING", group of activity "Livestock". We have also obtained the distinction of Excellence for outstanding economic results and ranking on 1st - 3rd positions of the Top of Companies in Timiș County in the last 7 years. Elit was also ranked among the most performing companies, but in Alba County! The Packaged Meats Division of Smithfield Romania proved once more its value, efficiency and high-performance, being awarded at the event "Top of Companies in Alba County 2018". The event that promotes businesses with outstanding results in 2018 gathered together 1,854 economic entities.



### SMITHFIELD ROMANIA HAS OBTAINED THE CHEP SUSTAINABILITY CERTIFICATE

Sustainability is the core of all activities developed by Smithfield Romania. During August 2016 - October 2019, the Fresh Meat Division saved 345 trees from being cut down. How? By choosing CHEP reuse service through renting of pallets. The degree of pollution avoided through this choice is equivalent with the one produced by traveling 28,296 km by car.



### ECO DAY AT PĂDURENI BIOBASE

Inspired by the "Eco Day" program, aimed at revitalizing every year a Smithfield Romania facility, in August approximately 40 Smithfield Romania colleagues have organized a general cleaning and security action at Pădureni Biobase. At the end of activities, participants were rewarded with Comtim products from "Bun de Gătit" for grill range.



### THE GREEN CORNER PROJECT, VERSION 2.0

The "Green Corner" is a project of awareness and informing employees of the two divisions of Smithfield Romania on procedures for collection and recycling of waste generated in the company. The Farms Division setup a "Green Corner" at the ground floor of the building, in the corridor that connects with the OHS and IT Departments. Information posters about waste recycling and collection containers have been posted on the walls. Light bulbs and neon lights, batteries and small-sized electrical and electronic equipment waste (phone chargers and batteries, phones etc.), but also paper - cardboard and plastic will be recycled there.



**ARCHERY HELPED ME “SURVIVE”**

“Archery, my mental and professional training, and people as those from Smithfield Romania helped me prove to myself that there is still life, even after the darkest time that life can give you. This sport practiced both at performance level and as hobby, was born out of one’s need to survive. Nowadays, this sport is becoming more sought as a relaxing and full of dynamism activity for people of all ages. Archery helped me “survive” and didn’t let me feel helpless when it came to sports, bringing me at the same time closer to nature. Results obtained in archery at the Paralympics INVICTUS made me proud to have the Romanian flag at the highest position. On the other hand, maybe more than any other sports, archery can require financial resources to purchase sports equipment.

And this is why I need to convey sincere thanks for the support of Smithfield Romania, in a world where it’s hard to find people willing to help, especially when it comes to people with disabilities.

In 2019 I participated at two sports competitions, with support from Smithfield Romania:

1. The Grand Prix of Europe in Archery, Bucharest stage, during April 09-13 where I competed with my colleagues Neagu Marcel, Eugen Pătru and Filip Ghiorgi.
2. The World Paralympic Archery Championship, held during June 3-6 at Hertogenbosch, the Netherlands, where I competed with Ionuț Butoi, Bogdan Raicu and the team coach Robu Aurel.”

Article sent by Colonel Augustin Pegulescu, Commander of Timiș Military Center, veteran in missions of theater of operations, seriously injured in 2009 in Afghanistan.



**SMITHFIELD ROMANIA SUPPORTS CLUB WARRIORS TIMIȘOARA**

Smithfield Romania is the promoter of healthy eating and healthy lifestyle. Thus, during August 3-4, the company supported the organization “Cristi Breb Memorial”, the 17th edition, a beloved competition in the memory of the young rugby player, gone far too soon. In the 2 days, the competition was attended by approximately 600 athletes, adults and children from CSU Alba Iulia, CSU Arad, Grandski Rugby Klub Vrset, Vulturul Negru Oradea, CSM CSR Sibiu and Warriors Timișoara clubs! At the end of the event, participants enjoyed a great meal prepared with Comtim products.

“It was a successful edition, maybe the most beautiful one so far. We want to thank everyone present for having honored the memory of our friend and are grateful to Smithfield Romania’s aid in the 3rd round!” said Codruț Nicorici, organizer and president of Warriors Timișoara Club.

**SMITHFIELD ROMANIA HAS SUPPORTED THE “FAMILY” CUP**

Smithfield Romania has sponsored the “Family” Cup organized by the Sports Club Onyx Carp – a fishing competitions held in one of the communities where we operate. The competition was dedicated to families passionate about fishing and spending time outdoors. For 2 days, 20 families enrolled in the competition. To win the participants’ loyalty and get to know each other better, at the end of the event they’ve prepared and served a meal together, by using Comtim products.



### THE 13TH EDITION OF THE SUCCESSFUL “BACK TO SCHOOL” PROGRAM!

Although it had a number considered unlucky, the 13th edition of the “Back to School” program was a success, both for the little beneficiaries and for the volunteering colleagues. “Back to School” is a Smithfield Romania social responsibility program, which aims to facilitate access to education and encourage academic performance for students in local communities where the company operates. In the 3 days of program development, students from communities where we operate, were visited by over 70 Smithfield Romania volunteers. We’ve offered school supplies, timetables, hoodies and school bags, receiving in exchange lots of smiles, hugs, songs and poems. Our program was mentioned in the local press from Timiș, and Arad.

We thank all our colleagues involved in the proper organization of this program!



### INTERNATIONAL FOOD DAY – THE 7<sup>TH</sup> EDITION

Every year, we try to get more involved in the communities where we operate. We want to contribute to the awareness of a healthy lifestyle and a balanced nutrition, and this is learned best in the school years. For the 7th consecutive year, Smithfield Romania has organized on October 16, during the “International Food Day”, a workshop on nutritional education and encouraged the adoption of a healthy lifestyle for 4th grade students of Jimbolia Secondary School. In the workshop, students learned from an interactive presentation, prepared by the Timișoara Medical Students’ Society (SSMT) and supported by the PR and Communication Department of Smithfield Romania, about the basic rules for a balanced nutrition and a healthy lifestyle. They put into practice what they’ve learned, by preparing healthy menus for a day.

At the end of the workshop, all students received diplomas of participation, awards and fruits.



## A SPORTS EVENT SPONSORED BY SMITHFIELD ROMANIA

According to the United Nations' estimations, globally, 1 in 3 women are the victims of physical violence from a partner or a stranger, at some point in their lifetime. Considering these aspects, the Spots Club Krav Maga IKMF Timișoara tries to teach as many people as possible how they can face a physical attack. What is Krav Maga? Krav Maga is a self-defense system that appeared in the Israeli army. It is well-known for the realistic approach of self-defense situations and its extremely efficient self-defense techniques.

The Krav Maga philosophy is about neutralizing the danger and the self-defense techniques are built on real human reflexes and natural reactions of the body. The sports club that brought this sport to Timișoara has celebrated 5 years in October. To mark the event, the club organized a series of self-defense classes in Timișoara and Orțișoara, with participants from Romania, Serbia and Hungary. Smithfield Romania has supported the good organization of the events, offering customized T-shirts and Comtim meat products for a successful barbecue at the end of the day!



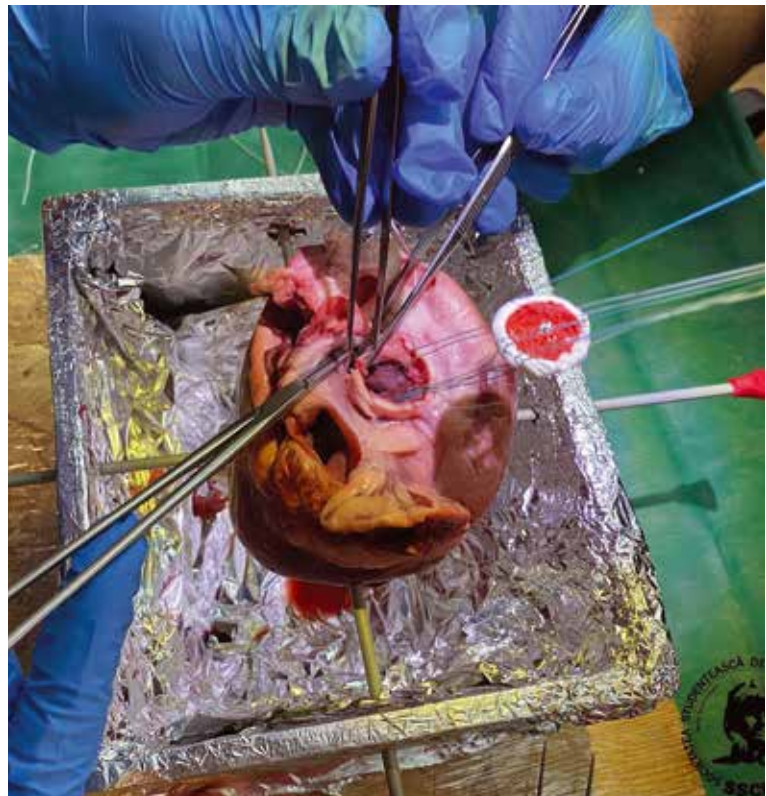
## SUPPORT FOR 80 CHILDREN FROM ARAD COUNTY

Due to an information letter about the development of our social responsibility program "Back to School" set to county authorities from Arad, a new beneficiary was included on the list of those enjoying the school supplies provided by Smithfield Romania. Over 80 children under the care of DGSPC (General Directorate of Social Assistance and Child Protection) are now wearing personalized backpacks and hoodies offered by Smithfield Romania!

# Smithfield România Academic Programs

## WE SUPPORT THE ROMANIAN STUDENT SOCIETY OF SURGERY

The academic research environment is a priority when it comes to supporting the communities where we operate. The mission of the Romanian Student Society of Surgery is the evolution of the Romanian school of surgery, by encouraging trademark results and built-up generations of exceptional surgeons, both as professionals and as human beings. Our company helped the volunteers through our CSR program "Smithfield Academics" and provided them with organs to stimulate surgery. In thanking the company, Candy Andrași, Secretary of Timișoara Branch, mentioned that "Basic Skills in Cardiac Surgery, Knots and Sutures and Basic Skills in Surgery Workshops, would not have been possible without the support received."



## COMTIM PORK AT "CHIȘOZEAN CAULDRON" FESTIVAL

On September 22, "Ionel Lucian Sipos" House of Culture from Giroc Commune, Giroc Commune Hall and Giroc Local Council have organized the second edition of the Festival "Chișozean Cauldron". In the Summer Garden of Chișoda National House, visitors could taste the goulash soup prepared. Smithfield Romania sponsored the event, providing Comtim meat, perfect for any culinary event.

**SMITHFIELD ROMANIA – MAIN SPONSOR OF HERNEACOVA JUMPING COMPETITION**

Romanian Equestrian Federation and Herneacova Estate have organized in September the finals of the National Jumping Competition, the most important equestrian event in the country. The most modern equestrian base in Eastern Europe, Herneacova Estate housed spectacular competitions sustained by 5 categories of horse riders: children, juniors, youth, amazons and seniors. Smithfield Romania was one of the main sponsors of the event and the main spectacular round of the competition bore the company name. Spectators lived many moments of suspense, excitement and anticipation. The winners of this round were awarded by representatives of Smithfield Romania PR and Communication Department.



**SUPPORT FOR THE RENOVATION OF LOUIS ȚURCANU CHILDREN’S HOSPITAL FROM TIMIȘOARA**

The financial support of Smithfield Romania of EUR 200,000, was used to renovate a section of the new building of Louis Țurcanu Children Hospital from Timișoara, which was completed at the end of this year. Pediatrics Section IV of the Pediatric Clinic Hospital serves the patients from Timiș County and all around the country. This section provides complex services, here being transferred children with severe cardiologic, toxicologic, kidney pathologies etc. Thus, starting this month, the Pediatrics Section has 8 fully upgraded wards, at the newest standards, with high-performing features, according to the requirements of the medical field. Through Smithfield Romania’s sustainability strategy, we continuously try to change for the better the lives of those around us and get involved in relevant projects for the communities where we operate.



Wards renovated through Samithfield Romania financial support

**SUPPORT OFFERED TO QUEEN MARY GALA “FROM THE HEART FOR THE FUTURE”**

The Gala “From the Heart for the Future”, the emblematic charitable event of Queen Mary Social Innovations Foundation, was held in October this year. Smithfield Romania was one of the event’s sponsors, as part of company’s strategy of health – education involvement. Under the aegis of the Foundation, representatives of various companies, public people and volunteers, try to bring a change in the life of thousands of people with no income and contribute to the education of hundreds of children. In 2018, the funds donated at the Gala helped provide 19,000 medical check-ups and treatment to 5,600 patients (of which 2,600 with no income), while 200 were thus able to continue their education. This year, the Foundation reached its goals, supporting socially discriminated adults and children living in poverty, marginalized and who eventually become invisible to society.



Wards renovated through Smithfield Romania financial support





**Petrovici Alin Petre**

Gataia Noua Sow Farm Manager  
Farms Division

### WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?

The position of Sow Farm Manager assumes responsibility for organizing activities and assign tasks for the subordinated employees, with farm productive operation as a final goal in mind.

## // AMBITION IS THE KEY TO SUCCESS! //

### WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?

In a company such as Smithfield Romania, ambition is the key to success. Therefore, I want to tell my colleagues to be ambitious and perseverant in achieving the goals that they've set for themselves.

### WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?

I can say that I am a faithful customer of Comtim products. At

home, many of the meals cooked by my wife are based on Comtim products.

### WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?

My family is my biggest achievement. The three members of my family make me feel whole, spiritually and emotionally. And the fact that I've been promoted to the position of Farm Manager is my biggest professional achievement so far.



**Constantin Ungureanu**

Area Business Development Manager  
Farms Division

### WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?

Due to the current context of African Swine Fever around the country, the Business Development Department had much to suffer. If by the end of 2018, we managed

## // LETS FOCUS AS MUCH AS POSSIBLE ON BIOSECURITY //

to contract 42 farms under the Farmer - Partner program, this year the number of farms was drastically reduced. Currently, my daily activity resumes to gathering information in the market about ASF, the sales - purchase price for finishers, presentation of offers on feed sales and identification of companies from where we can purchase by-products to be used in swine nutrition.

### WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?

Trust this company and try to focus as much as possible on Biosecurity, which can help us develop the company business.

### WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?

There are two products that always pleased my eye: Marinated Spareribs and "Bun de Gătit" Chicken Wings.

### WHAT IS YOU BIGGEST ACHIEVEMENT SO FAR?

The Farmer - Partner Program.



**Ioana Baroiu**  
Junior Buyer  
Fresh Meat Division

**WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?**

Given that I am part of the Purchasing Department, my job is a real challenge every day ... however, an enjoyable challenge. My responsibilities are not few. My attention is always maximized on orders, contract negotiations

**// SUCCESS INVOLVES 99% WORK AND 1% LUCK //**

and purchase costs. Working with people is considered to be the most difficult task, and that is why I always try as much as possible to reach a common denominator, in our advantage, of course.

**WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?**

Continue to be a well-organized team. Together, we can build beautiful things. Happy anniversary to the company on its 15 years of activity! I wish everyone health, because if we are healthy, we can excel in everything we set ourselves to do!

**WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?**

Although all products are very tasty, I will make a top of my two favorite products from Comtim range: Prune stuffed chops and Stuffed Tenderloin.

**WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?**

It is an act of responsibility and maturity on my part to obtain every day "my biggest achievement". I try to enjoy every day to the fullest, both professionally and personally. We can certainly achieve what we set for ourselves, as long as we work on what we want. Success involves 99% work and 1% luck.



**Alexandra Sidor**  
Quality Controller  
Fresh Meat Division

**WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?**

My story as an employee of Smithfield Romania team started 1 year and 3 months ago. As of May this year, I am part of the Quality Department. Daily, I conduct qualitative and quantitative checks of products, based on control

**// THE INTERNSHIP PROGRAM HELPED ME DEVELOP PERSONALLY AND PROFESSIONALLY //**

formulas, tracking the production process.

**WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?**

I would like to thank all my colleagues for their support. From them I've learned both life principle and career-related aspects. I want to congratulate them for the involvement and example showed on every occasion and I want to wish them more growth the coming years.

**WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?**

Being a wide range of products, it is very difficult to choose a favorite product. I tend towards Instant Bacon from Porcușor range.

**WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?**

My participation in the Internship Program of Smithfield Romania helped me develop personally and professionally. The fact that immediately after graduation I had the opportunity to be part of this team, as an employee, I consider it to be my biggest achievement so far.



**Mihaela Mândrilă**

Quality Controller  
Fresh Meat Division

### WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?

I've been part of the company for 1 year and 3 months, and for

## // I AM PROUD TO BE PART OF SMITHFIELD ROMANIA TEAM //

7 months I've been working in the Quality Department where I conduct the control and internal audit of products.

### WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?

I congratulate them for what they've achieved so far, hoping that in the future they'll get involved in their work with as much commitment and passion.

### WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?

Although I find it very difficult to choose from the multitude of products, I prefer and consume most of the times products from "Bun de gătit" range. My favorite product is the Marinated Tenderloin, wrapped in bacon.

### WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?

Considering that I am a newcomer in this field, my biggest achievement so far was working in this company immediately after graduation.



**Eng. Stelian Anghel**

Production Manager  
Maier Com

### WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?

At Maier Com I carry my work by splitting my tasks on several levels. In terms of staff, I am in charge of everything related to organization, allocation and training of Maier Com employees. In the Production area, I am responsible for coordinating several activities, such as: conducting organizational activity of the department and collaborating with external structures; ensuring timely

## // IT IS IMPORTANT TO HAVE A ZERO MOMENT THAT SETS THE FOUNDATION OF LEADERSHIP! //

deliveries of required quantities; conducting optimum material flow, optimizing supplies and reporting on the status of department's achievements. In terms of quality, I take care of organizing all activities related to ensuring of quality in the production segment. Also, I am responsible for drafting the budget of the department cost center. Last, but not least, I am in charge of taking the measures required for complying with the requirements on labor protection, OHS, fire prevention and control, and environmental protection.

### WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?

Premia homemade sausages are

my favorite Elit product. I like it because of its taste as good as the homemade one and due to the natural smoke and high-quality raw material.

### WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?

One of my biggest and latest achievements was building a team of professionals at Maier and this is precisely why I exceeded my ambitious target of producing 2,000 tons of Elit packaged meats. This team, with a mix of all ages, became even stronger after a teambuilding organized by the company. It is important to have a zero moment that sets the foundation of leadership, to be able to roll with the same principles.





**Borza Anamaria**  
Product Labeling Specialist  
Elit

# // IT WOULD BE VERY DIFFICULT TO CHOOSE ONLY ONE FAVORITE ELIT PRODUCT //

deciding on the pattern and information that products' labels should contain and checking and validating the labels compliance with the legislation in force.

dwell on a single product. Elit range of products is very varied. All products have an exquisite taste! But if I had to choose, among my favorite are chicken breast hot dogs and the raw-dried products.

## WHAT IS THE MESSAGE FOR YOUR COLLEAGUES NOW WHEN SMITHFIELD ROMANIA CELEBRATES 15 YEARS OF ACTIVITY?

I wish you many more years of activity and as many achievements!

## WHAT IS YOUR BIGGEST ACHIEVEMENT SO FAR?

Throughout my work in this company, I've participated in many projects. It is difficult to choose just one; however, this year's Elit, Premia, Plin de carne and Promo rebranding was demanding and satisfying. And I say this because our Elit products received a new look with the change of labels.

## WHAT IS YOUR DAILY ACTIVITY IN THE COMPANY?

I've been working in Elit company since 2003, when I've started as an Engineer Technologist. Currently, my main activity in the company is

## WHAT COMTIM/ELIT PRODUCT DO YOU LIKE BEST?

Hmm... It would be very difficult to



## SMITHFIELD ROMANIA "EMPLOYEE OF THE YEAR 2019"

The employees that distinguished themselves throughout 2019 and that we congratulate once more are:  
**Grosu Dan-Ciprian** (Buftea Warehouse)  
**Nicolae Iorgovan** (Biosecurity)  
**Andreea Petrilă** (Legal)

The selection was based on the following criteria:

- Obtaining of high professional performances;
- Capacity to solve problems, pro-active attitude and unconditional acceptance of additional tasks;
- Initiative, teamwork, integrity and respect for Smithfield Romania's values.

We would also like to congratulate our colleagues that celebrated 10 years as part of Smithfield Romania team.



## PROJECTS OF 2019 AT MAIER COM

In just one year, Maier Com has become a sustainable company that exists and develops responsibly!

“The year 2019 marks not only the anniversary of 25 years since its founding, but also switching to another era: on January 7, by signing a shared deal with Elit Cugir, Maier Com became a member of Smithfield Romania Group.”

By 2018, Maier Com has functioned as a family-owned business. Consequently, one of its principles applied was to minimize resource allocation. In this case, although the new owner took over the plant in good working condition, confined spaces were found in the

hygiene and maintenance sectors, while the distribution sector was oversized compared to the targeted market.

To improve these deficiencies, since taking over the plant, a task-force was built with the purpose of efficiently transferring the know-how, which is why specialists from Elit and Smithfield Romania were transferred temporarily to Maier Com. For this process to be as efficient as possible, a new assortment structure was set, with central focus on Elit and premia brand products.

The fact that Smithfield Romania is the largest pork producer in Romania, located at just 50km away from Maier Com, led directly to lower chilled raw materials costs. The fact that Elit purchases frozen raw materials in large quantities, allowed Maier Com's access to the purchase prices of the parent company. If in 2018, an

average production of 15 to/month and 184 to/year, respectively, was achieved, November 2019 recorded a cumulated production of over 2000 to, namely 181 to/month in average. At the time of plant take-over, on the production flow there were 23 employees with a production of around 5 to/day – currently, there are around 60 employees, with a production of around 13 to/day.

In conclusion, we can say that in 2019 Maier Com has achieved significant qualitative and quantitative increase in terms of organization, workforce planning, production tracking and compliance with the Group's corporate standards. Although it doesn't have distribution, the company is on profit, with no debts” said our colleagues from Maier Com, along with its General Manager, Laurențiu Pandeale.



# // CHALLENGES BECOME OPPORTUNITIES WHEN WE TAKE CONTROL AND CHOOSE THE CORRECT PATH AND APPROPRIATE PARTNER //



## A VETERAN EMPLOYEE PROFILE

Mr. **Mihai Alda**, aged 67 – Ineu, Arad County

Profession: Animal Husbandry Engineer  
Specialty: Animal Nutrition

A graduate of the Faculty of Animal Sciences within USAMVB Timișoara, Class of 1977.

### Interview taken during the retirement ceremony held at Pădureni Feed Mill

An enviable professional path. My first job was at Beregsău Mare Feed Mill, as Intern Engineer, through government distribution, starting with 1977. After the first 6 months of general activity at Beregsău Mare Feed Mill, I was

appointed as Head of Feed Production Shift for 1 year and 6 months. Later on, I was appointed Head of Production at Jimbolia Feed Mill, a section of the same Feed Mill. Starting with 1978, the unit Beregsău Mare Feed Mill became part of the trade company structure known at that time as COMTIM. In November 1980 I was transferred to Sânicolau Mare Feed Mill as Director, where I've worked until 1988 when I came back to the position of Beregsău Mare Chief Engineer until 1998. In 1999 I was transferred to the Nutrition Laboratory as Laboratory Manager, following the retirement at that time of the former Lab Manager. Once with the acquisition by Smithfield of former Comtim assets in 2004, I became responsible for nutritional coordination of compound feed production up until 2006, when this activity was outsourced. Later, I coordinated the quality control of raw materials and finished products from Pădureni Feed Mill and, subsequently, from Vinga Feed Mill.

Since the spring of 2014, when it was decided on extending the production activity and delivery of compound feed to third parties, I've once again received the task of coordinating the nutrition for reception of feed to be delivered to beneficiaries. At the same time, I was in charge of the technical assistance for these partners, as part of the same extended team. A newer project was represented by training specialists in animal nutrition and swine nutrition, especially under

the technical coordination of Mr. Tommy Schip. Life is full of challenges, as much as one's career. This is what makes them interesting. Challenges become opportunities when we take control and choose the correct path and the appropriate partner.

My journey of almost 37 years in compound feed industry taught me that in order to have success, both you personally and the company where you work, it is absolutely necessary to create a welded team, where work is taken seriously and the technical-applied documentation is maintained daily. In this company, I've learned that for a certain success, there must be a close collaboration between the team of vets, concerned with maintaining the health of animals, engineers and technologists in animal farms, and specialists in animal nutrition. Experience in production woven with technical-theoretical documentation were the factors that helped me take the decisions imposed by life and daily work. I've always considered that my whole experience and knowledge become worthless, if they are not shared with the youngest colleagues, who have on their side the strength of youth and enthusiasm, leading to a creative, and prosperous creative climate.



**Eng. Mihai Alda, Profile of Retirement**

## SMITHFIELD ROMANIA INTERNAL TRAINING PROGRAMS

INTERNAL CERTIFICATION PROGRAMS (summer - winter session 2019)  
Smithfield Romania Training Team of the HR Department continued the existing internal certification programs and implementation of a new level thereto. It is about the implementation of the third level (N 3) as part of the training program "Internal certification in production for level 3 of management".



In 2019 the standards imposed the previous years have been maintained as follows:

- "Internal certification in production" - the program was conducted as three sessions/year;
- "Internal certification in production for level 3 of management - N" - the program was conducted as three sessions/year. In the third session, employees who passed the N2 level and were eligible, had the opportunity to sustain the exam for the third level, N3, this being the last level in this certification program;
- "Internal certification in feed production" - the program was conducted as three sessions/year for Vinga Feed Mill and as one session/year for Pădureni Feed Mill.

After conclusion of the last session of certification, the following results have been obtained:

1) "Internal certification in production" program:

- 263 participants;
  - 130 participants passed the certification exam (39.42 %);
  - 55 participants have access to a higher certification and wages stage (20.91 %).
  - 2) "Internal certification in production for level 3 of management - N" program:
    - 32 participants;
    - 4 participants passed the certification exam (12.5 %);
    - 4 participants have access to a higher certification and wages stage (12.5 %).
  - 3) "Internal certification in feed production" program
    - 15 participants;
    - 12 participants passed the certification exam (80 %);
    - 5 participants have access to a higher certification and wages stage (33.33 %).
- Currently, 63.74% of the total Smithfield Romania eligible employees are certified.
- H - 61.03 % certified employees of the total eligible employees;
  - N -89.80 % certified employees of the total eligible employees;
  - O - 72.22 % certified employees of the total eligible employees.



**A NEW SUCCESSFUL EDITION OF THE INTERNSHIP PROGRAM, 15TH EDITION 2019**



The Internship Program started this year included a series of specializations in the technical field of USAMVBT, especially in Food Engineering profile faculties. This year, collaboration with Faculty of Economics and Business Administration, Faculty of Computer Science, Faculty of Electrical Engineering and Faculty of Food Chemistry was maintained. In recent years, the HR Department of Smithfield Romania has extended its program, also including students from other important universities around the country: U.S.A.M.V Cluj- Napoca and U.S.A.M.V "Ion Ionescu de la Brad" from Iași, where it made presentations to promote our Internship Program. The program was held in the operational departments of Smithfield Romania Fresh Meat Division – Production, Quality, Technical and Administration. The profile of the ideal candidate includes values such as: ambition, organizational skills, enthusiasm, spirit of initiative and, of course, team spirit.

The Internship Program provides an opportunity to our younger peers to grow with us, work with state-of-the-art equipment and modern technologies, train and accumulate experiences at a multinational company and have the occasion to work under the guidance of a professional, prepared and trained team. This year, we've benefited of a large number of internal colleagues, well trained, who worked well in the departments assigned to. Training schedules were designated to deepen the knowledge of young people under the careful coordination of the heads of department/ faculty and professionals who, by their professional experience, participated in students' training. At the end of the Internship period, groups have been assigned within the departments, who presented an original project with ways of improving activity, create new products with added value etc.

At Smithfield Romania – Farms Division, 2019 brought about the conduct of the 15th

edition of the "Internship" program with students from the four large profile universities around the country: USAMVB Timișoara "King Mihai the 1st of Romania", USAMV Cluj-Napoca, USAMV Bucharest and USAMV "Ion Ionescu de la Brad" Iași.

The program is divided into 4 modules (101, 102, 103 and 104). Each participant can go through one module / year. If module 101 includes basic guidelines (how control is made in the barns, checking of temperature, observation of animal health state etc.), module 104 also includes management notions (how to organize the staff at a farm, assignment of tasks, documents flow in a unit etc.). This edition was attended by 13 students of Animal Sciences Faculties and 27 students of Veterinary Medicine Faculty.

Of the 40 participants:

- 23 from USAMVB Timișoara "King Mihai the 1st of Romania";
- 14 from USAMV "Ion Ionescu de la Brad" Iași;
- 1 from USAMV Cluj-Napoca;
- 2 from USAMV Bucharest.

The novelties of this edition include:

- Distribution of participants on one type of location (groups of three students, distributed on the four sow farms included in the program, namely on the two WTF and one participant on Tormac Boar Stud and Laboratory and the two Feed Mills);
- Every group had the opportunity to visit, together with a production manager, the other types of farms than the one assigned to them;
- At the end of each "Internship" session, participants sustained their project that they've had to run in the facilities they were assigned to. Of 48 initial students, 12 were selected to continue working in Smithfield Romania departments.

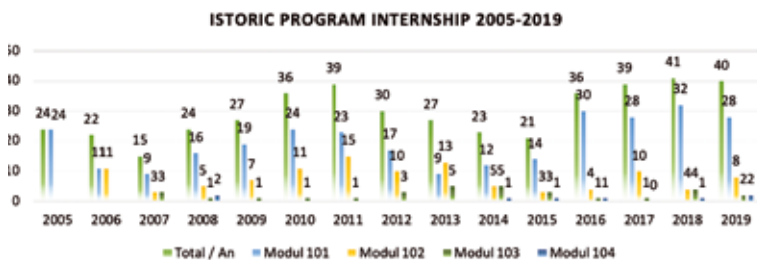


Fig. 1. Evolution of a successful program (no. of participants/ year/ module) – "Internship" Smithfield Romania



Management Team

### ANNUAL MEETING OF SMITHFIELD ROMANIA MANAGEMENT TEAM

A new annual meeting of Smithfield Romania management team took place in October 2019. This year, colleagues from all divisions and departments participated: Farms Division, Fresh Meat Division, Elit, Maier, Veterinary Services and Security. The goals of the meeting included: implementation of the development plan for the next 5 years, development of business strategies, improvement of communication between team members, along with the operational plan for 2020.



### SMITHFIELD ROMANIA – SUPPORTER OF THE “SWINE DAY” EVENT, 2ND EDITION

With support of Smithfield Romania, the Association of Swine Veterinarians has organized, for the second consecutive year, the “Swine Day” conference. The event was held over 2 days, at the end of October, at the University of Agricultural Sciences and Veterinary Medicine from Cluj-Napoca. Topics such as piglets’ first care, methods by which management can reduce the consumption of antibiotics or biosecurity management in epidemiological risk situations. Our colleagues in the Veterinary Services and Biosecurity Departments attended the event on both days and contributed to its smooth development.

### FOR SMITHFIELD ROMANIA, EMPLOYEES’ OPINION MATTERS!

To evaluate as accurately as possible the experience of an employee in the company, the HR Department started a complex research project to evaluate the degree of employees’ satisfaction at the workplace, through a series of scientific research tools – questionnaires, group focus and phone interviews. At the end of research, the HR Department and company management will have much more information about employees’ needs in the workplace, what are the most appreciated benefits, and how their experience as Smithfield Romania employee can improve in the future. Over 230 administrative employees and over 1,000 production employees were involved in the project. Through anonymous questionnaires, respondents provided information about company reputation, importance of benefits received, work environment, communication with management and not only. Employees’ opinions were then largely debated within 2 focus groups and 10 phone interviews.

Thank you to all employees who chose to support this project!

TOGETHER, WE CAN BUILD STRONGER TEAMS!



## **NEW** PORK TENDERLOIN IN BACON – COMTIM “BUN DE GĂTIT” FOR GRILL

Starting this year, Comtim “Bun de Gătit” for grill meets the consumer with a new and delicious product – Pork tenderloin marinated in bacon. Started as a project topic for Internship of students in the Quality Team, our team led by Dinu Cerna (Quality Manager) created an innovative product, based on a new recipe without additives and allergens and a reduced calories content. The project team was made of: Rohlicek Andrei, Macovei Mădălina, Ciurilă Sandra, Ghicăjanu Ioana, Mara Denisa and Munteanu Mădălina.

This product was developed apace due to its taste and appearance and the fact that it’s a product ready to cook, which facilitates meals preparation in no time. Everyone’s dedication and interest has led to a competitive product, even if in the early stages of the project, resources were minimum.

“We are proud to contribute to the company’s image by launching a competitive product on the market, started on a sustainable research with minimum resources and which after a few tastes, it fast became one of the favorites. I want to thank my entire team for its dedication to this project.” – Dinu Cerna (Quality Manager, Fresh Meat Division).

The new product will be present on the shelves of all stores around the country, such as: Auchan, Carrefour, Cora, Kaufland, Profi etc.



WE INVITE YOU TO TASTE IT!

## Short Interview with Dinu Cerna, Andrei Rohlicek and Macovei Mădălina

### WHAT CAN YOU TELL US ABOUT THE PROJECT “PORK TENDERLOIN IN BACON”?

**D:** This project was launched out of the desire to exit the patterns of Internship projects made throughout the years. I wanted something different and with impact, so that people involved in the project can accumulate knowledge through practice and also have the satisfaction of making a competitive product.

**M:** This project was very interesting to us as interns, since we knew that we were about to make a new product, which we hope many more people can taste and from whom to receive positive feedbacks. Each of us has mobilized and came up with at least one product idea that can be implemented and, why not, could lend to the industry. It was a beautiful experience developed in a place where I’ve met many people willing to learn what they know best.

### WHAT WERE THE MOST CHALLENGING AND BEAUTIFUL MOMENTS THROUGHOUT THE PROJECT?

**A:** The experience of coordinating the Internship team of the Quality Department this year was a beautiful challenge for me. Under my and Dinu’s guidance, during the 6 weeks, this enthusiastic team, willing to learn, applied the concept of new product development. Then, they sought different variants of the production fit for our plant and, in the last stage, we figured out together all the technical details and the documentation required to launch the product. The end result was appreciated both within the company, and at various presentation, and this made us feel that our work was appreciated. Our purpose was from the very beginning to make a new product, accepted in company portfolio, and the success made me proud of coordinating this team.

**M:** The biggest challenge was to test in practice different variants of product cooking. Teamwork is an extremely important thing and becomes easier when all parties involved bring their contribution. Thus, even if our first trials weren’t the most brilliant, they brought us to the forefront of issues on which we should pay attention.



Mădălina Macovei, Dinu Cerna, Andrei Rohlicek

**NEW**

**REBRANDING GAME OF ELIT PRODUCTS**

The 4 products ranges Elit, Plin de Carne, Promo and Premia renewed their appearance this year. Currently, these ranges benefit have a new logo and very attractive and bold labels, aligned to tendencies in the field.



**“COMTIM AT PICNIC” WINNER 2019**

This year as well, as it is the tradition of Comtim, during summertime, we've organized a new edition of the internal competition "Comtim at Picnic", which urges our colleagues to take pictures that captures the joy brought by Comtim products, at barbecue or around a traditional meal. The winners of 2019 edition are: Arpad Pataki from the Production Department, Farms Division and Maria Lungu from the Accounting Department, Fresh Meat Division. They were awarded with delicious Comtim "Bun de Gătit!" products. All images enrolled in the competition were awarded with special prizes, and all participants were encouraged to participate next year, with new appealing instances of Comtim products, prepared for the grill.

**comtim WAS PRESENT AT GĂRĂNA JAZZ FESTIVAL**

The Comtim brand didn't miss the 23rd edition of the renowned jazz event, both locally and internationally - Gărâna Jazz Festival. The event is considered to be the most important open air jazz festival in Central and Eastern Europe, organized right in Banat area, in Gărâna Village from Semenic Mountains.



**COMTIM AT FLIGHT FESTIVAL 2019**

Smithfield Romania was one of the main sponsors of the Music Festival – Flight Festival, which was held between September 27-29, 2019, at Cioca Utility Airfield from Timișoara. The festival included a mix of events and activities: from film and urban art projections, virtual reality installations, balloon flights, countless fun workshops for the small ones and concerts of en vogue singers. The section of creative workshops & kite festival was sponsored by Smithfield Romania and included making and launching large-sized art kites for children present at the festival.

The Comtim brand was present and promoted in the customized pavilions with thematic topics, such as: painting and creative writing and the kite rising workshop! Also, in the Food court, the customized Comtim pavilion served everyone present with Comtim marinated spareribs, cooked in a special baking and smoking installation, garnished with baked potatoes and a delicious sauce. The surprise of the event was the Comtim mascot, appreciated both by children and everyone present in the 3 days of the festival. Along with the mascot, over 20 Comtim volunteers were daily present and took great care of the children who participated in the playing workshops of the event. The 2020 edition will be in a year preliminary to the event Timișoara – European Cultural Capital, a fact that will bring every year unique surprises for the curious mind.



The Comtim Mascot in action!





**NEW** **ON BLACK FRIDAY, COMTIM WAS A CLICK AWAY FROM ITS CUSTOMERS AROUND THE COUNTRY**

During November 15 - 18, everyone who accessed Emag website in the category Supermarket (on St. Ignatius), could buy the two Comtim fresh products: Quarter pork leg and Quartered pork half-carcass, at best prices. This demonstrates that we want to be innovative, in pace with the current trends, both offline and online. Comtim products can also be found, every day, in Comtim presentation store located in 4 Polonă Street, Timișoara.

**ELIT COMMERCIALS APPRECIATED IN THE WELL-KNOWN SHOW OF ANDI MOISESCU**

The famous TV personality, Andi Moiescu, who also has his own Youtube channel with over 65.500 subscribers, analyzes commercial and new market trends, along with influencers, artists, journalists or various television people. ELIT - Mezeluri cu gust desăvârșit după rețete neschimbate de Chef FOA / Packaged meats with exquisite

taste, based on recipes not changed by Cef FOA and ELIT Mezeluri cu Gust Desăvârșit BREXIT / ELIT, BREXIT Packaged Meats with Exquisite Taste, caught the attention of Andi Moiescu, who largely debated them in the show "ThePubFather". In a clip of over 43,900 views, Andi, actor Mihai Rait (mostly known for his role Dorel, interpreted in the show Las Fierbinți) and Răzvan Exarhu (producer, radio and TV presenter, journalist and chef) commented on the 2 commercials. They've appreciated the scenario as

being "very Romanian", "Jokes adapted to the reality of the day" and had lots of fun. You may find the clip by searching on Youtube: EVERYTHING DOWN TO THE GRILL



**ELIT BRANDING IN AUCHAN HYPERMARKETS**

The year 2019 brought about new projects for Elit, with goals of increasing brand awareness and products nationwide. Starting with September 1, 2019, customized vertical showcases with the new promotional Elit campaign, were installed in Auchan hypermarkets around the country. The showcases are placed at the head stands in areas with promotions and are full of delicious Elit products: peasant ham salami, Russian salami, Plin de Carne homemade salami, and not only.



**Mr. Shane Smith** Executive Vice-President Smithfield Europa, **He Hank** Chief Operating Coordinate Officer



## PROMOTION OF COMTIM BRAND IN THE WEST REGION OF THE COUNTRY



“Comtim brand visibility is a true challenge for us. In 2019 we’ll start the bold action to promote the Comtim brand. Specifically, in October, we have

a space in Auchan network dedicated to the entire Comtim portfolio: Fresh Pork, Porc Ușor and Bun de gătit. This is a project that we want to develop nationwide, with all our partners.

At the same time, we’ll retain our customers through various promotional campaigns offering them, the opportunity to taste our products before expressing their wish to buy. What we want is to bring back on Romanians’ tables, the best quality meat, that you can trust and that bears the Comtim name”, said Cezar Ludoșean, Modern Retail Manager Smithfield Romania. The Comtim brand brings forth the tradition and strengthens its market position, bringing back the authentic pork taste on Romanians’ tables. It thus comes to meet the consumers with

3 product ranges. Porc Proaspăt – a fresh pork range, comprising all the palette of products, packed according to consumers’ need, in simple and attractive wrapping, with portions designed specifically for a single meal, that encompasses the whole quality and safety for the product. Since the market is continuously changing and large players continue to innovate, consumers are informed and the main trend is returning to increasingly less processed products, of high-quality ingredients, directly impacting the health of consumers. Considering these aspects, Comtim also offers two ranges of semi-processed pork: Bun de Gătit range – offers a wide range of semi-processed products, from the traditional Comtim mici, sausages, along with innovative FlowPack products, giving more freshness to products tendered and marinated for the oven and grill, keeping intact the high quality and original taste of Comtim.

## BAKED PORK TENDERLOIN WITH GARLIC AND WHITE WINE

When you are put into the position of being a host and time is not on your side, we advise you to try a simple, yet delicious recipe: baked tenderloin with garlic and white wine. To prepare it, you need the following ingredients:

- 1 kg pork tenderloin
- 100 ml white wine
- 10 cloves of garlic
- 3 tablespoons of oil
- 1 teaspoon of salt/ paprika/ pepper/ dry thyme

### Preparation:

Cut the pork fillet in slices of about 1 cm thick, then put them in an oven tray. Sprinkle seasonings on the meat. Cut the garlic cloves into thin slices and put 3-4 slices on the piece of meat. Spray the meat with a little oil and then pour the wine in the tray, along with half a glass of water. Preheat the oven at 200 degrees. Cooking time is between 40-45 minutes.

Enjoy!



<https://retete.unica.ro/recipes/muschiulet-de-porc-la-tava/>

**SHORT INTERVIEW WITH THE COMTIM MASCOT**

**HOW DO YOU FEEL WHEN YOU KNOW THAT YOU REPRESENT THE LARGEST ANIMAL PRODUCER IN ROMANIA?**

Both for myself and the company, I take it as an honor! I am respected everywhere I go and wear the Comtim logo! Therefore, I encourage you to have as many customized Comtim or Smithfield Romania clothes as possible. You'll see the difference! Because I am the image of such a company, I always have to take care of my aspect. I'm even thinking of starting a diet. P.S. For 15 years, I'm still thinking about it!

**WHAT ARE THE BENEFITS OF THIS POSITION?**

I can stay in any farm I want! I can go to the slaughterhouse and get out of there on my own feet. I think all my buddies would like that. Not to mention that, in my free time, I'm also going to various events! I like my colleagues a lot and I try helping them whenever



I can. Another benefit is the fact I always feel like I'm the Brad Pitt of pigs - wherever I go, everyone wants to take a picture with me.

**WAS THERE A MOMENT WHEN YOU WERE PUT INTO DIFFICULTY? IF YES, HOW DID YOU HANDLE IT?**

Some people ask me how come I managed to get out of the slaughtering process. It bothers me a little and I feel unappreciated. Why aren't people noticing that I am special? Was it

because all pigs raised by Smithfield Romania are special? It may as well be!

**WHAT'S YOUR MESSAGE FOR TEAM MATES ON THE OCCASION OF 15 YEARS OF SMITHFIELD ROMANIA?**

In the 15 years of activity, I am sure that they've learned many methods by which to care for their farm animals and produce the best products (I've tasted myself, even though I'm vegetarian). I congratulate everyone who took part in building this company and I encourage them to continue innovating.

**WHAT DO YOU WANT TO TELL YOUR COLLEAGUES NOW THAT THE HOLIDAYS ARE FAST APPROACHING?**

First, I hope you have a rich meal with Comtim products! Be careful to cook it with lots of love! Relax while on vacation, because you need it to come to work with fresh energy and good ideas for my friends in the farms and slaughterhouse!

**COMTIM AT HEIGHT**

Our colleague from the Sales Department, Marius Obretin, continues to delight us with unique views of the trips he makes throughout the year. In 2019, on July 6, he visited Grossglockner 3798m, the highest peak in Austria, and on July 2, Triglav 2864m, the highest peak in Slovenia.



**Marius Obretin,  
Sales Department**



## ABOUT THE PROTECTION OF PERSONAL INFORMATION

Beware of “phishing attack”! “Phishing” is a fraudulent process by which a company’s customers are tricked into revealing personal or confidential data, which are then used to perform illegal transactions in the customer’s account. Phishing attacks can be done by:

- e-mail: an electronic message is sent to customers, claiming to be from a legitimate source (bank) and requesting the introduction of confidential data in a link to a forged website indicated in the message text.
- phone: a person pretends to call you on behalf of a bank, invoking technical issues (e.g. problems in the payment system and request of

confidential data (PIN code, account number, password).

What is “vishing (voice phishing)”?

- “Vishing” is a fraudulent process by which malicious individuals can call and can recommend themselves as policemen, bank employees etc. and can request remote access to your computer while accessing online banking applications. Thus, they can see usernames, passwords, PIN codes. If you provide information voluntarily, you will not be able to recover your money (you’ve communicated your PIN, account password or other account identifiers to other people).

It is important to know that:

- the bank never requests personal data and/or security information of

customers (e.g. card number, expiry date, PIN, password) by accessing a link sent via email;

- update of Internet banking applications is done only by App Store, Google Play or Windows Store.

\*Do not confirm your security details to anyone via SMS or e-mail (PIN, card number, password in the relationship with the bank etc.)

\*\* Never sign a transaction that you didn’t initiate yourself.

\*\*\*Do not download an application that seems to be online banking by a link sent via SMS, e-mail or WhatsApp.

\*\*\*\*Never click on online banking via e-mail link.

*Article translated by Claudia Barna, Financial Department*

## DID YOU KNOW?

Santa Claus is paying by credit card!

Winter holidays are fast approaching and we start making consistent shopping lists. For some of us, the “best friend” during this time is our credit card. It comes along with more “inventive” benefits, as well as costs and conditions of use, which may vary from one bank to another.

### HOW DO CREDIT CARDS WORK?

The credit card or the shopping card is a bank product that provides the owner with a credit limit. Approval of a credit card is done after a request by customer and is based on revenue analysis on comparison with other existing financial liabilities, to meet the maximum limit of indebtedness. The credit card is different from the salary card and has a separate IBAN account. Use of a credit card requires monthly repayment of an amount (partial or total) from the value of payments made the previous month.

### WHAT IS A “SALARY CARD OVERDRAFT”?

It does not imply a separate account from the one where salary is collected. One uses the existing card and account, but the bank offers a credit limit that



can range from 1 to 6 net salaries. In this case, monthly reimbursement of the amounts used is not mandatory (reimbursement may be made at any time or with collection of the next salary) and is also rechargeable.

Both cards may be used for shopping at retailers (by POS), cash withdrawals from ATMs or direct payments on the Internet (e-commerce). It is advisable NOT to use the credit card for money withdrawals! It is the most “expensive” operation on a credit card. In this case, you cannot benefit of zero interest and an ATM withdrawal commission

is added (a percent of the amount, depending on the issuing bank). If you shopped by credit card and, moreover, you’ve made purchases in instalments, to take advantage of zero interest for the entire amount used on the card, you must pay the amount used for shopping and the fixed monthly rate for goods purchased in instalments, until the expiry of the grace period. Good luck with the shopping list and Happy Holidays!

*Article sent by Claudia Barna, Financial Department*

Hrană bună. În mod responsabil.

