

# MOZAIC

## Smithfield România®

RESPONSIBILITY | OPERATIONAL EXCELLENCE | INNOVATION

# 19

MOZAIC

Smithfield România

June 2020

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### OUR BRANDS

New Ranges of Comtim Products / Grătărel, Product of 2020

### COMMUNITY OUTREACH

Smithfield Romania Supports the Frontline in COVID-19 Fight!



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**Dear colleagues,**

We are living in an complicated, unprecedented period generated by the emergence of the new Coronavirus. Our only certainty is that our lives are no longer the same as before and we are trying to understand the long-term impact that COVID-19 has on us, both in our private lives and as citizens and employees. In order to avoid the danger that this virus poses to us, to our loved ones and our colleagues, and to our living, it is important to understand that we cannot have the same behavior as before the pandemic! It is of utmost importance that we strictly follow preventive measures to not make us sick or endanger our families, co-workers, friends and acquaintances. It is a responsibility that we must be aware of at all times and for which we must do everything we can!



Ever since the beginning of the pandemic, we've implemented a series of measures to protect us from the spread of the virus, based on the recommendations of authorities in the field. Thus, we have taken all necessary measures to ensure social distancing at work and have made available to all employees the individual protective equipment and supplies required for disinfection. In general, in implementing prevention measures, there are no half measures, we must always be on alert, identify and analyze risks on an ongoing basis! To protect ourselves, we must strictly follow procedures designed to prevent the spread of the disease. The virus does not forgive if we let our guard down and when some procedures seem too strict or we think they are slowing us down, we must keep in mind that at stake is not only our health, but the health and well-being of each of us, of our families and co-workers. Each of us has an equally important role in the fight against this virus.

**Goran Panici**

General Manager  
Smithfield Romania

The emergence of the disease has generated a real social and economic crisis worldwide, through the multitude of diseases, by slowing production and consumption. While other companies have stopped operating for a specified or indefinite period, we cannot afford this. Why is that? Because we deal with livestock farming, which requires daily care and continuity in the production flow. At the same time, we must daily produce pork for our customers, providing them with the daily needs of 100% Romanian meat products. We must learn and adapt quickly, on the go. We can only do these things if each of us is responsible and complies with the preventive measures. All these additional measures, implemented since the beginning of the pandemic, complement the strict hygiene and biosecurity rules specific to the field of activity and certified management systems at company level. They are the standard in the industry and are primarily aimed at the safety of our employees, customers and partners. We need to communicate effectively, update and constantly strengthen working procedures in order to prevent possible coronavirus contamination. They are of paramount importance, the negligence of which can have very serious repercussions, as we have already seen in the news bulletins. I therefore urge you to remain vigilant and do everything in our view to stay safe and healthy. If we work as a team, with responsibility, as we've done so far, we can do even more, we can help others. The success of our work and the responsibility we show every day, in everything we build, not only as employees but also as members of the community, have already allowed us to give a helping hand to those who need support during this period. Recently, to support the fight against COVID-19, we have provided hospitals and medical institutions in Timiș County with medical equipment and supplies of over RON 400,000. This effort will continue with your and the volunteers' support. It is essential to remain united, aware of the dangers but also of the responsibilities of this period. I am convinced that together, we will be able to overcome any situations and to ensure the health of our families and the continuity of the company's business.

*Childhood is a story of nostalgia. We challenged the management team to reveal some details of their childhood.*

## // FAMILY IS EVERYTHING! //

### Goran Panici

General Manager

#### Smithfield România®

##### *WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?*

A doctor for dogs – I grew up in the countryside, surrounded by animals, and when the vet came to our yard and performed some surgery, it seemed to me that he held the key to life, like the magicians of Harry Potter.

##### *WHEN YOU WERE A CHILD, WHAT WERE YOU MOST SCOLDED FOR?*

For Math grades. I never liked it because I didn't understand what mathematical analysis was useful for, especially if you want to become a simple veterinarian.

##### *HOW ABOUT NOW?*

Also because of Mathematics. Now I'm scolded by my daughter because I don't know how to explain Math to her.

##### *WHAT FOOD DID YOU LIKE THE MOST (OR DIDN'T LIKE) WHEN YOU WERE A KID?*

Being 100% from Banat, I used to like most food cooked by my grandmothers. For my brother and I, roasted flour spaetzle and poppy seed roll were never enough.

##### *WHAT DO YOU USUALLY COOK FOR YOUR GUESTS?*

I don't know if preparation of grilled meat can be considered cooking, especially when you have Comtim meat readily cut and prepared. Seriously! Without trying to advertise Comtim products, in 90% of cases they are the star products served to guests. As far as cooking goes, it's my wife who carries the weight in the house.

##### *WHEN YOU VISIT YOUR PARENTS OR YOUR RELATIVES, WHAT COMTIM/ELIT PRODUCT DO YOU USUALLY BRING THEM?*

I try to bring them varied products so that I can surprise them every time. However, most of the time, the shopping list always includes

marinated ribs, Comtim mici, T-bone bacon-wrapped tenderloin.

##### *WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?*

Duško Dugouško (for the youngest, it was the conspiratorial name of Bugs Bunny in Yugoslavia).

##### *WHAT TV SERIES ARE YOU CURRENTLY WATCHING? DO YOU HAVE ANY RECOMMENDATIONS FOR YOUR CO-WORKERS?*

Lately, I've been caught up in the Russian show Ekaterina. I am fascinated by history, and the series recounts in detail the history of Russia and Europe of the 18th century. I recommend it to anyone!

##### *WHAT IS THE QUOTE THAT YOU USE THE MOST?*

Family isn't just important. It is everything!

##### *TELL US ONE OF YOUR GUILTY PLEASURES.*

Unfortunately, junk food is my pleasure. Especially puffs, cola and peanut chocolate.

## // GRILLED PORCUSOR HAMBURGER – A CULLINARY SUCCESS! //

### Dana Brindescu-Iovanov

General Manager

#### Fresh Meat Division

##### *WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?*

I guess I don't have just one answer. There were several stages; I went through a selection process, from being a teacher, then a seamstress and, finally, a doctor. I am very amazed to see, at this point as well, the change between generations – my son, for example, wants to be a paleontologist.

##### *WHEN YOU WERE A CHILD, WHAT WERE YOU MOST SCOLDED FOR?*

Good question! I was scolded for being very picky about food. I don't like to eat everything.

##### *HOW ABOUT NOW?*

Now, I argue with myself. It's quite tough!

##### *WHAT FOOD DID YOU LIKE THE MOST (OR DIDN'T LIKE) WHEN YOU WERE A KID?*

My childhood food is chicken soup, which I enjoy very much even today. I like eating it whenever I am out of the country and come home – it's the first thing I can hardly wait for.

##### *WHAT DO YOU USUALLY COOK FOR YOUR GUESTS?*

I really like cooking. Obviously, our products are never missing from the menu. The latest preferences include bacon tenderloin, whenever I want to impress, and hamburger for a day of good time and fun.

##### *WHEN YOU VISIT YOUR PARENTS OR YOUR RELATIVES, WHAT COMTIM/*



**ELIT PRODUCT DO YOU USUALLY BRING THEM?**

I always bring Bun de Gătit spareribs and Comtim mici whenever we make barbecues in the family. Recently, we also tried grilled hamburgers - they were a real culinary success. I can say that I have discovered an innocent

pleasure, which I share with you to boost your appetite! Due to our co-workers from Elit, who spoil us with goodies, Easter meatloaf really saved me!

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

Disney cartoons.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING? DO YOU HAVE ANY RECOMMENDATIONS FOR YOUR CO-WORKERS?**

Now I watch Grace and Frankie. I started it because I am fascinated by Jane Fonda's showbiz longevity. It's a nice show that gives you relaxation after a hard day, but also gives you some life lessons about chemistry of personalities, the need to have a balance in life and the importance of friendships.

**WHAT IS THE QUOTE THAT YOU USE THE MOST?**

I say I didn't quite reach the age of using words of wisdom... I think I've got a long way to go.

**TELL US ONE OF YOUR GUILTY PLEASURES.**

Porcutor hamburger in the picture.

## // LIVE EVERY DAY TO ITS FULLEST! //

### **Voicu Vușcan**

Administrator



**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

I wanted to become a pilot. I still admire those who work in this field.

**WHEN YOU WERE A CHILD, WHAT WERE YOU MOST SCOLDED FOR?**

I was scolded because I was the first to wake up and the loudest.

**HOW ABOUT NOW?**

I am not now.

**WHAT FOOD DID YOU LIKE THE MOST (OR DIDN'T LIKE) WHEN YOU WERE A KID?**

Gizzards stew like cooked by my mother. Instead, I didn't like beans and I don't think I will ever do.

**WHAT DO YOU USUALLY COOK FOR YOUR GUESTS?**

Most often I cook pasta, because they are quick to prepare and are appetizing. I plan to cook some recipes from the seasonal (De sezon) cookbook, which will be soon published and culinary recipes developed especially based on Elit products.

**WHEN YOU VISIT YOUR PARENTS OR YOUR RELATIVES, WHAT COMTIM/ELIT PRODUCT DO YOU USUALLY BRING THEM?**

Sliced pork breast remains one of my favorite products, along with Gratarel, the sausages that have recently been named Product of the Year. Any Elit or Comtim product is a good choice and will certainly be always appreciated.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

Sandy Bell was my favorite cartoon.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING? DO YOU HAVE ANY RECOMMENDATIONS FOR YOUR CO-WORKERS?**

La Casa de Papel is a series that I recently watched and I recommend it! Action and dialogue keep you in suspense with every episode, and characters are very well shaped.

**WHAT IS THE QUOTE THAT YOU USE THE MOST?**

Live every day to its fullest! Because, one day, it will sure be the last ...

**TELL US ONE OF YOUR GUILTY PLEASURES.**

I can only tell you that much - board games.

# // I WANTED TO BECOME AN VETERINARIAN! //

**Silviu Murariu**

General Manager



**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

Most of all I wanted to be an animal doctor.

**WHEN YOU WERE A CHILD, WHAT WERE YOU MOST SCOLDED FOR?**

As I recall, I was very often scolded because I used to wander away from home - and that worried my parents.

**HOW ABOUT NOW?**

Now, apparently, things didn't change too much - I am scolded for the very same reason!

**WHAT FOOD DID YOU LIKE THE MOST (OR DIDN'T LIKE) WHEN YOU WERE A KID?**

At the top of my preferences are boiled cow cheese pancakes! I have cravings only when I think about them. On the other hand, I don't like spawn salad. But, after I ate it for the first time, I've changed my opinion.

**WHAT DO YOU USUALLY COOK FOR YOUR GUESTS?**

I can't say I have something preset... I still don't have a recipe that I specialize in and I do it with predilection. Depends on the occasion. But if I like to cook, I cook it anyway.

**WHEN YOU VISIT YOUR PARENTS OR YOUR RELATIVES, WHAT COMTIM/**

**ELIT PRODUCT DO YOU USUALLY BRING THEM?**

I don't usually bring products to relatives. However, knowing how pigs are raised at Smithfield Romania, I recommend our products, whenever I have the opportunity.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

The classical Tom and Jerry.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING? DO YOU HAVE ANY RECOMMENDATIONS FOR YOUR CO-WORKERS?**

I don't watch and I don't think I've ever watched a TV series...

**WHAT IS THE QUOTE THAT YOU USE THE MOST?**

I never worry about action, only inaction.

**TELL US ONE OF YOUR GUILTY PLEASURES.**

That would be a first ...

## ELIT – TOP 100 THE LARGEST COMPANIES IN FOOD AND BEVERAGES INDUSTRY IN 2018



Elit is present in the top of players in the food and beverages industry, according to its turnover in 2018, as stated in a statistics of Ziarul Financiar.

### TOPUL CELOR MAI MARI 100 DE PRODUCĂTORI DIN INDUSTRIA ALIMENTARĂ

Care sunt cele mai mari companii din industria alimentară și a băuturilor în 2018, după cifra de afaceri din acel an (firmele cu cod CAEN 10 și 11)

RANK	COMPANIA	SECTOR	CEFRA DE AFACERI IN 2018 (MLD. LEI)	CEFRA DE AFACERI IN 2017 (MLD. LEI)	PROFIT NET IN 2018 (MLD. LEI)	PROFIT NET IN 2017 (MLD. LEI)	NUMARUL MEDIULUI DE AFACERI IN 2018	NUMARUL MEDIULUI DE AFACERI IN 2017	DOMENIU DE ACTIVITATE
28	ELIT SRL	ALBA	415,4	381,7	28,7	18,7	1.489	1.446	PRODUCȚIA ȘI CONSERVAREA CĂRNI
29	DIANA SRL	VĂLCEA	400,2	351,8	17,8	14,5	858	846	FABRICAREA PRODUSELOR DIN CĂRNE (INCLUSIV DIN CĂRNE DE PASĂRE)
30	HIGHLAND BOMÂNIA SRL	MUREȘ	388,7	337,8	18,0	20,1	104	389	FABRICAREA PRODUSELOR LACTATE ȘI A BRÂNZETURILOR

### TOPUL CELOR MAI MARI COMPANII DIN AGRICULTURĂ 2018

**1ST PLACE IN THE TOP OF THE LARGEST COMPANIES**

**Smithfield România®**

Smithfield Romania is ranked 1st in the Top of the Largest Companies in Agriculture in 2018, as stated in the Yearly Book published by Ziarul Financiar on February 25, 2020.

### PARTICIPATION IN BELINKIADA, 2020 EDITION

Now, at its 4th edition, the sales conference Berlinkiada, organized by our colleagues from Animex Polonia was held at the end of February 2020. Smithfield Romania was represented by Voicu Vușcan (Elit Administrator), Cristina Bodea (Sustainability Director), Cezar Ludosean (Sales Manager - Modern Retail).



Voicu Vușcan, Cristina Bodea, Bogdan Curticiu, Cezar Ludosean

**SMITHFIELD ROMANIA, IN THE CONTEXT OF COVID-19**

Following the declaration of COVID-19 pandemic, the company adopted a series of measures designed to ensure the safety and health of Smithfield Romania employees. Starting from implementation of several internal procedures and continuing with an internal communication campaign on this topic, we have taken all the necessary actions to be able to provide our customers with "Good food. Responsibly", even under these circumstances.

Among the measures implemented within the company, we mention:

- Training of all employees regarding the provisions of the new procedures implemented.
- Obligation of all contractors/visitors to fill in a declaration on own responsibility on the topic of COVID-19, before entering the premises.
- Restriction of work trips, both in the country and abroad.
- Intensification of sanitization operations, as well as measures taken

by our contractors/service providers (e.g. employees means of transport).

- Broadcast of instructional and prevention videos against COVID-19, flyers and other informational materials, distributed weekly on the topic of COVID-19.

- Purchase and placement of several UV filter disinfection lamps for common areas.

- Distribution of individual sets for each employee, containing consumables (hand gels and disinfectant wipes, masks, gloves etc. for each employee).

*"Together, we'll be able to overcome these challenges, ensuring the health of our families and the continuity of our company's operations. Smithfield Romania continues to assume responsibility for keeping operations in optimal parameters and in a safe environment," reports Goran Panici, General Manager Smithfield Romania.*



**INFORMATION CAMPAIGN – AFRICAN SWINE FEVER (ASF)**

Since the first ASF outbreaks in Romania in 2017, the entire Smithfield Romania team has worked to protect our production facilities by strengthening biosecurity procedures, continuous communication and awareness of the associated risks.

The communication campaign has taken a new form in 2020! Weekly information sent to all colleagues is now presented in a more attractive way, made through the Sway platform, which helps to view information more easily.

The support of each of you in strictly complying with the biosecurity standards at all Smithfield Romania work points has so far ensured the protection of farms against contamination.

Together, by following the biosecurity rules we will still prevent the occurrence of the ASF virus at all our work points!

Sfatul săptămânii

Pentru a evita pătrunderea bolii în punctele noastre de lucru, este important ca fiecare angajat să respecte cu strictețe toate regulile de biosecuritate!



Smithfield România

STOP PESTEI PORCINE AFRICANE!

2/2020



**SMITHFIELD ROMANIA SUPPORTS THE CAMPAIGN "LET'S BETTER UNDERSTAND FOOD"**



Responsibility is one of the core values of Smithfield Romania and so we

want to support actions intended to instill accountability of consumers, especially when it comes to eating and addressing a healthy lifestyle. As a result, Smithfield Romania supports for the second year in a row the campaign to inform and raise awareness of food benefits – to better understand food, initiated this year by Ro.aliment.

The aim of the campaign is to educate and inform consumers about how they can understand food labels, which implies a balanced diet, or how to correctly choose products on the shelf, while highlighting the market or correct processors that provide quality and healthy products.

More details on <https://www.roaliment.ro/>

**NEW**

**PRESENTATION OF SMITHFIELD ROMANIA PRODUCTION PROCESSES IN AN EASY-TO-UNDERSTAND FORMAT**

The year 2020 brought along a new project to transpose Smithfield Romania production processes into an attractive graphic format, easily to understand and present.

**FERMELE Smithfield România**

Ce se întâmplă, de fapt, într-o fermă de creștere a suinelor?

**SISTEM DE PRODUCȚIE**

- FERMA DE VIERI
- FERMA DE TINERET
- FERMA DE CREȘTERE ȘI ÎNGRAȘARE
- FERMA DE REPRODUCȚIE
- ABATOR

116 CEȘTIE CESTITĂ  
28 ZILE ÎNTR-UNA DUPĂ NAȘTERE

7 kg  
115 kg

SUPERVENȚIONARE SANITAR-VETERINARĂ  
INCUBARE MICROBICIDĂ

**DISTRIBUȚIA GEOGRAFICĂ A FERMELOR**

FERME PROPRII ÎN JUDEȚELE TIMIȘ (35) ȘI ARAD (14) +

FERME PARTENERE ÎN ÎNTREAGA ȚARĂ

**FERMA**

- HRANA DE CALITATE 100% PNC SMITHFIELD
- 14°C temperatură în aerul
- PERSONAL SPECIALIZAT
- SANITARIZARE ANIMALĂ
- H2O H2O
- Logistica

**PLUS SECURITATE**

FERMELE NOASTRE SUNT PROTEJATE PRIN MĂSURI SANITAR-VETERINARE PENTRU A PREVENI APARIȚIA ȘI RĂSPÂNDIREA BOILOR

**FABRICI PROPRII DE NUTREȚURI COMBINATE**

ACHIZIȚII CEREALE 350 000 t

INGREDIENTE NATURALE

- Grâu
- Porumb
- Soia
- Vișcoasă & Vitamine

1800-990061  
100% fermieri români

PORC NĂSCUT, CREȘCUT ȘI SACRIFICAT ÎN ROMÂNIA

53.000 animale de producție  
48 de ferme proprii

1,2 milioane porcine românești în vânzare

1.200 de țepuri

Lider de piață

producem 27% din carnea de porc, produs în România

Smithfield România  
www.smithfield.ro

**PARTICIPATION IN THE ONLINE JOB FAIR**



Cristina Florea  
Senior HR Generalist  
**Smithfield Romania**

**WHAT WAS YOUR FIRST REACTION WHEN YOU FOUND OUT THAT JOB FAIRS WILL BE ORGANIZED ONLINE?**

I suddenly became very curious! The state of emergency nationwide was announced shortly before the start of the fair, and it caught us in the middle of preparations. This edition brought surprises to candidates and we were eager to see the impact thereof. Initially, the organizers announced the cancellation of the fair, but later informed us that the whole process will move online. I knew that every change comes with opportunities and challenges; the context seemed good for opportunities. I can't wait to see what we and potential candidates are up to.

**WHAT DID PREPARATIONS FOR THIS NEW APPROACH CONSISTED OF?**

Organizers surprised us with a generous advertising proposal that involved preparing a large number of materials. All communication materials resulted from an effective mobilization between the Recruitment Team, the PR Department and the organizers. From online invitations, presentations, posters and media announcements, to the virtual employer stand, everything was prepared in no time.

**HOW DID SMITHFIELD ROMANIA PRESENT THIS YEAR TO POTENTIAL CANDIDATES?**

We used a live chat in the first place, through which we could interact with those who wanted to talk to the Smithfield Romania recruiter. In some ways, things have gone easier. Being present in the headquarter, we were able to manage in real time all stages of the recruitment process and we had a number of candidates who, in this context, were validated more quickly for employment.

**HOW DID THE CANDIDATES REACT? DID YOU RECEIVE MORE CVS COMPARED TO A TRADITIONAL JOB FAIR?**

Compared to a traditional fair, the candidates were quite detained in discussions. In the chat, we were only addressed two/three questions. I noticed that people are more open to speaking when they see a smiling person who transmits information, not just with words. However, for a first edition in this form, we believe the results were good.



### WHAT DO YOU THINK WERE THE PROS AND CONS OF THIS NEW APPROACH?

The advantages came in the light of the fact that we had a higher exposure in the online environment. The disadvantages of this approach derived from the short range in which the event was organized. It is an approach to the future, but it started in an unfortunate context, which shows us once again that digitalization is a mandatory resource, which can move at any moment from back-up to the foreplan.

### NEW PROJECTS FOR THE SAFETY AND HEALTH OF EMPLOYEES AT WORK

#### Continuous improvement projects proposed by our colleagues in the H&S Department

Smithfield Foods annually provides well-deserved recognition for those colleagues or work points that stand out by achieving a high degree of compliance with employee safety. The company offers public appreciation to projects aimed at reducing the number of injuries, accidents at work or illnesses, but rewards innovation and performance in the OHS field, in general. Smithfield Foods annual awards for maintaining the safety of employees (Smithfield Safety Awards Smithfield Foods) are offered in the following competition categories:

#### Innovation Award

Offers recognition to a colleague or team who, through innovative concept, have had a positive impact in improving employee safety by reducing possible risks in the workplace and bringing measurable improvements into the system.

#### SPY AWARD (Professional of the Year)

Offers recognition to a single colleague, an OHS professional, who has demonstrated a remarkable involvement in his/her role and a role-model mentality, which brings a positive impact both within the company and within the community.

#### President's Circle Award

Offers recognition to those work points that achieve and/or exceed Smithfield's annual targets and expectations for employee safety, verified by performance indicators.

#### Prestigious President's Award

The annual award of Smithfield Foods' President is the highest award for outstanding OHS performance. It is offered annually to a single working point for the successful achievement of the OHS objectives set.

### Congratulations to all the nominees and winners!

The projects of Smithfield Romania – Fresh Meat Division enrolled this year in Smithfield Foods competition are proof of the ongoing projects and consistent involvement in exceeding the working standards in terms of employee safety.

1. Installation of a **fall prevention system**, designed for the access area at the top of the water tanks from the Water Treatment Plant. Implementation of the fall prevention system ensures that daily operations are carried out safely. Promoter **Ilie Bogdan**, H&S Specialist

2. Installation of a **fall prevention system** by mounting anchorages at the top of the tanks containing chemicals. Project implementation ensures that the risk of falling is reduced and that daily operations are carried out safely. Promoter **Ilie Bogdan**, H&S Specialist

3. Installation of **railings for added safety** in the area of production, processing and packaging access steps, to provide added safety and reduce the risk of slipping and falling on stairs, especially at shift times. Promoter **Ilie Bogdan**, H&S Specialist

4. Conducting of an **emergency intervention exercise** for a possible ammonia leakage, in collaboration with ISU Timiș. The project aims to increase employee response and reporting capacity, in the event of an emergency. Promoter **Mihaela Rad**, Compliance Manager

5. **"Increased ergonomics"** – out of concern for keeping a correct body posture, in accordance with health standards, colleagues in the production department now use in their daily work an equipment that allows to perform operations from the height of their own body, without bending, through effective movements. In addition, the reduction of fatigue has naturally led to an increase in employee satisfaction during daily activities. Promoter **Mihaela Rad**, Compliance Manager



*The Fresh Meat Division of Smithfield Romania has won one of the President's Circle Award, as a result of OHS Compliance Audit carried out at the end of 2019.*

# Smithfield®

## Good food. Responsibly.®

### 17 PROJECTS ENTERED IN ROI AWARDS 2020 SMITHFIELD FOODS

Smithfield Foods Excellence Awards Competition is held annually for all companies in the Group and aims to highlight employees who assert themselves through innovative ideas and successful projects in their area of activity. For the 2020 edition, Smithfield Romania team has nominated a record number of projects, which attests the hard work and the involvement of our colleagues in identifying viable solutions in support of the three core values we guide by – Responsibility, Operational Excellence and Innovation.

Smithfield Foods ROI Awards program thus offers opportunities to recognize the outstanding merits of the nominated employees:

- awards of over USD 160,000 USD
- 60 finalists
- 18 winners
- special AWARDS (6 special prize winners).

#### Responsibility Award

Provides recognition for those who choose to engage in projects and activities other than those provided for in the job description. This award offers well-deserved recognition for those who start the working day early, stay at work as much as necessary and successfully complete projects! The winners of this section are those employees who don't step away from problems when they arise but choose to look for ways to solve them.

#### Operational Excellence Award

Provides recognition for those employees who are incessantly looking for new opportunities to improve the company's way of acting. We thus have the opportunity to rethink the perspectives through which we serve customers, improve quality, simplify processes, optimize and improve efficiency. All these to keep costs as low as possible within our system.

#### Innovation Award

Provides recognition for those who come up with ideas – bigger or smaller – that contribute to the process by which the company gets better. Each employee, from any position in the company, can make proposals so that we can work smarter, serve customers better and build a more innovative company.



## Smithfield Romania Projects Enrolled in ROI AWARDS 2020 Edition

### VINGA FEED MILL PROJECT – BIOSECURITY: SEPARATION OF PRODUCTION FLOWS FOR AVOIDANCE OF POTENTIAL ASF CONTAMINATIONS

#### Category: Operational Excellence

**Promoters: Codruț Popa, Orlando Oprea, Daniel Păduraru, Dorin Vișan, Viorel Mara, Radu Ionel**

Since the autumn of 2017, when the presence of the ASF virus was confirmed in the area where our company conducts grain purchasing operations, the Feed Production Department wanted to be involved in making decisions aimed at bringing new measures to the existing bio-security protocol, to raise the degree of protection. These measures will be intended to prevent possible contamination of the production chain, taking into account the new epidemiological status of the Western area. At that time, the procedure for the reception of cereals had already implemented a food safety measure providing for a 30-day quarantine 'rest' period. A new rule for strengthening of biosecurity was implemented: separation of grains' reception from the rest of components purchased, which enter production immediately after reception (soybean meal, calcium etc.). Therefore, the team's decision was to arrange an additional reception area, serving exclusively for the reception of grains. The cost of the project amounted

to USD 62,000 and was implemented and commissioned within 60 days of the start of the risk analysis.

The project provides additional security in the face of the ASF threat to Smithfield Romania's production chain and operations as a whole. This project has a very high degree of transferability and can be replicated successfully internationally, at any Smithfield work premises. In Romania, the management team works to implement the same type of project within Pădureni Feed Mill, Timiș County.



### **PĂDURENI FEED MILL – OHS PROJECT: SAFETY UNLOADING SYSTEM OF WAGONS ARRIVED BY TRAIN**

#### **Category: Responsibility**

**Promoters: Valentin Ivan, Ioan Nechita**

Safety and protection of employees – 100% of time – remains Smithfield Romania’s priority! Impressive quantities of ingredients needed for feed production are unloaded annually at the compound feed mill from Pădureni. The unloading process is complex and involves an additional step: manual emptying of unloaded wagons through a series of operations carried out by our Feed Mill colleagues. Manual opening of the surface at the top of the wagons, the detachment of the remaining products on their walls and the entry of workers inside the wagons – to completely empty the space by using a compressed air device – are manual operations that require a lot of attention.

The technological flow and all operational sequences require a particular concern for the safety of the team working in this area. Thus, two distinct projects were implemented:

1. The “lifeline” system means the installation of a team protection system through permanently worn protective equipment.
2. Installation of a transverse bridge, along the entire upper length of the unloading ramp of the wagons.

The success of the project was also confirmed by the positive feedback received from the employees who carry out this operation on a daily basis.

### **VINGA & PĂDURENI FEED MILLS PROJECTS – STAFF DEVELOPMENT: FEED ACADEMY**

#### **Category: Operational Excellence**

**Promoter: Ionel Radu**

The management team of the two Feed Mills started in December 2018 a series of workshops aimed at employees of Vinga and Pădureni Feed Mills. The topic of interest concerned technical topics, but also aspects related to the personal development of the participants. By developing a course support appropriate to their work, learning objectives on specific topics have been achieved: feed production technology, qualitative aspects of raw materials and of the finished product, hygiene aspects, sample analysis and conducting of specific tests in the laboratory.

To provide all employees with this useful experience and a complete flow of information, the entire team of employees from the feed production departments participated in the sessions. The seminars were organized in an interactive manner, where the great learning experience was completed by the presence of motivational speakers.

Free discussions, sharing experience in the daily activity and the atmosphere proper to the development of the kaleidoscope of new, constructive ideas, have made this experience one that we all want to repeat. Future plans shall include the organization of regular seminars at least twice a year.



### **NEW WORK PLATFORMS FOR EMPLOYEES IN THE FEED MILL MAINTENANCE DEPARTMENT**

#### **Category: Operational Excellence**

**Project promoters: Radu Ionel, Cristian Țimurlea, Doru Iov**

Ensuring of usual maintenance within the Feed Mill operational tower involves specific measures to minimize possible risks during interventions. The Feed Mill team constantly analyzed the existing situation and developed plans to optimize the intervention at height. The new project implemented was started out of concern to maintain the safety of employees engaged in operations, as well as saving of working times invested in this process. The decision was thus taken to design and install a new technical solution: the construction of platforms that will ensure safe, fast and efficient interventions for employees by ensuring the correct quality of the ingredients used in animal feed, through proper maintenance of factory machinery.



### INSTALLATION OF A REVERSE OSMOSIS SYSTEM – FEED PRODUCTION

#### Category: Operational Excellence

##### Promoter: Ionel Radu

The installation of a reverse osmosis system as part of the water treatment process within the Feed Mill was a challenging project which, at the end of implementation, resulted in a reduction in energy losses due to the reduction of the purging of boiler water. Installation of the system was aimed at reducing production costs by optimizing the operation of the production flow machines.

### REPROJECTION OF THE SALES DEPARTMENT OR “HOW TO TRANSFORM A DISASTER IN OPPORTUNITY”

#### Category: Responsibility

##### Promoters: Florin Raba, Ionut Crețu, Cezar Ludoșean, Liviu Florea, Alin Danciu

Smithfield Foods' concept “Drumul către 1 miliard”/“The Road to 1 Billion” is the basic objective for Smithfield Romania sales team, along with the ongoing commitment to put responsible pork on the market. In early 2019, optimistic future plans and projections undertaken by the sales team had to be reconfigured due to the expansion of outbreaks of African Swine Fever in the vicinity of the areas where the company operates. Exports of the company's pork products were halted in just one day.

The sales team was immediately reorganized in such a way that it could continue to fully market the production of its own farms. The export team's response was admirable, requiring not only adaptation to new responsibilities aimed at the internal market, with all its characteristics, but also a change of perspective and mentality. With the specific determination of well-trained, engaged and pro-active employees, all members of the sales team have entered the new structure!

The domestic market has thus been approached with notable new achievements: at the end of 2019, the sales team can boast 133 new customers in the traditional sales area, as well as the completeness of the retail portfolio. The change has produced effects beyond expectations, with an increase in the segments of semi-processed products: marinades, ground meat, sliced meat. Successful recipes are different, but the variables that make things move in the right direction are universally valid: sustained efforts, team desire to reinvent themselves, regardless of market dynamics, passion for detail and perseverance.

### “ADOPT A SCHOOL” PROJECT

#### Category: Responsibility

##### Promoters: Cristina Bodea, Bogdan Ban, Lorena Balica

“Adopt a School” is a Smithfield Romania program born as a natural response to the needs identified during visits to the communities in which we operate. The program aims to improve the educational process and study conditions in schools from Timiș and Arad Counties and was initiated in 2017. Projects eligible under this program received financial support from Smithfield Romania to implement specific investment projects that included rehabilitation and renovation of school infrastructure, procurement and equipping with new IT&C teaching equipment or setup of playgrounds and sports in the schools selected in the program. So far, in the three editions implemented in Timiș and Arad Counties, around 13,000 students in 34 primary and secondary schools benefited from this program.

#### Smithfield România®



#### “ADOPT A SCHOOL” PROJECT

Nearly 300 teachers were directly involved in its implementation. Overall, the amounts allocated by Smithfield Romania for the implementation of “Adopt a School” program are approaching RON 1.4 million. The eligible projects provide students in the curriculum with new resources for educational and extracurricular activities through access to multimedia rooms equipped with modern teaching - learning technology, as well as computer offices equipped with state-of-the-art computers, high-speed internet access and interactive smart-boards. The video and online transmission equipment made available to them offers the possibility to conduct lessons remotely, if needed, without affecting the educational process. The company's support also goes towards the establishment of multimedia documentation and information centers, as well as classical libraries, equipped with atlases and encyclopedias. Teachers in the educational establishments included in the program will have the possibility of interdisciplinary treatment of the content of school curricula and the introduction of new technologies into current pedagogical practices. Moreover, the company provided support for the necessary investments in the construction of an outdoor recreation space within one of the kindergartens included in the program. The project also included support for encouraging a healthy lifestyle through sports, by setting up spaces for organized sports activities: volleyball, basketball, tennis, table tennis.



Value Creation

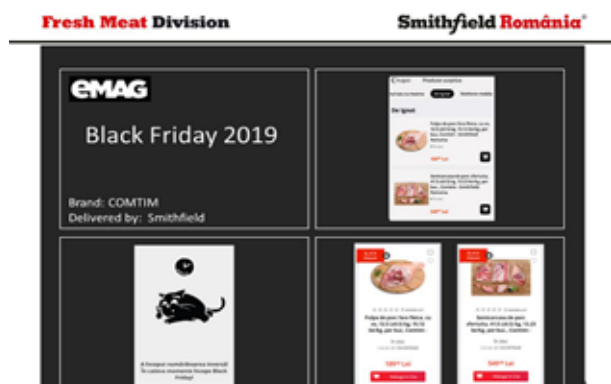
## PROMOTION CAMPAIGN AT “BLACK FRIDAY” MARKETING EVENT

### Category: Innovation

**Promoters: Florin Raba, Laura Patian**

The Sales Department of Smithfield Romania continued in 2019 the series of innovative thinking initiatives to increase brand awareness and an out-of-the-box approach. The accelerated sales period offering customers products at advantageous prices, held annually in mid-November, was a first attempt by Smithfield Romania to make the Comtim brand known to millions of potential customers across the country. The sales campaign and image capital growth took place on the Emag store's online platform. The presence of Comtim products on this online market was a first that offered customers the opportunity to purchase fresh pork parts (carcass and ham), at the most anticipated sales event of the year. Innovation and adaptation to the ever-changing dynamic behavior of the consumer is the long-term key to maintaining the market at a level of excellence. Innovation and adaptation to the ever-changing dynamic behavior of the consumer is the long-term key to maintaining the market at a level of excellence. After this campaign, Comtim products received the title of surprise product of 2019 online campaigns and 5-star reviews from the end consumer!

We are also proud to obtain recognition from partners and customers for the operational approach and operative delivery of 100% Romanian pork products.



## HEATING/INSULATION MATS, PRODUCED INTERNALLY FROM RECOVERED FEED COMPONENTS

### Category: Innovation

**Promoters: Bogdan Hidişan, Mircea Bîtcă**

The project initiated by our colleagues involved identification of effective solutions to ensure the thermal comfort of animals, implemented with minimal resources. It was also desired for the procedure of disposal of PVC feeder components normally requiring replacement, to be made responsibly, through re-use and recycling. A second goal of this project's implementation was to ease the work of colleagues responsible for sanitizing the halls. Since these isolation mats are rigid and have a lower weight, they are

much easier to handle than those made of rubber, which eases the sanitation process.

The implementation of this new project has entailed considerable savings in the purchase price of insulating materials for the thermal comfort of animals, but also a “green” signal to employees on all farms. The reuse of materials that have become waste is a real help both for the team and for the protection of nature!

## ANTIFREEZE SYSTEM FOR THE ROAD DISINFECTIO ARCH AT PARȚA FARM

### Category: Innovation

**Promoter: Bogdan Hidişan**

With confirmation of ASF outbreak occurrence in the western part of the country, further measures have been taken to prevent the virus from entering our farms. The most effective livestock protection solutions have been put into practice, including in the farm access area, where vehicles can enter inside only after thorough disinfection. During wintertime, this procedure was performed manually, but during the ASF epidemic, it was necessary to activate the automatic technical solution. Installation of these arches ensures the increase of efficiency for disinfection of vehicles and a reduction in the number of employees involved in the process. The pilot project started in two of the livestock farms and continues to be implemented in other new locations. The construction project included the manufacture of protection for the existing disinfection arch, to ensure operation at negative temperatures as well.



## THERMIC CHAMBERS FOR DISINFECTIO

### Category: Innovation

**Promoter: Ciprian Lixandru**

The project initiated by the maintenance and bio-security department of Smithfield Romania - Farms Division is a new initiative based on the concern for strengthening of bio-security rules and additional protection of farms in the face of African Swine Fever threat. In Smithfield's farms from Romania, measures are implemented to sanitize all materials entering the barns, by disinfecting them with UV lamps and nebulization systems.

However, the efficiency of this system can be increased and the solution identified by the team is the use of a third process, complementary to the two already in operation: disinfection system using heat. The pilot project, implemented in two of Smithfield Romania's farms, also provided for temperature monitoring in thermal chambers via a mobile application.

## WE REWARD BIOSECURITY COMPLIANCE

### Category: Innovation

#### Promoter: Nicolae Iorgovan

The constant concern of the Biosecurity Department and, in general, of all Smithfield Romania employees, remains 100% protection of the system and avoidance of contamination of animals in the system. One of the measures initiated by the company in recent years is that employees cannot raise animals of the swine species in their households, as a veterinary requirement. Given the long tradition of pork consumption in the Western part of the country, we have devised a reward system for our employees who have understood the requirements of the company where they work. The reward project thus includes visits by a specially designated team equipped with IT means to mark in a centralized system the degree to which employees comply with biosecurity measures. Each visit is marked in the system with score, which will be converted into money that employees can use to purchase meat products from the plant store. This bonus has the advantage of increasing the interest of rural residents to become members of the Production, Transport, Feed Mill and Agriculture Departments and, at the same time, to increase the recruitment opportunities for the HR Department.

## IMPLEMENTATION OF AN AUTHORIZED SANITATION SYSTEM ON DEBONING PRODUCTION LINES

### Category: Operational Excellence

#### Promoters: Dinu Cerna, Ionuț Lăpădătescu

The needs for continuous improvement, particularly in the internal sanitation process, remain one of the basic priorities. Our team is 100% involved in identifying new improvement solutions, but also to reduce and optimize working times. Traditionally, the sanitation process began with the mechanical cleaning of the equipment, carried out manually by the operator assigned in this area. The automated equipment purchased allows at this time to achieve two distinguished steps in the sanitation procedure: mechanical cleaning and damping for subsequent cleaning of the strips. The result was a decrease of about one hour in the time allocated to the sanitation process. Increasing the speed in execution did not alter the quality of the process and also provided the possibility of allocating the hours of work saved in other areas as part of the daily activity. The results of this project meant not only increasing the efficiency of operations, but also reducing water consumption by about 6,722m<sup>3</sup>, improving microbiological parameters and allocating additional working times for other projects.

## CONSISTENT MEAT DEBONING OPERATION

### Category: Operational Excellence

#### Promoters: Deboning Team

Optimization of production indicators is one of the priorities of Smithfield Romania team, and the Fresh Meat Production Department considered it appropriate to analyze and propose new projects to optimize the parameters of the activity in the deboning section. These processes are carried out, within the Production Department, by manual processing. Thus, for the efficiency of production, the major impact is based on the specific skills and technical knowledge of our deboning employees.

The decision has therefore been taken to implement an action plan to optimize the indicators of the deboning activity, through the following steps:

- Standardization of working methods;
- “On the job training” sessions for each employee, provided by the supervisor;
- Daily drawn up and monitoring of reports;
- Providing fast feedback and immediate corrective measures, in case of deviations from the standard.

The effort of the project team resulted in an improvement of the processes, as well as of each operator’s knowledge. Team members have the opportunity to produce pork and maintain performance indicators and results at a consistent and sustained level, without major deviations.



## INVESTMENT IN EQUIPMENT FOR THE SEMI-PROCESSING AREA

### Category: Operational Excellence

#### Promoters: Adriana Ilioiu, Cristian Stan

A new investment project in the area of semi-processed production came as a natural step, immediately after the closure of the export possibility, due to the need to serve domestic sales channels. The local market offers considerable possibilities for the absorption of Comtim products with added value. Thus, an investment budget has been allocated



Value Creation

in a new processing area.

The project team managed, on market terms, to negotiate a system for testing the meat processing equipment without paying rental fees. More than 1,000 tons were produced during the entire testing period. Production volumes have increased and it has been successful to ensure the service of the market with the need for semi-processed products during Easter and the summer season. "I was very pleased that production was able to continue to adapt quickly to the new market condition, in order to respond to the sales team's orders, with remarkable successes. We were able to test the best existing equipment on the market without rental costs to meet the needs of production, and then we were able to choose the best option, starting immediately." Dorel Bodea - Production Director

After completing all the necessary procedural steps, the product was introduced into Bun de Gătit range, in For the Oven section. The market success of this product was much more than expected, due to its outstanding taste and tenderness, commercial presentation and uniqueness on the Romanian market.

In addition, the double packaging allows good shelf storage and provides long-term consumer satisfaction by maintaining the taste properties!

*Congratulations to everyone!*

### DEVELOPMENT OF A NEW COMTIM PORK PRODUCT

#### Category: Innovation

Promoters: **Dinu Cerna, Andrei Rohlicek, Mădălina Macovei**

Development of new products with exquisite taste, to complete the portfolio of the Comtim - Bun de Gătit range, so appreciated by customers, remains a constant concern for the team behind the scenes of each product.

Newly launched on the market, the bacon tenderloin, part of Bun de Gătit - for the oven range, adds value to the range, through its specific flavors and fragrances!

The idea of testing this product was the project of the team that took part in the 2019 Internship program of the Quality Department. Pork tenderloin is that tender and juicy part that can lose its nutritional qualities if the recommended cooking time is exceeded. However, Bun de Gătit product has a marinade based on aromatic herbs and is "embraced" by delicate slices of bacon to ensure that the specific tenderness is maintained after cooking. The final product that we serve at the table has a delicious appearance, consisting in crispy bacon, inside which we are surprised by the juicy meat, flavored and seasoned, for a unique taste.

Bun de Gătit bacon tenderloin is part of the innovative products range, of premium quality, and received positive reviews at all tasting events.



**WE CONTINUE TO SUPPORT THE DEVELOPMENT OF EDUCATION IN THE COMMUNITIES IN WHICH WE OPERATE!**

Smithfield România



**"ADOPT A SCHOOL" PROJECT**

"Adopt a School" program, which aims to improve the study conditions in schools around the counties where Smithfield Romania operates, brought at the end of 2019 countless joys to school children! Organized as each year in partnership with County School Inspectorates and local town/village halls, the program supported 11 educational institutions in carrying out the plans aimed at improving the conditions of study.

Each eligible educational institution received financial support from Smithfield Romania of EUR 10,000/school for implementing specific investment projects in the rehabilitation and renovation of school infrastructure, procurement and equipping with new IT&C teaching equipment or accommodation of playgrounds and sports areas.

This edition aimed in particular at improving the educational process in Arad County and two high-schools in Timiș County:

- Vânători Middle School
- Șepreș Middle School
- Bocsig Middle School
- Mihai Viteazul College from Ineu
- Șintea Mare Middle School
- Bârsa Middle School
- Cermei Theoretical High School
- Apateu Middle School
- Șicula Middle School
- Mișca Middle School
- Casa Verde Technological High School of Forestry and Agriculture from Timișoara
- "Ion Vidu" National College of Arts from Timișoara

**SMITHFIELD ROMANIA CONTINUES TO CREATE ADDED VALUE IN COMMUNITIES**

Smithfield Romania has supported in last December, 8 special causes which bring added value to the communities in which the company operates – in Timișoara, Jimbolia, Buziaș, and regionally, as well.

Thus, as part of the social engagement strategy, Smithfield Romania provided support to the following causes:

- **Cristian Șerban Foundation**, which has built in Buziaș, from donations, a medical center for children and young people with chronic diseases (diabetes, cancer, neurological diseases, liver and respiratory failure etc.), will have the possibility of renovating the plumbing and sewerage facilities, as well as part of the recovery compartment.

- **The Union of Plastic Artists** - Timișoara Branch, has set out to use our help in the renovation of the Helios Art Gallery from Timișoara. Therefore, the members of the foundation will prepare themselves in optimal conditions for the events to be held in 2021, when Timișoara will be the European Cultural Capital.

- **Donor Sanuis Banat Association** will be able to purchase the necessary equipment for a mobile transfusion center to ensure blood needs in the 17 hospitals in Timiș County, that the association serves.

- **"AREBA" Association of Rheumatism Patients in Banat** will purchase with our financial support the equipment necessary for physical therapy and medical gymnastics.

- **Nord Arts Education Movement Association** has received financial support to organize the action "In Search of Europe's Roots", under which a group of 7 – 14 students will visit the oldest tree in each EU country.

- **New Odissey Association** has received financial support to develop the programs of the Center for Applies Behavioral Analysis. The center aims to improve the lives of people with disabilities.

- **Dr. Karl Diel Hospital from Jimbolia** will be able to purchase with our help the medical equipment needed to treat patients.

**270 HAPPIER SOULS ON HOLIDAYS**

Under the aegis of "Food for Souls" program, the project "A Good Thought for Holidays" continued to bring joy in 2019 as well! Smithfield Romania volunteers set out to bring the magic of winter holidays to people in delicate situations and helped 270 beneficiaries from 5 foundations to have more beautiful winter holidays. With the help of a chef, volunteers from several companies, including Smithfield Romania co-workers, prepared a festive meal for the 76 beneficiaries in the care of Inocențiu Klein Old People Hospital from Timișoara. To make their lunch as special and as nutritious as possible, we used Comtim meat products!



We kept the tradition and visited this year the beneficiaries of Ineu Social Services Complex, a center coordinated by Arad Directorate-General for Social Assistance and Child Protection.

Fabian, Florin, Sebastian, Doina, Denisa, Dana, Lorena, Cătălin, Cristina, Ioana, Bianca, Denisa, Maria, Alexandra, Ionuț, Paul, Renato, Manuel, Vasile and Daniel received from the company and Smithfield Romania volunteers, clothes, fruits, sweets, meat products, home appliances and various personal care products. Another traditional beneficiary of this initiative is Caritas Federation of Timișoara Diocese, which coordinates a Palliative Care Center. Smithfield Romania financially supported the association to improve the work of the center.



In this edition, the company also directed its support to new associations. Beneficiaries of “Casa Rafa” Association, which aims to prevent the risk of social, school and family exclusion of children from vulnerable backgrounds, have been included in the 2019 program. Thus, 34 children received school supplies and backpacks as gifts from the company. The Foundation of the Holy Hierarchs Leontine and Tudosie aims to care for and educate children orphaned or deprived of livelihoods. One of the centers coordinated by the Foundation, St. Hierarch Leontie Rădăuți Children’s Settlement, benefited from the company’s school supplies and Comtim meat products that were used to make 1,480 portions of food.



**“FOOD FOR SOULS” EVENT AT THE CANTEN “DAR DIN DAR” FROM PARTOȘ**

**FOOD FOR SOULS**  
**Smithfield România**

For the community of Partoș the day of March 6, 2020, was a special day thanks to the involvement of Smithfield Romania, under the aegis of the social responsibility program “Food for Souls”. “Support in providing pork products and the necessary ingredients to prepare lunch for about 100 people, children and adults eating daily lunch at “Dar din Dar” canteen, was a wonderful spring gift. In addition to this cooked meal, all the beneficiaries enjoyed small gifts, depending on their age. The youngest received ceramic piglets for painting and those in primary, middle, and high school classes received backpacks and supplies. A donation that gave us many positive emotions!

The entire community of Partoș, together with Semper Agape Association’s management, thanks Smithfield Romania team and everyone who made the action possible” said Mrs. Ecaterina Vasilica Chiu, President of Semper Agape Association, where the canteen operates.



## WE CONTINUE TO SUPPORT THE ACADEMIA

Smithfield România

# Academic Programs

Smithfield Romania continues to support the academia as part of the social involvement in the communities where it operates. At the end of 2019, the beneficiaries of Smithfield Academics program were:

- **Oeconomica Timisiensis Foundation** financial support to organize the event "Complexity and Particularity of Financial Economic Analysis in the Business Ecosystem", the 46th edition;
- **Faculty of Agriculture of U.S.A.M.V.B.T.** financial support to organize various events for students;
- **Faculty of Veterinary Medicine of U.S.A.M.V.B.T.** financial support to organize various events for students;
- **Club Lions Dinamic Plus Organization**, which organizes the charity event "A Midwinter Night's Tale", for raising funds to modernize the material base of Ion Vidu High School of Arts, has also benefitted from our support.



## "BLOOD DONATION" CAMPAIGN AT ITS 6TH EDITION

The 6th edition of the "Blood Donation" Campaign took place on January 30 at Smithfield Romania's headquarters. This action was organized in partnership with the Regional Blood Transfusion Center from Timișoara. 36 co-workers said YES! And donated blood, eager to do a good deed and to support the work of the Transfusion Center from Timișoara.

## SMITHFIELD ROMANIA SUPPORTS THE FRONTLINE IN COVID-19 FIGHT!

Smithfield Romania joins the efforts of those on the front line in the fight against COVID-19, doctors and healthcare professionals from hospitals of Timiș County. As part of Smithfield Foods' global effort against COVID-19, more than 4,500 employees of Smithfield Romania are proud to support the medical confrontation with the coronavirus pandemic.

*"Our message is that, together, we can overcome this critical moment. It is essential to remain calm, to be responsible and to help the community of which we are a part, while observing the measures to protect against and combat the transmission of the virus. That is why we will continue to support the efforts of the healthcare professionals in our communities, as we have already done before, by providing financial support or medical equipment for hospitals in Timișoara", said Goran Panici, General Manager Smithfield Romania.*

Recently, the company made donations to **Dr. Victor Babeș Association** from Timișoara (RON 100,000) and **"Aurel Mogoșeanu" Association for Intensive Care Unit** from Timișoara (RON 100,000), in order to combat the spread of the COVID-19 virus. We also provided medical equipment and protective materials – surgical masks (worth RON 68,000) to several medical and local public institutions, among which **Dr. Victor Babeș Hospital, Louis Țurcanu Children Hospital, Timiș Territorial Labor Inspectorate, Arad Environmental Protection Agency and Timiș Emergency Situations Inspectorate**, worth RON 80,000. Smithfield Romania also came to support 5 other associations, offering them through the social responsibility program "Food for Souls" over 1,500 kg of pork products, worth over RON 16,000. The beneficiaries of these products included: **Caritas Federation of Timișoara Dioceses, Pentru Voi Foundation, Timișoara 89 Foundation, Missio Link International Foundation (Casa Deborah) and Christian Association of Hope and Light.**

## CALENDAR OF "BE ONE OF US" ACTIONS



Smithfield Romania remains a reliable partner in organizing important events for communities where it operates, designed to perpetuate local traditions! The latest events organized by local authorities with our support are:

December 2019:

- **Parța Community** benefited from pork products to organize an event dedicated to pensioners in the commune.
- **Biled Community** benefited from pork products for the cultural-artistic event "Festival of Traditions, Carols and Winter Customs".
- **Ineu Community** benefited of pork products to organize events that marked the Romania's National Day.
- **Periam Community** also organized activities that marked Romania's National Day and benefited of pork products from the company.
- **Nițchidorf Community** benefited of pork products to organize the events at the end of the year.
- **Jimbolia Community** benefited of pork products for the traditional event "St. Ignatius' Holiday".
- **Mișca Community** benefited of meat products to organize the event where the honorary citizen of the commune was appointed.

February 2020:

- **Tormac Community** benefited of support to organize the traditional cultural event "Traditional Sausage Preparation Competition", the 4th edition.



**Arpad Pataki**

Livestock Production Manager – Birda Flow  
Farms Division

**WHAT IS YOUR DAILY ACTIVITY AT SMITHFIELD ROMANIA?**

My daily work involves coordinating and supervising the WTF farms on Birda flow. Our goals are to meet the production indicators and maintain biosecurity at the highest level.

## // I JOINED SMITHFIELD ROMANIA TEAM THROUGH THE PRODUCTION INTERNSHIP PROGRAM. //

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

I went through several passions: in middle school I wanted to become a Math teacher, while in high school I wanted to become a cameraman and a professional Hungarian folk dancer. In the end, I became a zootechnical engineer.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

The last TV series I watched was "Chernobyl", but my favorite TV shows are dramas: "CSI - Crime and investigations" or "House MD".

**TELL US ONE OF YOUR GUILTY PLEASURES**

My guiltiest pleasure of all is cooking.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

Among my favorite cartoons are those that were created in the animation studios Hanna - Barbera (Tom and Jerry, Scooby Doo etc.) and Walt Disney.



**Ramona Rusu**

Purchase Coordinator  
Farms Division

**WHAT IS YOUR DAILY ACTIVITY AT SMITHFIELD ROMANIA?**

Every day is different - it brings challenges, which is why I like the job a lot. You don't get bored, you're always "plugged in". Among my responsibilities are the management and allocation of requests received from my co-workers,

## // I STARTED MY JOURNEY IN THE COMPANY WHILE I WAS STILL A STUDENT. //

along with granting of support when needed and maintaining the highest level of biosecurity.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

Honestly, I can't remember exactly what I wanted, but from a young age I liked to be surrounded by friends and have various games and activities. I probably wanted a job where I was among people.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

La Casa de Papel is worth seeing!

**TELL US ONE OF YOUR GUILTY PLEASURES.**

Sweets! Ups!

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

Everything that was beautiful and broadcast at Cartoon Network: Tom & Jerry, The Flintstones.





**Gabriel Oprea**  
IT Team Leader  
Fresh Meat Division

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

My role is to ensure that the objectives of the team I coordinate are met. They are a team of professionals, daily taking care of the proper functioning of the integrated IT systems for the Fresh Meat Division. If we refer to "assistance", we are responsive to the

## // MY "GUILTIEST" PLEASURE IS PLAYING FIFA //

needs of users, both in terms of the way of working and the procedures and programs that they use.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

My first wish was to become a doctor, but over time I chose to become a policeman. I flirted with this idea until high school and even enrolled in the Police Academy. However, in the end I chose a different path and I don't regret anything.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

I really love historical series. I watched with pleasure the Vikings and Marco Polo series. I'm also happy to recommend La Casa de Papel – a show that keeps you close and makes you want to see another one every time an episode ends.

**TELL US ONE OF YOUR GUILTY PLEASURES**

My guiltiest pleasure is playing FIFA. We are a group of friends who gather on weekends, late evening at 10 p.m. and play FIFA.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

There weren't many options. I was watching "The Bunny & the Wolf" and, after the revolution, "Tom and Jerry".



Employees



**Medana Dobre**  
Quality Controller  
Fresh Meat Division

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

Since October, I've been in charge of labeling Smithfield Romania products. Recently, I also took over several other responsibilities, such as creation of labels, indices, product specifications, all that means a label. It's a very big responsibility, involving a lot of

## // WHEN I WAS LITTLE, I DREAMT OF BECOMING A VETERINARIAN //

attention and patience. Of course, I also have a lot of help from my co-workers.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

When I was little, I dreamt of becoming a veterinarian. I even graduated from the Faculty of Veterinary Medicine, 2 years ago. I also worked in the field for about half a year, at a veterinary practice, but then I chose to come to Smithfield Romania.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

Now I'm watching The Sinner on Netflix. I am also passionate about

documentaries, murders, cold cases. I watch lots of TV series, but I can't recollect all their names.

**TELL US ONE OF YOUR GUILTY PLEASURES.**

I'm not sure how guilty it is, but I love planting flowers in the garden. In fact, not only flowers, vegetables as well. I also love cooking and experimenting new and delicious recipes!

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

I loved Tom and Jerry, Pinky and the Brain and The Kids from 402. Nowadays cartoons aren't as good, but I'm still watching. I've seen all parts of Ice Age and Madagascar. They are animations I always watch fondly from time to time.



**Sorin Tanasă**  
Regional Manager Moldova  
Elit

**WHAT IS YOUR DAILY ACTIVITY AT ELIT?**

I came to Elit in 2014 as Regional Director and since then I manage both the sales and logistics activities in the Traditional Retail and HoReCa from Moldova area. My daily work consists in coordinating a sales team made of 4 area managers with 21 subordinated sales agents and

**// I LOVE THE DANUBE DELTA; I GO THERE 3-4 TIMES A YEAR AND FISH IN MY BOAT //**

a logistics and delivery team made of 2 storekeepers, 2 economic officers, a fleet manager and 21 delivery drivers.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

I never had a special desire; during childhood I was passionate about the technical field (electronics) where I also worked in a club belonging to the House of Pioneers in Suceava, at that time. Later, continued following the technical field, but in constructions, where I worked as a construction engineer for 4 years. Since 2003, I've been working in Sales and I can say that this is the field that defines me best.

**WHAT TV SERIES ARE YOU**

**CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

I prefer watching documentaries and I recommend "Untamed Romania" on Netflix.

**TELL US ONE OF YOUR GUILTY PLEASURES.**

I have two: Hunting and Fishing. I have a "few" beautiful hunting rifles and I am a hunting member on the hunting grounds in Neamț and Bacău Counties. In terms of fishing, I love the Danube Delta; I go there 3-4 times a year and I fish in my boat.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

Considering that I grew up in Bucovina and I was close to the Soviet space, certainly "Nu zaietz, nu pagadi".



**Christian Kilin**  
HoReCa Development Director  
Elit

**WHAT IS YOUR DAILY ACTIVITY AT ELIT?**

I am the HoReCa Development Director at Elit and my daily work consists of developing the portfolio of existing customers by identifying new customers, and customized solutions for the HoReCa segment and training for employees.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

Like any child, I went through various phases where the wishes changed. I started

**// I AM A CONSTANT CONSUMER OF WHAT I PRODUCE //**

with the classical plans: policeman, doctor or astronaut. When these projections started to settle down, given that I did a lot of performance sports (overall, about 16 years), I made it clear that I wanted to become a leader. First in sports, then in what I was doing day by day, constantly trying to cultivate this desire, finally, as an adult, I like to think I succeeded.

**WHAT TV SERIES ARE YOU CURRENTLY WATCHING AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

There are three TV series I am currently "working on", at the same time: Vikings, Outlander and the Great Events of WW2. In addition to the 3, I would also recommend: Suits, Breaking Bad and Banshee.

**TELL US ONE OF YOUR GUILTY PLEASURES**

I try to travel at least twice a year to remote destinations. I've acquired this "virus" in my nine years as an employee on cruise ships and I still have places to visit on the bucket list, other than the traditional tourist ones. As a former sportsman of performance, I still do a lot of sports. I am

an atypical "consumer" of this hobby, in the sense that I practice only two sports: swimming (which I previously practiced) and basketball (currently practiced by my son, at performance level). Otherwise, I am not a segment consumer.

Last, but not least, my recent guilt pleasure is cooking. I am a constant consumer of what I produce. I've been in the "HoReCa world" for more than 25 years, I've worked with or got to know cooks (more recently chefs), famous or not, and I've gathered knowledge and passion. Perhaps, the consumer-related part is what I find guilty pleasure, although what stimulates me is the process of creation. To be short, I actually cook and eat with about the same passion.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

For me, the question is more current than it might seem. The beginning part, "when you were a child" does not stand up, because I am a consumer at the present time. Obviously, I started with Tom & Jerry, until I realized that the little one, however tricky, does not always win. I moved on Scooby Doo, Captain Planet and the Ninja Turtles. In recent years, I've even been to animation premieres: Finding Nemo, Happy Feet or Lion King.





**Lorena Petruș**  
Economist  
Maier

**WHAT IS YOUR DAILY ACTIVITY AT MAIER COM?**

I started working at Maier Com in early 2015, and since then I've been part of the Financial - Human Resources Department. I can say that my work at the company is not the same every day, mostly when it comes to employment documents, contractual changes,

**// IN PRIMARY SCHOOL I WANTED TO BECOME A TEACHER. //**

financial analysis and production costs.

**WHEN YOU WERE A CHILD, WHAT DID YOU WANT TO BECOME WHEN YOU GREW UP?**

When I was little, I wanted to become a doctor, just like all the girls. In primary school, I wanted to become a teacher, but over time life led me to another field after being a Math-Physics major in high school and attending the Faculty of Economics.

**WHAT TV SERIES DO YOU CURRENTLY WATCH AND WHAT WOULD YOU RECOMMEND TO YOUR CO-WORKERS?**

I don't usually watch TV shows. I am a fan of movies and I would recommend my co-workers not to start watching

a TV series, but rather good movies, with no commercials and in the right company.

**TELL US ONE OF YOUR GUILTY PLEASURES**

I love chocolate, cats and, recently, making greeting cards.

**WHEN YOU WERE A CHILD, WHAT CARTOONS DID YOU LIKE MOST?**

When I was a child I watched a lot of cartoons ... I believe that this is what I did most of the time, besides playing outside. Back then, the cell phone was not that big of a deal. I mostly watched Tom & Jerry, Mickey Mouse, Bugs Bunny, Timon and Pumba... and later, after several other cartoons began to appear on TV, I watched Totally Spies.



**NEW**

**FARM OF THE YEAR COMPETITION!**

**Recognition for 140 Employees of the Production Department - Farms Division**

The production indicators based on which the annual performance is assessed for each farm of Smithfield Romania Group are a self-imposed operational standard and a key to evaluation and analysis of efficiency. In the monthly assessment of the Production Department, performance overshoots were observed in many of the farms, with very good results, above budgeted figures.

Thus, an internal competition between farms of the same type has naturally been generated, a healthy competition that motivates employees to become better, more involved, with outstanding results. The activity of the farms



**Mașloc Farm staff, together with Șiclău Farm employees and Zoli Tar – Area Manager**

entering the competition is assessed on the basis of specific criteria, according to each type of farm - breeding farms.

Ten farms and 140 employees have been rewarded at the beginning of this year.

Congratulations to the employees of the farms highlighted by exceeding the specific production indicators: Bacova, Mașloc-Șiclău, Bîrda, Sănnicolau Mare 1, Boldur 3, Pădureni, Jimbolia 4, Mocrea, Gătaia, Gurba. The employee valuation project will continue this year! We're preparing surprise prizes and special awards events!



**Ciprian Lixandru**  
**Production Director Farms Division**

“The Farm of the Year Program, initiated at the end of 2019, was received with great openness by employees of the livestock production department! It was thought of as an opportunity to launch a competition to motivate the farms in the same category to achieve and even exceed the production indicators based on which performance is usually analyzed. Congratulations to all of you! The premiere was organized as a surprise for the first edition, but we want this annual competition to become a tradition. We encourage you to continue your hard work, as before, because our results and appreciation will not be long overdue. We will continue with award events as part of actions organized on each farm!”



**Boldur 3 Farm Employees**

**Mihai Ciobanu**  
**Boldur 3 Farm**

“To win this competition between farms, experience is paramount. We’ve been awarded, as a team, because we all understood that results are not long overdue when everyone manages his/her time efficiently and engages in the daily processes of the farm. Do we want results? We have to sit next to the animals and see their evolution. To stay in the top of the farms, we must be consistent, involved, work with dedication and, first of all, come to work with pleasure. Appreciations for us, employees in the Production Department, began to emerge from all sides, from the highest level of management. Our farm’s team is very pleased! In these troubled times, we have stability in the workplace, but also benefits of our day-to-day work and achievements on the farm.”



**NEW SALADE RANGE FROM ELIT**

Elit surprises its customers with a bold and diversified portfolio. Since the beginning of 2019, Elit enters the market of ready-made salads with the Salade brand. **Salade** range of products has been designed specifically for those who no longer hear the shouting from the kitchen “Dinner is ready!” but have to cook it themselves. The most appreciated recipes and tastes we remember since childhood have been carefully selected, along with recipes that have entered our culinary habits relatively recently.

The Salade range was created from scratch - from the brand name, recipes selection, and packaging design to marketing. In each step of product development, new consumer trends and consumer preferences in the “ready meal” category were taken into account, so that the brands in Elit portfolio would satisfy even the most demanding tastes. The products save you the time spent cooking and washing dishes and ensure your daily need of vegetal protein and fibers. The product assortment now includes 7 different types of salads: eggplant salad, A la Russe salad, beaten patestew, eggplant zacusca (paste), hummus, boeuf salad and hummus with baked peppers. Salade products are available in the traditional distribution networks, in convenience stores, as well as online, through Beez application. Through Beez, home delivery is free. Products can be ordered and purchased at the same prices as in stores.



### THE NEW RANGE OF ELIT PRODUCTS – FINOM

Elit is always attentive to the wishes of its consumers and responds to their challenges by continuously developing recipes and new product ranges, even niche customers, while retaining the flavor of the perfect taste. Finom range, launched in early 2020, is specifically dedicated to the culinary tastes of the Hungarian community and includes an assortment of 12 delicious cold cuts.



The attractive product design, the bilingual product names and the curiosity to try good packaged meats, seasoned to the taste of our Hungarian neighbors, make us discover, under the Finom brand, goodies such as: smoked bacon with paprika, different kinds of spicy sausages – of pork or turkey meat, raw-dry salami, delicious Bologna, Kaiser and toba (pig head cheese). We invite you to search the stores for Finom products and taste them!



### ELIT AT A CLICK AWAY FROM CUSTOMERS



**Dan Buda**

#### Commercial Director Elit

Starting April, ELIT delivers a wide range of food products straight to your home. The transport service is completely free, products being ordered and purchased at the same price as in stores. Through this service, the company wanted to encourage compliance with the strict social distancing measures against the spread of Coronavirus, reducing to the minimum the risks of contamination during supply. Consumers have at their disposal a full range of products from which they can choose: packaged meats (hotdogs, salami,

raw-dry products, sausages, ham, Bologna, specialties), but also fresh pork, ready-to-eat products (hamburger, marinated and fried chicken wings etc.) or various assortments of salads (hummus, eggplant salad, zacusca (vegetable paste), Boeuf salad, A la Russe salad etc.).

Orders can be made via the Beez mobile app or online on use-beez.com website. Delivery is made the next day or on the first business day, in the case of orders made on weekends, and is free of charge. Products are paid for online orders, via a bank card.



"During his period, we all go through difficult times and understand the dangers to which we expose ourselves and those around us, just by trying to supply ourselves with the bare necessities. That's why we want to meet Romanians by facilitating their access to good quality food, with the same perfect taste, delivered directly at home, at the same price as in the shops", said Dan Buda, Commercial Director Elit. Beez is a Romanian startup, developed by a team of young IT professionals in Alba Iulia, the county where Elit is headquartered. The app, through the cashback benefit, offers money back to users, with a percentage of the amount spent returning, in the form of credit for other purchases or in cash. At RON 50 spent – the minimum amount needed to make an order of Elit products on the Beez platform – the customer recovers 3%, which he or she can then use for shopping.





**COMTIM BRAND, EASY TO FIND**



The project to increase the visibility of the Comtim brand at national level is developing beautifully and quickly. Thus, in recent times, the Comtim logo has been customized with refrigerated storefronts, both from IKA networks and from traditional stores, locally. The next step would be to customize the stores of the partners that sell Comtim products, from all over the country!

“We want to customize the spaces dedicated to Comtim products, with images of pork preparations of the 3 product ranges:



**Porc Proaspăt Range** – Fresh pork products according to the needs of the consumers.



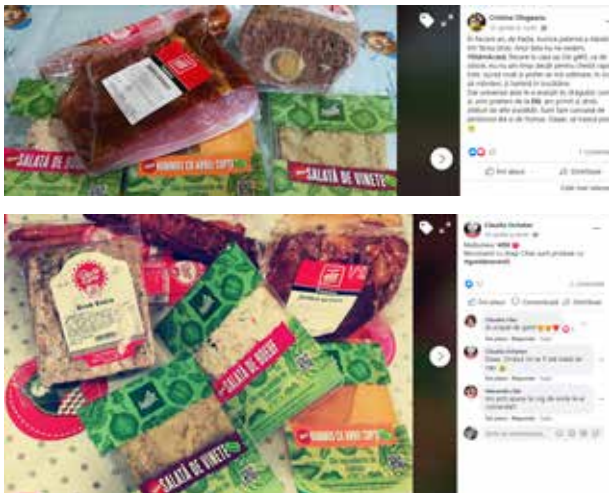
**“Bun de Gătit” Range** – Marinated and tender products for grill and oven, comprising a wide range of recipes from both Romanian and international cuisine, without Es.



**PorcUșor Range** – Innovative products adapted to market requirements, both through the modern presentation line and through the product range and grammage”, said Simona Axinia, Brand Manager.

**ELIT NATIONAL VISIBILITY CAMPAIGN DELIVERS TO YOUR HOME**

Delivery of products with #exquisitetaste directly to customers is one of the plans aimed at increasing the reputation of Elit brands at national level. The Elit – Delivers to Your Home campaign, conducted online during Easter holidays, ended with hundreds of views, likes and social media posts of several bloggers and journalists in Romania. The purpose of the campaign was to encourage people to respect the challenge #stayathome with their loved ones, but still to continue to enjoy products with #exquisitetaste.



Iar pentru zilele de post care mi-au mai rămas, am #salatadevinete și #salatadehumscuardeocopti din gama de salate cu ingrediente de calitate! Mulțumesc ELIT pentru că mă răsfeți, multă sănătate și Sărbători Luminate! #elit #gustdesavarisit #mezelielit #salateelit #drob #salatadeboeuf #stamacasa Elit



**GRĂTAREL, PRODUCT OF THE YEAR**

**Cristian Orădan**  
**General Manager Elit**

**WHAT IS THE STORY OF GRĂTĂREL FROM PLIN DE CARNE RANGE FROM ELIT?**

Grătărel was born in 2014, out of our ambition as professionals to create a very good quality product in the sausage category. The product development stage was very beautiful, because we faced many challenges that we've overcome with great success. The process of defining the recipe was long, but also enjoyable. We have taken care of the whole product development process - from recipe development, testing, production in optimal parameters, product name to packaging design and we have managed to reach the marketing and loyalty of customers, even without much advertising.

**WHAT IS THE PROFILE OF GRĂTĂREL CONSUMER?**

Elit - Plin de Carne consumers know how to recognize good products and appreciate the high quality of raw materials, well-dosed spices and the care with which we manage the preparation process - in this case, a simple process, based on frothing and smoking, without boiling. Our customers certainly appreciate the perfect taste.

**WHO SHOULD WE THANK FOR GRĂTĂREL?**

My thanks go to the team that created, developed, promoted and positioned the product in the market, so that is accessible to our consumers across the country. Last, but not least, I thank the customers - including the readers of the Internal Newsletter - for their vote of confidence and for the steadfastness of their choices. We encourage those who

do not know the product, to try it, because I am convinced that they will be conquered by its quality.

**WHAT DO YOU THINK OF THE AWARD RECEIVED? THE PRODUCT OF THE YEAR?**

This award is a recognition of Elit - Plin de carne products' quality, the perseverance and professionalism with which our team develops products with exquisite taste.

We rejoice and promise to continue on the same note.

**NEW GRĂTĂREL, PRODUCT OF 2020**

Grătărel, Plin de Carne sausages from Elit have been voted Product of the Year® in the category Sausages, based on a study made by a company specialized on 30 categories of products. Based on the selection criteria, innovation, attractiveness and purchase intention, Elit sausages were the most appreciated, thus receiving the title of "Product of the Year". Here are some reviews of us about Grătărel, submitted via Elit Facebook page:

**M.M.** "I tried them and I give them a 10."

**S.M.** "The best .... My child's favorites."

**P.G.** "I am an Elit packaged meats distributor and I bought them - they are very good! I give them a 10!"

**I.C.** "Yes, they are great! CONGRATULATIONS!!"

**S.I.** "A marvel of pleasure ...I recommend with confidence!"

Grătărel lights up the imagination of our consumers. Asked how they would recommend the preparation of sausages, they propose:

**F.R.** "I slit them every 2cm, sterilize by flaring, grilling or slow roasting and by dispersing of disinfectant little by little - to sizzle our taste buds."

**S.M.** "Barbecue sausages on wood fire, sprinkled with black beer with garnish made from baked tomato skewers."

**A.S.** "I think I would fry them in small pieces in a pan and add palenta in layers in the oven ... or made whole on the electric grill with mushrooms filled with cheese."

**P.A.** "I slice them in pieces of 3-4 cm and wrap them in foietage and put them in the oven - they go well with a cold beer or a glass of wine."

**G.R.** "It doesn't matter how they are cooked (they are good anyway, even raw) beer is a must!"

**G.T.** "We stay at home, cook the #Grătărel sausages in a pan, next to sheep pastrami, sprinkle with Jidvei wine, and then wrap them in garlic paste"

**P.P.** "Take the #Grătărel sausages

Notch them easily

Pocket wrap them like a baby

In a foil of good dough.

(Bought, of course,

For my talent in the kitchen is more or less, almost non-existent).

Then I put them in the oven

Pour a glass of sour wine

Looking forward in the alluring smell,

Till they become juicy brown.



Food Safety



## VOTAT PRODUSUL ANULUI® ÎN CATEGORIA CÂRNAȚI.

Studiu realizat online, de Exact Business Solutions pe 30 de categorii. În categoria "Cârnați" eșantionul a fost de 501 respondenți, 18-65 ani, din mediul urban, utilizatori de internet. Eroarea maximă de eșantionare este +/- 4.4%. Studiul a avut loc în perioada 06.03.2020 – 09.04.2020. Criteriile de selecție au fost: inovație, atractivitate, intenție de cumpărare. Produsul câștigător a fost votat de către consumatori dintre produse comparate în categorie.

Detalii pe [www.produsul-anului.com](http://www.produsul-anului.com)



I leave the pockets cool down  
While my boyfriend lays there stunned.  
I make them a good-looking plating  
Eat them with any sauce  
Being pleased with my non-picky boyfriend.  
Phew! I managed to do it again today,  
Cooking a tasty and savory lunch."

**S.B.** „I fry them with polenta and sheep cheese, all while enjoying a cup of fresh yogurt. ”

*An exquisite product, that gives  
us reasons to celebrate.*

### COMTIM ONLINE BANNER CAMPAIGN

The Comtim brand also gained momentum online, starting with July 2019, during a campaign to promote the Comtim “Bun de Gătit” range, by placing ads on online platforms. These ads, which contain our products and key messages, are visible on a large number of culinary reference websites, news platforms and news of general interest.



The campaign aims to promote Comtim at national level, in order to optimize the sales process of purchase through partner stores. Data about our customers purchasing intentions and preferences were analyzed on the website [www.comtim.ro](http://www.comtim.ro), at different times of the year, in certain special situations depending on the social events that occurred. Several types of consumer behaviors have been centralized and profiled, which will help over time in the effort of structuring the market strategy, in support of the need to present and sell Comtim – 100% Romanian products online and offline.

In the first phase of research, the campaign focused on recognition. Data gathered were analyzed in the first part of the project, only in Timișoara, allowing in the second part an integrated national campaign. Online ads ran 12 hours a day, 7 days a week, continuously for almost 12 months – so as not to interrupt the analysis of data in the dynamics of events and preferences of visitors, potential customers of our brand. In the second part of the national campaign included the start of the segmentation and targeting process over the display network of customers with a profile close to the preferences of the Comtim brand promise. The positive results didn't cease to appear; starting January, we've recorded an increase of over 100% in interaction with the Comtim website – the current destination of the awareness campaign. The third part of the information strategy included analysis of consumer preferences, resulted from

data centralized in the first two stages, and considering the social events determining the current consumer behavior. The result was a coherent model of the preferences and needs of our potential customers. Therefore, messages and graphic ads have been remodeled to make it clearer about the benefits of “Bun de Gătit” range.

The new data showed a great preference for food safety, quality of Romanian products, functional recipes and safe products. All these are clear attributes that Comtim “Bun de Gătit” range successfully ensures throughout the production and distribution chain. The “Double Pack” products was the key message in the communication and choice of current Comtim products. There have been 10 times as many increases when accessing our website through #găteștesigur/#cooksafely.



The concept behind our marketing projects is customer centered. We put the customer and his/her needs before our plans. In the next period, we will launch new products, designed for the current, up-to-date market needs, from recipes to package, for a larger and more functional impact. We will build activation campaigns for all our product ranges, thus, trying to be closer to our customers and through the online space Comtim #găteștesigur!

Last but not least, we would like to thank all our online partners, co-workers who have strived to optimize and innovate the Comtim brand through quality, safety and exemplary communication!

Thank you ComTeam and good luck!

*Article written by Simona Axinia, Brand Manager.*



Food Safety

**COMTIM BRAND PROMOTION IN MAJOR STORE CHAINS**

2nd Part



**Cezar Ludoșean**  
Sales Manager - Modern Retail

Comtim, the Romanian brand with tradition, is positioned on the market through experience and quality with a reputation of over 50 years. The “ComTeam” carries forward this brand, in all supermarket and hypermarket networks, close to customers, with products improved year after year, but also with new presentation modes. Thus, we continuously develop our products nationally, based on the outcome of in-store tasting campaigns, but also online by studying the consumer profile. Through partnerships with major store chains, we have been able to achieve dedicated spaces, which we have customized with modern graphics, ensuring the expansion of the space dedicated to our products on

the shelf, as well as increasing the visibility and notoriety of the Comtim brand.

We started in Timișoara, through the Auchan network, where we launched Porc Proaspăt range, adapted to market requirements. We thus provide the consumer with the possibility of purchasing the entire range of fresh pork products in a responsible manner and safely packed. Since the results did not fail to occur, the stores reporting an increase of sales in the packaged pork by almost 30%, we managed to extend the project in large cities from Romania (Cluj, Bucharest), this project going to be expanded nationwide. Since ambition is one of Comtim team’s features, since May we have managed to list products under the Comtim brand, in the major international networks Lidl and Rewe (Penny), thus being the only pork producer that sells in these stores’ products under its own brand. The next project in this regard is the development and implementation of regional product ranges, customized according to the specifics of the area. The implementation of these projects would not have been possible without the help of the Trade Marketing team, which ensures day by day the continuity of the distribution process and shelf merchandizing.

*Article written by Cezar Ludoșean, Sales Manager - Modern Retail.*



**REBRANDING FOR THE COMTIM BRAND – PORC UȘOR**

The COMTIM Porc Ușor range of products puts on fresh clothes and expands with another new product. Through this innovative range for the Romanian market, we offer products that combine the following benefits:

- Premium products, sliced, tendered and suitably seasoned;
- Accessible price;
- New visual identity - with a modern touch defined by simple shapes;
- A new packaging method offered by a casserole optimized according to the quantity of products.



**PORK TENDERLOIN PER MINUTE:**

Product obtained from pork chops. Contains 8 delicate slices just 5mm thick, tender and seasoned according to our own recipe, with no added additives. Low calories, innovation, flavor, balanced diet! Do you want to have it all? It's really possible! The solution comes from us! Try the new up to the minute tenderloin, with elegant slices, designed for you to enjoy low caloric portions at special times! If you're going to serve alongside a garnish of fresh salad, you will have a tasty meal!



**PORK BACON PER MINUTE:**

Product obtained from pork belly. Contains 10 fine slices just 5mm thick, tender and seasoned according to a recipe of its own, with no added additives. Turn breakfast into a contemporary delight! We invite you to try the delicate slices of bacon per minute which, after resting in the pan for just a minute, welcomes you with a browned and slightly expanded appearance. The specific texture and crunch make it savory and conquering in the most diverse combinations!



**PORK BURGER:**

Product obtained from pork, seasoned and cut according to consumer requirements. Contains 2 pieces of 125g each. That piece of juicy meat, cooked on the hot grill, with sauce and salad garnishes, between two pieces of fresh brown bun? Mmm... Do you know what I mean? I believe anyone gets immediately activated at the word burger. Actually, all senses are awakened when it comes to such goodies. We created a mosaic of meat, seasoned it at the culinary art level and added all our skills! So, we invite you to be an artisan of modern culinary art using, besides the burger slices, the delightful bacon per minute!



**PORK SCHNITZEL**

Product obtained from pork tenderloin contains 3 tendered, seasoned pieces, wrapped in a delicious crust, with no additives. Discover the versatility of the contemporary COMTIM PORC UȘOR schnitzel, through more creative ways of cooking and serving. Mixed with salads, whole or sliced, it will help you create traditional plates, as well as sandwiches and gourmet salads! Spoiling yourself with a savory recipe of tender and aromatic schnitzel is even easier than you think!





**NEW! PORK SAUSAGES**

Product obtained from pork. Contains 5 pairs of suitable size sausages, both for frying and grilling. Need a quick solution for delicious and easy to cook meals?

We've created perfectly seasoned and sized sausage pairs, providing a great option for those busy mornings of the week, but also a good choice for traditional, tasty and nutritious-inspired meals.

Article provided by Simona Axinia, Brand Manager.

We present ourselves, for the first time after 35 years of absence on the Romanian canning market, with three products balanced for a current buyer profile, presented in a packaging with modern graphics:

**Classic recipe.** Original Romanian recipe optimized for consumer trends, with a short and clean ingredient list and a higher liver content than the main competitors. It is the only recipe in the market in this category with the addition of pork to

**Romanian Pork Pate**



provide consumers with a source of the highest quality protein.

**Double the liver recipe.** It is a premium recipe, Romanian, original, optimized, with increased liver content.

**Standard recipe.** Improved Romanian recipe based on the desire to respond to the consumer preference.

**Romanian pork pate**



**NEW COMTIM CANNED RANGE**

Comtim launches a Canning Range, considering that the market for cans from trusted producers is gaining more and more ground, due to product safety, shelf life, and friendly storage requirements. Thus, we have created for our customers a range of cans composed of pork pate and canned pork, under the national three-color packaging, to celebrate both the taste and the pride of being Romanian in the current European cultural and social context. We wanted the Comtim brand to better position itself in the consciousness of young Romanians, but also to remain true to the preferences of those over the age of 60.

**Canned pork**



**We combine tradition with innovation to build a future based on progress, operational excellence and responsibility.**

Article provided by Simona Axinia, Brand Manager.

### FESTIVE DINNER WITH TENDERLOIN IN BACON AND CARAMELIZED CARROTS



The tenderloin wrapped in bacon and the caramelized carrots are a perfect combination, providing a delicious meal. Since pork is not lacking on the Romanians' tables, we thought we would come to the aid of the housewives with a new recipe and a long-awaited product on the market – Bacon tenderloin.

**Ingredients for 4 servings:** 2 casseroles of COMTIM bacon tenderloin from "Bun de Gătit" range / 600 g of carrots / 50 g of butter / 1 teaspoon of brown sugar / 2 threads of green garlic or 2-3 cloves of garlic / 200 ml of water / salt to taste.

**Preparation:** Comtim "Bun de Gătit" bacon tenderloin

1. Place in a tray on baking paper and bake in the first stage for 35 minutes at 160°C, then increase the temperature at 180°C for another 10 minutes.
2. Peel the carrots, wash and slice them in the long side, in quarters, put them in a pan or saucepan, where butter is added and put on medium heat. After the butter has melted, add the water and brown sugar and leave them in the heat for about 20 minutes. When the water has dropped, we test the carrots to see if they are penetrated and let them caramelize for about 2-3 minutes.
3. After we take them off the heat, add the salt and garlic to preserve its flavor better.
4. Optionally we can add a little ground pepper or rosemary.

Enjoy!

**RECIPE MADE BY CULINARY BLOGGER TEO ROGOBETE**  
**WWW.TEOSKITCHEN.RO**



Elit products are becoming more appreciated and cooked by culinary influencers in Romania, with the promotion of

the campaign "Sensational recipes of exquisite taste". In collaboration with Teo Rogobete (Teo's Kitchen) and Don Boxter, a few of Elit products were the stars of video recipes promoted on the social networks of the two famous chefs. The recipe below is for the most important meal of the day – breakfast! Enjoy it!

#### Tips on the recipe:

- The salted cake is perfect for breakfast or a snack during the day, for the big or small in equal measure. You can serve it cold or warm, next to cheese cream or a tomato and cucumber salad.
- For longer storage, you can freeze the cake slices for up to 3-4 weeks. All you have to do is heat it in the microwave before you eat it.
- The breakfast cake is a perfect recipe to "recycle" the ingredients you have at hand in the fridge,

#### Ingredients for a breakfast cake:

300g flour / 1 sachet baking powder / 4 eggs / 150ml milk / 50ml olive oil / 200g Elit ham salami / 150g fresh cheese/ sheep cheese cut into small cubes / 60g walnut kernels salt, pepper, dried aromatic herbs, to taste / ½ bundle of green parsley.

Heat the oven to 180°C and place cooking paper on the tray with butter and flour/baking paper or non-stick spray. You can bake the cake in a sponge cake tray, round tray of 20-22 cm in diameter or a rectangular tray of 20x30 cm. In a large size bowl, mix the liquid ingredients: eggs, milk, oil. Spice with salt, pepper and aromatic herbs. Add sifted flour along with baking powder. Mix until we have a homogenous dough, without lumps. Add the cubes of cheese, salami, walnut kernel and finely chopped parsley. Mix well. Pour the composition in a prepared tray. Bake for 45-50 minutes or until the cake passes the toothpick test. After 25-30 minutes or when the cake is browned, cover it with aluminum foil and leave it in the oven. Thus, you make sure that it bakes on the inside, without being too browned on the outside.

"As simple as it is, the more delicious it is! I promise you it will be very hard to wait for the cake to cool down to taste 1-2-3 slices! And the ham salami from Elit is perfect for my recipe!" said Teo. For more delicious Elit recipes, you can follow the Instagram pages teoskitchen and elit.mezeluri.





## INTERVIEW WITH THE COMTIM MASCOT,

2nd Part (continued from the 18th edition)



Comtim Mascot in Action!

The Comtim mascot's advise: **Help those around you, by following the preventive measures!**

The Comtim mascot has become famous and is highly appreciated and loved by all our co-workers. From the first appearance on the public stage at Flight Festival, it is increasingly sought after by co-workers who want to learn more about its life.

Therefore, in continuation of the first interview of the 18th edition of Internal Newsletter Mozaic Smithfield Romania, we were able to sit down and get to know it better,

See the answers below:

### COULD YOU TELL US WHAT YOUR FAVORITE COMTIM PRODUCT IS?

Hmm... It's very hard to decide! We only have good products! I believe the marinated spareribs from "Bun de Gătit" range is my favorite so far. I could enjoy it several times a week and still not get enough of it!

### WHAT ARE YOUR PLANS FOR THE FUTURE, BESIDES YOUR CAREER?

Well, first of all I want to get back to sports: going to the gym, running etc. I would like to maintain my physique. Secondly, I want to fulfill an old dream of mine and create a game room for me and my piggy friends, where we

can meet at the end of the week and relax. I want a big room, with lots of games such as billiards, ping-pong, more flippers or Play stations. I'm waiting for you all to join!

### WHAT WORKER OF THE COMPANY DO YOU WANT TO CHANGE THE JOB WITH FOR A DAY?

I like all departments, so I can't decide! I would love to have the opportunity to switch with everyone of hem. I'm only waiting for the first department to contact me!

### WHAT IS YOUR FAVORITE ANIMAL?

Leopard, definitely! I like felines in general, because they are agile and elegant. Once I resume my sports activities, I would also be agile and elegant.

### WHAT DO YOU WISH CHILDREN ON JUNE 1?

I would like to send beautiful thoughts to all children! I urge them to listen to their parents, grandparents and teachers. To exercise outside the computer and to learn as better as possible at school, be accountable since they are children, for what they say and what they do.

### WHAT ADVICE DO YOU GIVE PEOPLE NOW IN THE CONTEXT OF COVID-19?

I just want to say this: Be responsible! Help those around you, while observing the prevention measures!

P.S. I can hardly wait to organize social responsibility events where you guys can volunteer! I am excited to play together!

I embrace you all! #guitzguitz

## A DEICIOUS CULINARY PASSION

In February 2020, a team of 5 gourmet friends, passionate about cooking, including our co-worker Robert Solticzki, Production Organizer in the Packaging Section, participated in the annual competition of sausages preparation "Beloblatska Kobasica", an event which gathered 15 thousand visitors in a location of 1,000 locals. Organized in the town of Belo Blato from Serbia, the competition gathered 58 teams from several countries that aimed to delight those present with delicious recipes of sausages. Each team was judged on the preparation of two pieces of sausage, made according to a recipe of its own, both raw and fried.

We wish them success for their upcoming editions! "We entered this competition out of the pleasure of cooking and getting a pleasant experience. We are all gourmets and we like to cook often, especially Comtim products. I can say that I am a fan of "Bun de Gătit" range, masseters and CPL 90/10 chisel, confessed our colleague Robert.



**SMITHFIELD ROMANIA SOCIAL RESPONSIBILITY PROGRAMS CONTINUE TO BRING JOY**



Here are some of the thoughts they shared with the company and the volunteers:

“We want to thank you for everything you have done for us all these years. Your gifts have been nothing but happiness for us. We can only show you our gratitude, respect and love! Sincerely,  
The children of CSS INEU”  
Bocsic Family House

“Thank you very much for your supplies and backpacks! Our children were very happy when they received them, some had no supplies or had their backpacks broken. Donations from you came at the right time, bringing joy to the faces of the children from Casa Rafa Association.  
Thank you for your kindness!”  
Livia Silasi, Administrator Casa Rafa Association

“We hereby want to thank you and share our gratitude for the care you show to the children of the Holy Hierarch Leontie Institution and assure you that these children have enjoyed the delight and the diversity of products received. As you well know, our settlement provides ongoing support for the education, upbringing and care of children in special situations. Any external involvement from a material of financial standpoint contributes to the fullest possible achievement of our goals.  
These goals are nothing more than to ensure the necessary conditions for the physical and mental development of our children and, as far as possible, to the replacement of parental love.

Sincerely,  
Priest Iustin”- Holy Hierarch Leontie Institution

“For a week now, we have 10 teachers living with our beneficiaries in the 6 protected housings, a mandatory prevention measure imposed by Ordinance no. 8. This means 10 extra servings - 3 meals a day, for at least 5 weeks until the state of emergency is over.

Our older friends, Smithfield Romania, surprised us with a sponsorship of 100 kg of Comtim mici. They are more than welcome! Thank you very much!”

Pentru Voi Foundation, Mrs. Laila Onu, Director

“In these particularly difficult times due to the current epidemiological context generated by the new SARS-COV2, Caritas Federation from Timișoara maintains functional 17 social assistance services in Timiș and Caraș-Severin Counties. During this time, they total more than 450 beneficiaries. Through your donations, all our social assistance centers could be supported:

- 3 family type residential centers for children.
- 4 homecare services: Timișoara, Bacova/ Buziaș, Caransebeș, Reșița.
- 2 socio-medical care services for the elderly, of asylum type
- 1 hospice palliative care center
- 1 socio-professional integration center for homeless adults
- 1-night asylum for homeless people.
- 3 social canteens
- 1 shelter for women, victims of domestic violence
- 1 sheltered home for people with disabilities.

Caritas Federation of Timișoara Diocese.  
Herbert Grun, President

**FAN COMTIM – SMITHFIELD ROMANIA, DINU CERNA**

Our colleague Dinu Cerna, Quality Manager, impressed us with his acquisition and idea to promote our brands by customizing a pair of sports shoes with our logos: Comtim, and Smithfield Romania.



**Congratulations  
Dinu, for the idea!  
You received  
the Comtim Fan  
bubble.**



**ELIT EMPLOYEES – FANS OF EXQUISITE TASTE**

Elit employees are the protagonists of the Elit Social Media, through their interviews and the beautiful, but also funny words provided. For those curious to learn more about other interesting topics about Elit employees, products and competitions, feel free to enter the page <https://www.facebook.com/mezeluri.ro/> <https://www.instagram.com/elit.mezeluri/>



George is 40 years-old, married and has been working at Elit for 13 years now. He is multiple qualifications, he says. A deboner with 14-year experience. His favorite Elit product: Chorizo salami. "This is a trick question. Everything is good!", he jokes #lovemyjob



Her name is Ana Luca but, of course, her co-workers call her... Ana Lugojana. Unreplaceable among Elit employees #OameniiELIT, she has been carving meat for 5 years now. When it comes to your favorite product, don't even think about it: "Why does my colleagues keep praising only mici? #PlinDeCarne sausages are the best!"



Mihaela is 50 years-old, the mother of an almost adult boy and, for two years, she prepares the best Elit sausages. Among her favorite products? Regal salami, because it is the "tastier". Did you try it?



Our colleague Ioan Câmpean is 42 years-old, the father of a boy with enviable tone and an amazing honesty. For 2 years now, he carefully packs ELIT products and recommends, without a second thought, the Banat salami. "I come cheerfully to work! I get angrier on the go. :)" – says Ioan, as a true fan of packed meats with #gustdesăvârșit, of course.

***Congratulations to everyone! You've received the Elit Fan bubble!***



# Grătărel - Voted product of the year in the Sausage Category.



Online study by Exact Business Solutions on 30 categories. In the "Sausages" category, the sample was of 501 respondents, aged between 18 to 65, in the urban environment, by internet users. The maximum sampling error is of +/- 4,4%. The study was conducted during 06.03.2020 - 09.04.2020. Selection criteria included innovation, attractiveness, purchase intention. The winning product was voted by consumers among the products compared in the category.