



July 2021

MOZAIC

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Number **21**

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Senior Editor: **Andrada Calancea**

Editors: **Cristina Bodea, Bogdan Ban, Lorena Balica.**

Collaborators: **Cristina Florea, Răzvan Gheață, Ioan Macinic, Ștefan Clonda, Alina Uncul, Carmen Corici, Ioana Bobici, Cezar Ludoșean, Nicolae Iorgovan, Daniel Spiru, Raul Munteanu, Ciprian Barboni, Estera Toma, Ana Macarie, Alin Fotin, Laura Peagu.**

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Goran Panici
General Manager

Smithfield România

Dear all,

One says that the true character of a person reveals itself in borderline situations and in how a person reacts if put in such situations. I believe that this pandemic year Smithfield Romania has fully demonstrated its character and resilience.

Here we are after more than a year of unprecedented trials, which have put us in difficult situations, both in terms of health and our business. I can honestly say that our team has shown it can always find resources to perform, even at times when faced with the most difficult situations.

Despite the situation generated by the COVID-19 pandemic and the African Swine Fever epidemics, we have successfully fulfilled our main mission - provide "Good food. Responsibly" for millions of Romanians! Regardless of the economic context, the locally produced fresh pork remains an essential food, constantly at the top of preferences for 100% Romanian tasty meals.

I want to thank you all for the exemplary mobilization you have shown, which demonstrated once again our cohesion and team spirit. These are the things that make a difference, especially in difficult times. We need to keep our energy of these past months, in order to successfully address the post ASF-crisis recovery period. ASF continues to be a threat, so we need to maintain the high level of biosecurity to avoid further contamination. It is an ongoing battle I began to face right from my early beginnings at Smithfield, in 2007, when as a fresh employee I was directly confronted with the shock wave of classical swine fever that then touched our farms.

It is, however, a war from which we must emerge victorious and which can be won: through professionalism, constant efforts, and effective initiatives to ensure biosecurity, i.e. the many

strengths that Smithfield Romania team has shown over the years.

Smithfield Romania means above all respect for the promise given, stability, trust, and quality! And this also applies to the relationship with employees. Moreover, we want to become the most highly regarded employer in the region, to strengthen our status as a top employer, to be recognized and appreciated for the support we offer in career development, promotion of personal talents and initiatives, professional specialization, and attractiveness for young graduates, looking for a career. We want to succeed together, aware that without satisfied partners and employees, business excellence cannot be achieved.

I, therefore, focus on your support to successfully achieve our business goals and restart the growth that will ensure our future development. We are aware of the special mission we have as the main producer of 100% Romanian quality pork. We have a name and a reputation to honor, a coat of arms to promote.

I wish you good health and a peaceful, beautiful summer with professional and personal achievements!

“ **TEAM SPIRIT in the workplace is essential for company development!** ”

Goran Panici
General Manager

Smithfield România

Tell us about those moments in your work that you are proud of.

I am proud of all these 16 years spent at Smithfield Romania, because I had the chance to develop professionally and personally as part of the team. I am proud of my colleagues and I am also grateful to them for our team achievements, which have brought the company to the point where it currently is.

If we were to think of Smithfield Romania team as one person, what would be the features that make it unique and special?

A thorough professional, eager to learn, persevering and devoted to his/her colleagues and company.

If you had to hire a person based on his/her answer to a single question, what would you ask?

I would probably ask him/her how well he/she can work as a team. Team spirit in the workplace

is essential both in the company evolution, by supporting the projects carried out, and in overcoming difficult situations, through loyalty and cooperation.

What is the most important lesson you received from your parents?

I am deeply grateful to my parents for everything I have achieved. They educated me and made sure to provide me with everything I needed, so that I could become a responsible adult, go to college, and start a career in a field so dear to me. They taught me to be fair, honest, and to do my very best to do good, no matter what I do.

“ **The essence of Smithfield Romania team? EXPERIENCE, RESPONSIBILITY and PASSION shown by employees in their day-to-day work** ”

Alex Barbos
Chief Financial Officer

Smithfield România

Tell us about those moments in your work that you are proud of.

The moments when I manage to form, develop, and unify teams are for me moments of professional contentment and pride.

If we were to think of Smithfield Romania team as one person, what would be the features that make it unique and special?

I would mention three aspects that combine perfectly and which are, in my view, the essence of Smithfield Romania team: experience, responsibility and passion shown by employees in their day-to-day work.

If you had to hire a person based on his/her answer to a single question, what would you ask?

I would never choose based on the answer to a single question. The interviews I also take part in usually take longer, because I allocate enough time in discovering the candidate's attitude towards

professional development and find out his/her daily motivation. I am paying attention to the professional choices he/she has made over the years and I try to understand his/her reasons. In few words, I am equally interested in professional skills, but also in their motivations and attitude towards development.

What is the most important lesson you received from your parents?

They are to me an example of integrity and common sense. Thanks to my parents, I learned why it's important not to choose the easiest option, even if it might be the most convenient.

“ **Smithfield Romania team is UNIQUE and SPECIAL, through the mix of personality who work so well together** ”

Dana Brindescu-Iovanov
General Manager

Fresh Meat Division

Tell us about those moments in your work that you are proud of.

I think I'd need hundreds of criteria to choose just a few moments :) out of 16 years of working in this team! I am, first of all, proud of the work we all do as a company. To be part of the food industry, to be able to feed fresh food to millions of Romanian families, is a special pride, which we can all consider justified in relation to other industries. I am very proud that since 2005 we have built together, from scratch, a company whose efforts made it unique, better year after year and more resilient. I'm honestly proud when I see Comtim products on the supermarket shelves and they differentiate themselves from the rest in a nice way, when I go visiting someone and tell me that they're a Comtim customer, or how good a product in our range is ... I am very proud when my little boy says we make the best hamburgers and we can even consider him a "Top Fan" since he eats it on a weekly basis.

If we were to think of Smithfield Romania team as one person, what would be the features that make it unique and special?

First of all, this team is UNIQUE and SPECIAL, precisely due to its diversity, though the mix of

personalities who work so well together! And it comes with a "clean cut label", because it ticks everything I want in a team: professionalism, loyalty, mutual respect, and openness, which clearly make it a very strong one!

If you had to hire a person based on his/her answer to a single question, what would you ask?

When I choose a new colleague to be part of Comtim team, I want to know him/her as a person, to know what motivates him/her, how he/she thinks, looks at the future, and has learned from past experiences. Therefore, I think of open questions ... *i.e.*, if you think about your five years of career, what would you do better now or differently and why?

What is the most important lesson you received from your parents?

Clearly common sense, with everything that means!

“ **Elit team is characterized by LOYALTY, SERIOUSNESS and FRIENDSHIP** ”

Voicu Vușcan
Administrator



Tell us about those moments in your work that you are proud of.

I am proud every time I manage to create something new, together with my team, be it a product or a new brand, when we manage to demonstrate and reconfirm our position as a leader in the industry. I am proud every time we manage to set trends in the market, when we are innovative and when I see how harmoniously this Elit team works - a team made of people with experience and passion.

If we were to think of Elit team as one person, what would be the features that make it unique and special?

I would just list a few: seriousness, loyalty, and friendship.

If you had to hire a person based on his/her answer to a single question, what would you ask?

I would certainly ask for how long he/she wants to

be part of our team. It is very important to know his/her intentions, to know whether we can rely on each other. This answer would help me assess whether loyalty, seriousness and stability are valued. Elit team is characterized by these attributes and seeks members who value and respect them just as much.

What is the most important lesson you received from your parents?

Fairness, for sure. I take it into account in both personal and professional life. In the business area, fairness to our employees, customers and all partners that have helped us maintain and increase the position of Elit brand in the food industry.

“ Everything you get through HARD WORK and EFFORT brings you satisfaction! ”

Silviu Murariu
General Manager



Tell us about those moments in your work that you are proud of.

Every time I manage to achieve what I set out to do, I am satisfied, not necessarily proud.

If we were to think of Smithfield Romania team as one person, what would be the features that make it unique and special?

Of the attributes that come to my mind now, I can mention: a young team - with all that youth brings - sometimes too confident and wanting to compensate their lack of experience through learning.

If you had to hire a person based on his/her answer to a single question, what would you ask?

I believe you cannot guess a person's character just

by answering to a single question, because you can often be wrong. I usually try to learn as much as possible about the candidate's professional history and why he/she wants to join our team.

What is the most important lesson you received from your parents?

Everything you get through hard work and effort brings you satisfaction.

Smithfield Romania and Elit in the Charts!

Who said that you shouldn't count your chicken before they are hatched, didn't know about the spring charts where Smithfield Romania was mentioned with exceptional results!

The first one is **Top 1000 Largest Companies in Romania**, 2021 edition, published in March and produced by the prestigious business daily, Ziarul Financiar (Tr.N. Financial Newspaper) where Smithfield Romania ranked 4th among the largest companies in the food and beverage industry. Also, in March Transilvania Business published **Top 220 Foreign-Owned Companies**, where Smithfield Romania was ranked 9th.

Not only Smithfield Romania enjoyed such notoriety, but Elit as well! According to the same publication, Transilvania Business, Elit ranks 2nd in the **Top 220 Romanian Companies in Alba County** and 7th nationally.

We have the same good news for our brands as well! Both Comtim and Elit are listed monthly in **Top 20 Most Visible Brands in Romania**, occupying top positions in the ranking made by experts from ZeList Research.



RANKING ELITE TOP 220 FIRME ROMÂNEȘTI

RANK	FIRM	SOCIETATE	PARCER/GRUP				TOTAL	
			GRUP	GRUP	GRUP	GRUP		
1	HARGHETA	ROMAQA GROUP SA	441	443	442	440	442	441.9
2	ARAD	TRANSILVIA	437	442	443	439	443	441.85
3	MARAMUREȘ	ARADUS INVEST SRL	442	445	449	443	443	441.25
4	BRĂȘOV	MILKA STEEL SRL	439	437	441	420	439	437
5	SĂTU MARE	UNICARM SRL	440	440	408	442	437	432.9
6	TOMBȘ	ELITA SA	435	438	439	436	440	438.25
7	ALBA	ELIT SRL	432	424	432	438	433	430.9
8	ARAD	INTERNATIONAL ALEXANDER SRL	427	438	425	436	422	428.75

Adrian Oroș, Minister of Agriculture, Visited Elit Plant

Early this June, Adrian Oroș, Minister of Agriculture, visited Elit Plant, part of Smithfield Romania Group, along with Mircea Hava - MEP, Nicolae Albu - Alba County Prefect, and Voicu Vușcan - Elit Administrator.

They visited the production spaces of Elit Plant, from Alba County, one of the most important companies in the Romanian packaged meat market, with more than 20 years of experience in this field.



Pictured, left to right:
Voicu Vușcan, Administrator Elit;
Cristian Orădan, General Manager Elit;
Nicolae Albu, Alba County Prefect;
Adrian Oroș, Minister of Agriculture;
Mircea Hava, MEP.

Information Campaign for Vaccination against COVID-19

In recent months, our company has carried out an information campaign for employees to raise awareness on the risks associated with COVID-19 pandemic.

Protecting us and our loved ones is the responsibility of each of us! Our work is a basic one: we provide good food, responsibly. This work can only be carried out with employees who understand how important their work is. The company would like to thank all employees who understood that the industry in which we operate is essential, who chose to get vaccinated and who understood that they must take care of their health and of those around them.

Vaccination saves lives! I am also part of #ROVACCINARE

For more reliable, official information, visit the webpage: vaccinare-covid.gov.ro

VACCINAREA SALVEAZĂ VIEȚI! ȘI EU PARTICIP LA #ROVACCINARE

3 motive pentru care aleg să mă vaccinez împotriva COVID-19

- Îmi reduc riscul de a mă îmbolnăvi și riscul de a dezvolta o formă severă de boală.
- Voi ajuta la stoparea răspândirii virusului, supraîncărcarea spitalelor și scădea, permisiunea re deschiderea lor pentru pacienții care au alte afecțiuni, nu COVID-19.
- Voi ajuta la crearea condițiilor necesare pentru re deschiderea activităților economice, sociale.

Ce trebuie să știu despre vaccinare?

Adminstrarea unui vaccin împotriva COVID-19 reprezintă unul dintre instrumentele critice pentru limitarea efectelor pandemiei, alături de: respectarea restricțiilor și a măsurilor igienico-sanitare (gustarea măști, spălarea pe mâini și distanțarea fizică).

VOLUNTARĂ/NEOBLIGATORIE GRATUITĂ REALIZATĂ DE PERSONAL MEDICAL

0 PERSOANĂ CARE A FOST INFECTATĂ CU SARS-COV-2 POATE FI VACCINATĂ ÎN MOD VOLUNTAR. NU SE VOR EXCLUDE PERSOANELE CU INFECȚIE ANTERIOARĂ CUNOSCUTĂ.

Cum se va realiza vaccinarea? Procesul de vaccinare va fi derulat în 3 etape

<p>Etapa I:</p>  <p>Identificarea și documentarea stărilor și social - viața public și privat</p>	<p>Etapa II:</p>  <p>Populația cu grad ridicat de risc, lucrători care desfășoară activități în domeniul turistic, pentru care va avea și domeniul de Presupuneri a dezvoltării de la 1000 scolare</p>	<p>Etapa III:</p>  <p>Populația generală</p>
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Pentru mai multe informații sigure, oficiale, vizitați pagina: vaccinare-covid.gov.ro

Vaccination Campaign Organized at Elit Headquarters

In conjunction with the sanitary-veterinary authorities, Elit has organized in June 2021 a mobile vaccination center at its headquarters in Oarda. Elit employees had the choice to protect themselves against the COVID-19 virus in an accessible way, right at the company's headquarters.

What are the benefits of vaccination against COVID-19?

Vaccination against COVID-19 is important because it reduces the risk of getting the disease and the risk of developing a severe form of the disease.

Vaccination is an important tool to stop the spread of the pandemic, decrease the overload of sanitary units, and reopen them for non-COVID patients. This will lead to reopening of social-economic activities and facilitating free movement.

Source: www.vaccinare-covid.gov.ro



The Program “Solidarity with the Medical System” Awarded in the CSR Awards Competition

Romanian CSR Awards Competition

The Romanian CSR Awards Competition, 2021 edition, aimed to bring to the forefront of public opinion and highlight the projects, products, and social responsibility campaigns (CSR) of Romanian companies, implemented during 2020. The event also brought an added visibility to the most impactful CSR actions, thus contributing to a better knowledge of the field of social responsibility in Romania.

The competition awarded the companies that helped improve and even change the life quality of employees, customers, and communities in Romania. The winners were announced at an online gala in April this year.

In this edition, Smithfield Romania has included two projects: the actions carried out under the program “Adopt a School” and those carried out under the new CSR program “Solidarity with the Medical System”.

Smithfield Romania Was Honored with a Mention

Smithfield Romania was awarded the Diploma - MENTION in the category “Health” for the project “Solidarity with the Medical System”!

Medical projects financed under this program, initiated by our company, have reached the value of EUR 280,000! The new program came in support of public health and medical institutions, NGOs that stipulated healthcare or improvement of living conditions for people suffering from various medical conditions, as their object of activity, as well as public care centers for the elderly, whose daily activity involves the use of medical equipment.

Smithfield Romania was also awarded at CSR Awards in 2013 - 2016 with: Mention for the programs “Smithfield Friends” and “Adopt a River”, 3rd place for the program “P.O.R.C.” and 2nd place for the program “Back to School”.

Smithfield România



SOLIDARITY
with the medical system



Information Campaign on the Danger of African Swine Fever (ASF)

Be informed! Be responsible!



Since the first outbreak of African Swine Fever (ASF) in Romania in 2017, the entire Smithfield Romania team has worked to protect their working points, farms, and meat processing units, by strengthening the biosecurity procedures, by continuous communication and information and by awareness campaigns on the risks arising from the disease occurrence in Romania.

The communication campaign is carried out in a consistent manner and integrates the team's efforts both internally and externally, through efficient means of information, which transmit information on the **importance of compliance with the protection measures** so as to **better understand the risk of ASF evolution in Romania**:

- Weekly briefings sent to all colleagues, *i.e.* more than 171 editions so far, as of 2017;
- Questionnaire addressed to colleagues in the Production Department, for the efficiency and customization of periodic information on the ASF topic;
- Presentations and videos played on screens in production areas and common spaces (reception points, dining rooms);
- Informational graphics displayed on the monitors of teammates in the office;
- Posters distributed both internally, on Smithfield Romania premises, and externally to contract growers, livestock farmers with whom we work;
- Information campaign by distributing posters and flyers in key locations in Timiș County, namely rural communities affected by this virus;
- Participation in information campaigns - awareness carried out by profile associations.

Topics covered in **communications voluntarily initiated** by Smithfield Romania:

- Mandatory actions to prevent the spread of the virus: indications and contraindications for tourists;
 - Information about the presence of the virus in Romania and the EU;
 - Recommendations to avoid its spread;
 - Specific recommendations for hunters and details of the rewards stipulated by law;
 - Indications for recognizing the affected animals, illustrative pictures, details of virus transmission.
- The involvement of each of us and the strict observance of **biosecurity standards in households and commercial holdings** continue to ensure the protection of Romanian animal husbandry.

Comtim Story, Told on Social Media

Interview with **Lorena Balica**,
PR Assistant Smithfield Romania

Our colleague, Lorena, was formed as a future communication specialist at Faculty of Communication Sciences from Polytechnic University of Timișoara. She attended the "Communication and Public Relations" Bachelor's Program, where she learned what PR strategies are and how to use them in Social Media and, thereafter, a master's program in the field of "Business Communication" where she deepened her knowledge of online communication principles and the ways to promote products. Prior to coordinating the project to increase Comtim brand awareness through social media channels, Lorena contributed to all online communication projects as part of the PR team.



There has long been talk in the company of a possible presence of Comtim brand on social media channels. What was the decisive moment?

The digital environment, phones and social networks have become indispensable in everyday life. In Romania, in January 2021, 12 million Romanians out of a total of 19 million have social media accounts and, on average, a Romanian user spends 2 hours and 16 minutes a day on social media. 39.3% of this time is used looking for information about brands.

Massive online migration of brand communication has also been an important argument, as has our desire to be closer and closer to the end consumer, to find out what his/her needs and habits are. Another reason was diversification of the product portfolio and the launch of ranges aimed at a target audience that can be easily reached through social media channels. The Comtim brand has proven brilliantly that it can cope with digitization. The way Comtim was received on social media indicates that the launch time was the right one.

How did you expect the Comtim audience to be and how did you find it by working on this project?

I expected future fans of Comtim pages to appreciate a quality content for the presentation of quality products. I didn't expect the audience to be so involved, to go further than a like or share, and to give constant feedback, and ask us so many questions about products, to which we try to answer as detailed and friendly every time.

Tell us a few words about the steps of preparing the launch of the new Facebook, Instagram and Youtube pages. What were the most interesting moments for you?

The whole launching process was interesting. The creative pitch was my favorite part because I had the opportunity to observe various creative concepts though which we can tell the story of Comtim. Then came the stages in which we established the content pillars, i.e. the types of materials we want to communicate and how the personality of the Comtim brand will be built online. The PR team enjoyed the support of the management team, which has been involved since the early stages of the project and has made valuable contributions to drawing the pillars underlying communication.

What are the main project activities?

Each month, we edit an editorial plan, which sets out what material will be posted and on what day. Products that should be brought to the attention of fans within a certain timeframe are designed by the Sales Department.

The PR department's tasks includes creativity, i.e. how we present the product and what messages we want

to send to customers. For a dynamic and immersive content, the PR team prepares a wide range of posts: from nutrition information to video recipes or games. They aim to increase the attachment of followers to the page and the brand. My daily work includes the development of editorial content, as well as interaction with the followers of the FB and IG pages. The whole project represents a hard work in the PR Department, but also a constant dialogue with colleagues in Sales and Quality, who help us with the necessary information in interacting with page fans and whom I'd like to thank.

Do you remember the first post and how consumers reacted to the online presence of such a beloved brand?

Certainly! I now check the page several times a day, but on the first posts I checked every few dozen minutes how the situation was evolving and how the posts were received. The followers showed interest and desire to buy the product from the very first post, i.e. Collar from Porc Proaspăt (Fresh Pork) range, requesting both price information and the list of stores where products are distributed.

What are the most frequent comments?

The vast majority of comments are represented by GIFs (short, repetitive animations), which express the appreciation of Comtim followers. Another significant part of the comments expresses the interest of followers to locate the products (in which stores, from which cities). I noticed a large attachment of the followers to the brand. They interact with our posts, answer to questions such as "What garnish goes with the Porc Ușor chops?", suggest consumer opportunities, send us pictures of cooked Comtim products, make sure to send us greetings during holidays and encourage us to open our own stores in different cities, to be closer to them.

After 9 months of managing Comtim's social media accounts, what do you think are the common traits of Comtim fans?

The common feature is, obviously, the pleasure of enjoying 100% Romanian quality pork! The vast majority of active fans know the brand's story before it was told on social media. The fact that they already know the product information, but are still interested in learning new details, further supports the decision to communicate the brand on these platforms.

What are the most popular products? Can you make a top 5 of them?

According to reactions to the posts, the most beloved products are Spareribs from Bun de Gătit range and Comtim Mici (minced meat rolls). A large number of positive reactions are also received by the Pork Chops, Collar and Wings from Porc Proaspăt range. The prize for the most distributed post goes to the Spareribs from Bun de Gătit range.

How was your colleagues' reaction to the brand launching on social media?

We've received positive feedback from our colleagues for the new project! I'm glad to see they're involved in popularizing the pages: they often share posts, leave comments, respond to challenges, and give us feedback when they identify things that can be improved. I appreciate their interest and willingness to help popularize the pages. This way, I would like to thank them and invite them to continue to be as active as possible! And keep an eye on the page - more and more posts are about to pop out - but we can't say too much for the moment ... All surprises in their own time!

What are the surprises you are preparing for Comtim fans in the coming weeks?

Precisely not to spoil the charm of surprises, I can only tell you this: stay tuned! Follow the Comtim social media pages: Facebook, Instagram and Youtube for a tasty summer.

New Investments to Limit the Spread of the ASF Virus

Smithfield Romania continues to invest in developing its business and in increasing the biosecurity measures to limit the spread of the ASF virus throughout its work premises.

Since 2019, Smithfield Romania has obtained funding for 16 projects submitted to AFIR (Rural Investment Financing Agency) to invest in increasing the biosecurity capacity among farms in Timiș and Arad Counties.

Currently, 5 projects have been fully implemented and thus managed to acquire the necessary equipment to limit the spread of the ASF virus, including: high capacity mobile incinerators, pressure washing pumps, electrical generators, disinfection/sanitation stations, fixed containers for use as "dry filters" etc.

A number of 11 other projects are currently in the implementation stage and are aimed at the following investments: modernization of existing car washes for the use of our own fleet, construction of new car washes, installation of vehicle wheel washing systems on farms, construction of road disinfectants upon entering the farms, and purchase of thermal disinfection equipment.



Smithfield Romania, Participant in the Meat & Milk Expo-Conference, 2021 Edition

From May 24 to May 25, 2021, representatives of Smithfield Romania participated in the Meat & Milk International Conference. The event was attended by farmers, processors, representatives of government institutions and specialists from the milk and meat industries in Romania.

The topics covered were addressed through the generic "Romania's meat and milk sectors at the start of a new history". Our company was represented at the event by Florin Raba, Cezar Ludoșean, Radu Ghiță and Bogdan Ban. Smithfield Romania was awarded the Diploma of Excellence for the high standard of pork production, as well as for the perfect quality of products processed and marketed under the Comtim and Elit brands.

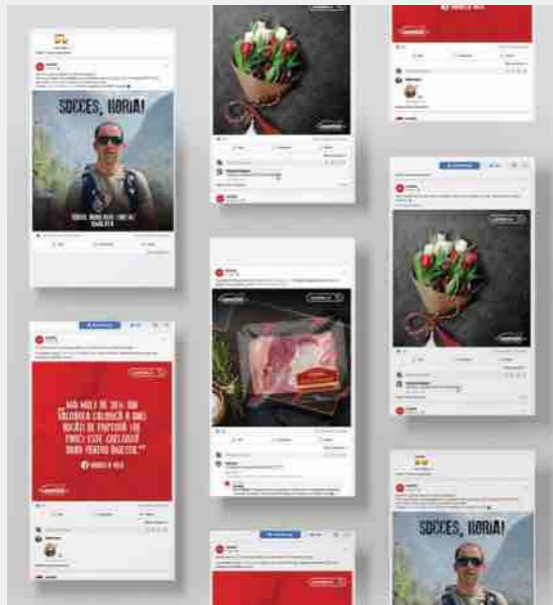
Pictured, left to right: **Radu Ghiță**, National Sales Manager Modern Retail; **Florin Raba**, Sales Director, **Bogdan Ban**, Sustainability Coordinator, **Cezar Ludoșean**, Deputy National Sales Manager





Comtim, Your Everyday Friend!

Comtim social media pages have set out not only to increase the popularity of products, but also to be with fans of the brand in the most important moments of their lives. Through social platforms, we offer Comtim products recommendations to consumers, along with tips for a balanced diet, games suitable for a brief moment of respite, recipes for cooking enthusiasts, and more!



Social Media Elit 2021

On Elit Facebook and Instagram accounts we highlight the simple joys of life and, especially, those who can talk about food without getting bored and always with great appetite! We always prepare them something good and tasteful! When all your loved ones gather at the table, Elit packaged meats make a sensation in any combination. And for inspiration, we invite Elit fans to always visit the Facebook or Instagram pages, where they can find quick recipes, snack ideas and, why not, a looot of reasons for having fun. For fans of perfect taste, the culinary treat is lived authentically, around the table, and the praise and applause find their digital echo right on our page, in the comments of the competitions. We share some bits of our page's success and invite you to like, share and subscribe! Enjoy!



Elit Social Media 2021 Competitions and Consumer Reviews

The results of the monthly competitions on Elit Social Media networks are proof of the enthusiasm and appreciation for the packaged meats with perfect taste. Creative and engaged fans, in large numbers, did not hesitate to share in the community their preferences of consumption and the combinations of sensation for these perfect taste goodies. The star of Elit competitions is always the product itself and the meaningful and tasteful story that the buyer tells about the fast, perfect recipes and snacks inspired by our brand is the reward of product development. We enjoy hundreds of such stories, noted in comments, by the page followers.



Smithfield Romania Present on LinkedIn

LinkedIn is the largest professional network on the Internet, used to recruit and hire people around the world. The platform allows users to connect and strengthen their professional relationships or find out what skills are sought in different sectors of activity. Early in March, over 3 million Romanians used this platform. To be closer to professionals active in the company's field of interest, Smithfield Romania has a section specifically allocated on Smithfield Foods corporate account. Visitors to the page can learn relevant data about the company, how we conduct our business based on sustainability principles, or how we choose to stand by the communities where we operate. The page can be accessed using the link: <https://www.linkedin.com/company/smithfield-foods/life/romania/>! We invite you to press the follow button!



Interactions with Google MyBusiness Fans

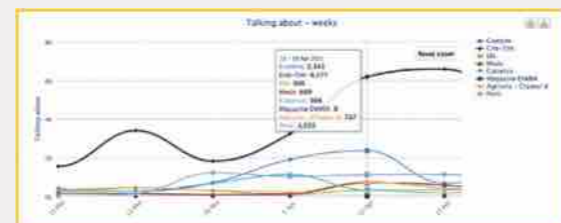
Starting in 2019, we have been one click closer to our consumers, when the pages *Comtim Store*, *Smithfield Romania* and *Elit* were launched on *Google Search* and *Google Maps*! Now, more than ever, information about the company or the program with the public are within the reach of those interested. The platform allows you to ask questions about places of employment and where to find our products.



How was Comtim received on social media?

Now, 9 months after the launch of the Comtim brand on social media, its Facebook account unites over 13,500 fans of 100% Romanian pork products. We enjoy a gender-balanced rapport, whether we're talking about fans who appreciate the page or those who interact with the posts. The vast majority of Comtim fans live in Banat and Bucharest area.

In April, the Comtim brand enjoyed the highest percentage of "talkability". The term incorporates the number of unique users who have created a specific "story" about our brand, i.e. any new information about our brand that appears in the News Feed, be it a check-in, a post on our page, a comment, a share, tagging a friend etc.



Comtim Fans

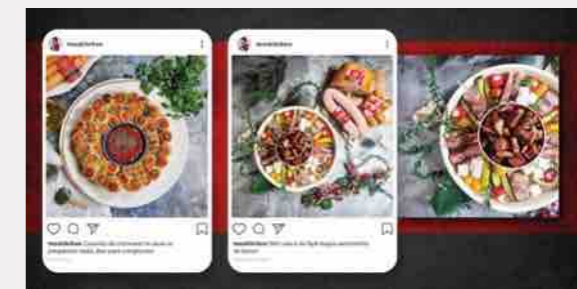
Since the launch of the Comtim brand on social media, interaction with fans has been very dynamic! The page where you will find information about tasty products from the Comtim ranges has enjoyed quite a lot of active fans, who often react in the comments. They show us their appreciation for Comtim products and for the work done by the team.

- "Very good bacon!"
- "Comtim - A great brand!"
- "That's where I did my diploma project!!"
- "Success ... and I also want a basket!!"
- "The best minced meat rolls ever!"
- "Health and goodness!"
- "They are very tasty!" (Minced meat rolls post)
- "Every day is good to have great appetite" (Burger post)
- "I love Comtim products"
- "Very cool!" (Bacon post)
- "Very tasty" (Bacon post)
- "Very good" (Pate post)
- "Comtim ribs are very tasty; we always buy from their store"
- "Wonderful! It's very good!!" (Spareribs post)



Recipes Shared with #Elit Fans

On holidays, Plin de Carne sausages, Extra pig head cheese and Elit Premium ofal puddings have reunited in a festive platter prepared by **Teo's Kitchen**. The video recipe broadcast on **YouTube**, the posts on **Facebook**, & **Instagram** pages and the content promoted by our team on social media enjoyed great visibility and valuable, quality feedback. In February, **Teo's Kitchen** dressed our sausages with extra chicken breast in dough, greased them with flavored butter and placed them in a sensational wreath, next to their favorite sauce. This Elit wonder is to be tested, savored, and praised!



We Continue the Series of Projects to Strengthen Smithfield Romania's Position as a Preferred Employer in the Western Part of the Country!



The series of projects aimed at strengthening Smithfield Romania's position as an employer of choice in the western part of the country has continued in the last 6 months! In close collaboration, the Human Resources and the Communication and PR Departments produced a video presenting the benefits enjoyed by Smithfield Romania employees. It will be used at career fairs and presents information of interest for candidates looking to get a job. We invite you to the Youtube Comtim account to watch it!

Another important step taken in the process in strengthening our position as employer of choice was the development of a network of promoters within the communities where we have working points. Members of the Human Resources Department visited opinion leaders from Smithfield Romania communities to showcase the employment opportunities offered by the company.



In order to ensure that our job ads reach as many candidates as possible, a media campaign on a radio channel has been planned and implemented. Activities in the area of employer branding will continue in the coming months.



and fair participants have increased and I expect better results in the next edition. For me personally it was something new, given that I am used to direct interaction with the candidate. In the current context, as recruitment specialists, I think we need to be open to novelties and find ways to facilitate communication with candidates interested in our company," said Daniel Ilie - Recruitment Specialist Fresh Meat Division.

Smithfield Romania Present at Top Employers 2021

This year as well, Smithfield Romania took part in a new edition of the online job fair "Top Business Employers".

The **Hipo platform** allowed contact between the candidates and representatives of the participating companies via a chat room. Following this edition, our colleague Daniel Ilie from the Human Resources Department interacted with over 100 potential candidates interested in Smithfield Romania.

The topics addressed by most candidates were: vacant positions, tasks and working hours. Job stability remains a relevant topic, often addressed in recruitment processes of recent times.

"Given this was the second online edition I was part of, I can compare it to last year's edition, and honestly say there is greater increase and openness of candidates compared to the previous edition. Online interactions between recruiters

Buddy, Your First Friend from Smithfield Romania Team!



The period of induction into the new job is extremely important for every new employee! Smithfield Romania wants to offer new employees a positive, easy integration experience that starts from day one. A pleasant experience helps build a strong employer brand and lays the foundation for long-term success! Implementing a program with specific actions not only provides new employees with certain benefits, but also brings added value to the company.

Program Goals

- Fast accommodation of new employees;
- Retention of employees in the first 1-5 years after employment;
- Optimizing productivity in the first few months of employment;
- Improving and strengthening the employer of choice brand.

Process Steps

- The direct superior assigns a teammate/buddy to the new employee from the first day of activity;
- 7 working days before the end of the trial period, the direct supervisor, the HR specialist, and the new employee's buddy have the first feedback session;
- 5 days before the end of the probationary period, the employee and the direct supervisor have

the final feedback session to evaluate the induction period;

- 7 days before the completion of the induction period, the buddy presents his/her comments on the evolution and behavior of the new employee to his/her direct supervisor.

How Does the "Buddy" Program Work?

- The system involves assigning a "buddy" at the workplace, who guides the new employee during the first weeks of work;
- It is a method by which we pass knowledge and information on to the new employee, facilitating his/her integration and orientation;
- Buddy is the new employee's travel partner;
- Assists in the adaptation period, provides information on how things work in the company, what are the processes, procedures, and way of working;
- It is made available to introduce the new employee to the company and the co-workers and facilitates his or her familiarity with the organization;
- Such a system encourages the new employee to share knowledge, techniques and methods encountered in the previous experience;
- These new ideas can lead to the development/efficiency of certain processes.



Recertifications of Management Systems

Smithfield Romania has developed and applies with consistency and continuity strategic programs, policies and working procedures in the areas of environmental protection, animal welfare, food safety, quality, health and safety, human rights, etc. Early this year, the company's Farms and Fresh Meat Divisions began recertification and renewal for internal certifications obtained from TÜV Austria, BRC and IFS.

Fresh Meat Division:

International Food Standard
Global Standard for Food Safety
ISO 22000:2005 Certificate
ISO 22000:2018 Certificate
ISO 14001:2015 Certificate

Farms Division:

ISO 9001:2015 Certificate
ISO 22000:2018 Certificate
ISO 14001:2015 Certificate
ISO 45000:2018 Certificate

We continue to maintain our commitments, which define us for high quality standards and consumer confidence in our products.



Start of the Competition "Comtim at Picnic"

The tradition of having an unforgettable barbecue season continues this year!

Comtim products will be the stars of your days spent with family and friends, and will bring unforgettable moments, perfect to be posted on social media!

We invite you to send us the captured images at pr@smithfield.ro! At the end of the competition, two winners will be nominated.

We look forward to the images until the end of September 2021!

The most successful images will be uploaded to the Story section of the [Comtim Facebook page](#) (with the consent of the participant), and all participants will get a surprise prize.

Ready, steady ... start the competition! 📣



Smithfield Romania Develops an Online Platform to Lease Its Own Agricultural Lands

In collaboration with USAMVBT, Smithfield Romania has developed in recent months a database aimed at facilitating the access of independent farmers to information on the number of plots available for lease owned by the company.

Smithfield Romania owns 10,000 hectares of land in Timiș and Arad Counties, which are 100% worked by

lease to farmers in Banat area, specialized in grain cultivation.

The new online map platform will provide the opportunity to see in real time the status of each parcel, and for those available for lease, the possibility to place an offer by accessing the page www.smithfield.ro.



Smithfield Romania, together with the Beneficiaries of the Maltese Relief Service

To celebrate March 8 - the International Women's Day - Smithfield Romania gave gifts to the beneficiaries and employees of the Romanian Maltese Relief Service, Timisoara branch. *The Romanian Maltese Relief Service is one of the humanitarian organizations of the Sovereign Military Hospitaller Order of St. John the Baptist of Jerusalem, which contributes to passing on a tradition of almost ten centuries in helping the needy and protecting the sick.*

In Timișoara, the association manages a social canteen where 90 people eat daily and a nursing home where 15 beneficiaries live. The beneficiaries of both the social canteen and the nursing home, along with its 33 employees, enjoyed 2 meals cooked with Comtim meat products.

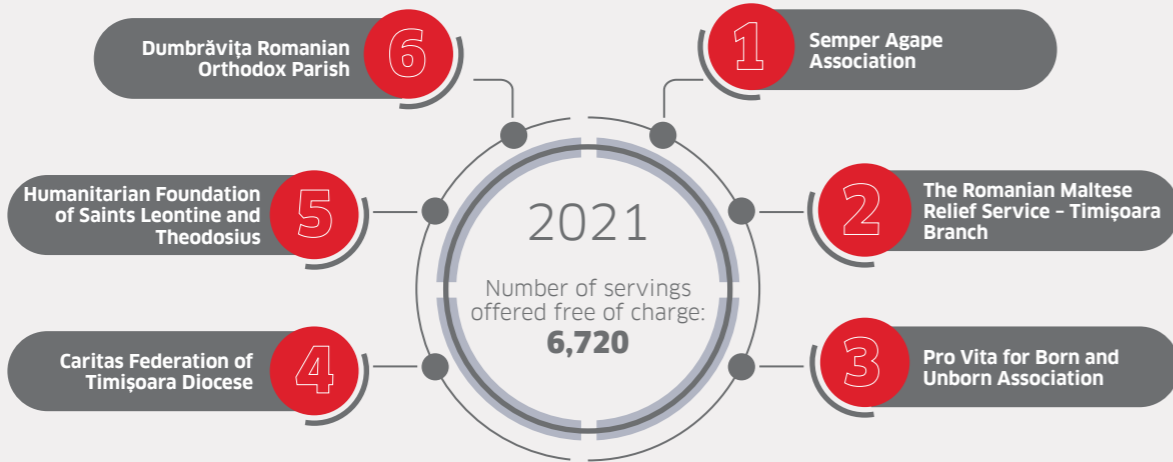
In addition to the delicious meals prepared with Comtim products, the beneficiaries and employees of the nursing home received fragrant and colorful flowers to bring spring closer, and cakes for a sweet moment of treats.

"On behalf of the beneficiaries and employees of SAMR Timișoara branch, we thank from the bottom of our hearts all those who brought us spring in our hearts and at home" - Facebook Maltese Timișoara - SAMR.

We thank the Purchasing Department of the Farms Division, for their support in the purchase and delivery of gifts.

FOOD FOR SOULS

Smithfield România



Food for Souls program status on: 18.05.2021.



Support for the Academia

Students from the Faculty of Veterinary Medicine of USAMVBT and practicing veterinarians now benefit from a new teaching material, the publication **"Repertoire of Parasitology"**.

The Parasitology repertoire develops the theme of mammalian and bird parasites.

"This comprehensive teaching style is easier to follow and appropriate by veterinarian practitioners. In the current veterinary activity time is a limiting element, which means you don't have enough time to consult specialized treaties, and be able to establish an etiological diagnosis. Here is the "secret" of this book. It's anti-time consuming. I'm waiting for the natural reaction (possibly criticism) from fellow practitioners. Students who received the book support the idea that this bibliographical material made their work easier in preparing for the Parasitic Disease clinical and practical examination." - Univ. Prof. Ion Oprescu, PhD - Faculty of Veterinary Medicine, Timișoara

The publication of the material was made possible thanks to the financial support provided by Smithfield Romania.

Also, for the benefit of Veterinary Medicine students of USAMVBT, Smithfield Romania provided the necessary teaching material.

We Support Local Publications

Smithfield Romania has provided financial support to the Cultural Association "Nicolae Ursu" in order to create a new edition of the local magazine *"The Șanovitan Sheet"*, which captures moments in the life of the Banat village.



Smithfield România
Academic Programs

Smithfield Romania Supports the Education of Future Surgeons!

The Romanian Student Society of Surgery aims to promote surgical education among students from the Faculty of Medicine across the country, by organizing scientific and social activities that shape the portrait of the doctor of tomorrow.

In March, the association organized the workshop "Basic Surgical Skills for Residents" with the aim of giving young doctors the opportunity to learn and practice basic surgical maneuvers. Each participant had their own work table, surgical instruments, and training materials, which were made available by the organizers.

Smithfield Romania came to the support of the organizers by providing the teaching material necessary for the workshop.



Projects Financed as Part of the Program "Solidarity with the Medical System" Are under Implementation!

The latest social responsibility program launched by Smithfield Romania in 2020 for the benefit of the medical system is now under implementation in medical institutions.

The funding line worth RON 1.36 million has been allocated for the benefit of 21 public medical institutions and NGOs that have stipulated healthcare or improvement of the living conditions of people suffering from various medical conditions as their object of activity.

Among the activities that are currently under implementation we mention: providing equipment necessary for radiotherapy treatments, purchasing of various modern equipment for minimally invasive urological surgery, providing ophthalmology medical equipment, and developing and implementing the Pandemic Controller platform in the context of COVID-19, etc.

The final activity report from the beneficiaries will be available at the end of 2021.



Smithfield Romania Supports the Social Economy!

Hardworking hands deserve a chance!

We treat responsibly the communities in which we live and work

Smithfield Romania Community Support Strategy is structured in three broad directions: environmental protection - social/medical - education. Our company aims to focus more on the causes of social issues and not on their effects, and drives its efforts towards providing support for resolution.

The community work of Smithfield Romania goes beyond its 14 social responsibility programs and turns its attention to one-off projects and initiatives that open up opportunities for socially disadvantaged people:

- integration into the labor market
- integration into the community
- increasing respect and motivation, and self-esteem
- advice, support in the process of identifying, accessing, and maintaining the workplace.

Open collaborations for service and product providers are analyzed and selected through strict procedures, performance criteria and transparent costs at market level; however, a major criterion in the selection of new suppliers is the presence of people with disabilities as part of the team.

Smithfield Romania took the first step to support equal opportunities at work for all members of the community. Through contracting of services provided by people from vulnerable social groups, **we support a multitude of opportunities for professional development.**

We encourage supply and service providers, manufacturers, family businesses, and local farmers

We encourage supply and service providers, manufacturers, family businesses, and local farmers to employ people with disabilities, to whom they can offer equal opportunities and the chance to assert themselves professionally.

We support outstanding skills in creating useful products

We support outstanding skills in creating useful, engaging products by special people who choose to work and be active members of their community. Clothing products made through the contribution of special people are worn daily by our colleagues in the production and technical departments. Hygiene products are also used to keep our workstations clean at the highest standards possible. We use in our actions and projects to promote the Comtim brand and corporate communication, materials made in printing workshops where people from socially vulnerable categories are employed. Products crafted by the skilled hands of UP employees, grateful for this opportunity, are used in the daily work of the company: protective overalls for employees, advertising and promotional materials, and so on.

The following categories of commercial workers are supported in the labor market, through purchases made by our company from companies that employ people with disabilities in their daily work:

- Detergents manufacturing operator
- Tailor - clothing maker
- Administrative officer
- Worker in the garment industry
- Electrical troubleshooting repairman
- Digital print and offset printer
- Mechanical binding machinist
- Cardboard worker
- Archiver.

Vocational Training Program for Students from Romanian Faculties

One of the successful programs of HR Smithfield Romania is the Internship program, dedicated exclusively to students of high-profile faculties across the country. The program was started in 2005, when the first students of Timișoara faculties (Faculty of Veterinary Medicine and Faculty of Animal Husbandry) had the opportunity to be employees of the company for 6 weeks and to familiarize themselves with the specific procedures of the work point where they were assigned.

Over the 15 years of program development, the number of partner universities has increased, Smithfield Romania currently collaborating with the following high-profile universities in the country:

- ✓ University of Agricultural Sciences and Veterinary Medicine, Bucharest;
- ✓ University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca;
- ✓ "Ion Ionescu de la Brad" University of Life Sciences, Iași;
- ✓ "King Michael I of Romania" Banat University of Agricultural Sciences and Veterinary Medicine;
- ✓ Polytechnic University of Timișoara.

Due to the national evolution of the COVID-19 pandemic, the program didn't run in 2020. Once with relaxation of the general measures to combat the pandemic, the "Internship" program was relaunched in 2021. Therefore, in May this year, Smithfield Romania trainers resumed the national promotion of the program.

The program provides an opportunity for those interested in being part of the national leading company in the field of livestock breeding, slaughtering, and processing - Smithfield Romania, for a specific timeframe. The possibilities of working with a young, but highly-experienced management team, and with modern technologies give them the chance to develop professionally and, why not, upon graduation from college, to become one of our colleagues.

The Internship program takes place during the summer holidays, when students will be exposed to the entire production process, with the purpose of acquiring professional knowledge and develop the relevant skills specific to the Fresh Meat Division.

Students assigned to the operational departments shall be supported and guided by a coordinator, to prepare and train them throughout their work in the company. This training shall be completed with a project to improve or develop a technological process.

Internship activities run for **6 weeks** from **July 26 to September 3**.



Success Story

Crăciun Lucian, Line Supervisor, Fresh Meat Division:

"I started my journey in the company since college, in 2018, by participating in the Internship program. I worked in the Production Department for 9 months where, due to my organizational skills, I was promoted to the position of Line Supervisor."

George-Adrian Chirteș, Reproduction Manager, Farms Division:

This "story" began in 2017, when after participating in the presentation of the "Internship" program by Smithfield Romania HR team, sustained in front of students from the Faculty of Animal Husbandry and Veterinary Medicine in Iași, a shy student of the Faculty of Animal Husbandry applied to be part of the program.

Thus, this student had his first contact with all that Smithfield Romania's farms mean. He was able to participate in the program where, every two weeks out of six weeks he would work in a different sector (maternity, breeding and WTF). With the experience of 2017, he returned in 2018 to improve his acquired knowledge and continue his development under the training program. In the fall of 2019, he applied for a position as "Manager Trainee Jr". His participation in the program, the seriousness he showed during these two consecutive years, and his involvement in the production process recommended him for his employment on one of Smithfield Romania's sow farms, Bacova Farm.

At the end of 2020, following several managed and completed projects, Chirteș George-Adrian was appointed as Reproduction Manager, coordinating the entire activity of the sector (detections, services, ultrasound control, moves within the department and between departments, etc.).

Internal Certification Program

The internal certification program includes training sessions in the company's core activities

- Production operator, implemented and functional in the Semi-processed Meat Section from April 2020, continuing with the implementation and deployment on the Deboning and Packaging Sections from February 2021
- Animal production
- Animal production - management level
- Feed production

The purpose of this program is to train responsible and high-performing employees, able to provide support to new employees, as well as identify potential successors to the line managers.

The internal production operator certification program includes theoretical concepts on production lines, machinery, and labelling equipment, according to the production technological flow of the Semi-processed Meat Section, the Deboning Section, and the Packaging Section.

SUMMARY OF PRODUCTION OPERATOR INTERNAL CERTIFICATION		
YEAR	EMPLOYEES	TRAINED
2020	617	386
2021 ongoing	237	197
TOTAL	854	583

“ People who are part of Elit team are very committed to what they do! ”

Alin Fotin

Elit Production Technician



What is your day-to-day work in the company?

My work in the company is to follow the production, packaging, and delivery of Elit products. These processes must be carried out to the highest standards, and I have a responsibility to meet the objectives of these three segments.

What does work fulfillment mean to you?

I consider myself fulfilled when each day of work ends well, when the hardships have been successfully overcome and the tasks assigned have been fully fulfilled.

What is the project you were part of as a member of Elit team that you are most proud of?

I believe that all the activities in which I have been involved are important, because at the end of the day, all the projects carried out by the whole team contribute to the development of the company. Through our work, all projects successfully completed help the company become one of the most important packaged meats producers in the country.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

The main reason why every day of work is an occasion of joy is the fact that people who are part of Elit team are committed to what they do and I always know that I can rely on them. The team I work in motivates and inspires me!

What is the most enjoyable memory of the workplace?

I can say that the most pleasant memory is and will remain the first day of work in the company because I was welcomed with open arms. I didn't expect to find so many wonderful people in the same place.

How would you characterize Elit team in one single word?

An "awesome" team, with a lot of wonderful, hard-working, and big-hearted people.

“ My family is my daily dose of energy! ”

Corina Căpușan

Food Safety Responsible



What is your day-to-day work in the company?

I have been employed by Elit since 2014. My main activity involves coordinating the Food Safety team, maintaining, and updating the Food Safety Management System and raising awareness of food safety and general hygiene rules.

What does work fulfillment mean to you?

The beautiful team of which I am proud to be a part, the support obtained from management and the results achieved over time in terms of food safety for the brands in the Elit portfolio.

What is the project you were part of as a member of Elit team that you are most proud of?

A very interesting project was participating in the filming of Elit TV commercial. Our team has provided full support to ensure that the plant and the people are ready for filming. It was a new, very exciting experience, which I worked on with great pleasure and which had beautiful results.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

My family is my daily dose of energy, and my motivation for starting the workday is my daily dose of coffee in the company of my teammates, which is a good opportunity to establish the "battle" plan for the day.

What is the most enjoyable memory of the workplace?

A pleasant memory was an audit from a client, which lasted from morning to evening and which we completed well. For me it was the moment I realized that I had matured professionally.

How would you characterize Elit team in one single word?

A family!

“ Although animal husbandry is not an easy area of work, this is what I wanted to do every ever since I remember! ”

Ciprian Barboni

Animal Husbandry Engineer



What is your day-to-day work in the company?

My day-to-day work in the company is to coordinate the farm team, setting daily and weekly goals to achieve production indicators.

What does work fulfillment mean to you?

Throughout a person's life he/she spends quite a lot of time at work. It is therefore important to choose a career in a field that we are passionate about and feel that we can evolve. I believe that only if we do what we love we can achieve "fulfillment in the workplace".

What is the project you were part of as a member of Smithfield Romania team that you are most proud of?

Shortly after employment I was involved in a project related to animal welfare issues on the farm. I thought it was a very pleasant project! My daily motivation also comes from the coordination and implementation of new projects specific to the animal production department.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

Although animal husbandry is not an easy area of work, that's what I've wanted to do for as long as I can remember. I love animals... and my love for them helps me start the workday with a smile on my face.

What is the most enjoyable memory of the workplace?

I can't say that I have only one pleasant memory, because the team is wonderful. I remember with pleasure the first days with my new colleagues, when I felt their support in coordinating and organizing my daily responsibilities, which still helps me achieve my goals.

How would you characterize Smithfield Romania team in one single word?

A young and beautiful team, well prepared and eager for performance.

“ It is extremely important to know that in any matter, you have the team that helps and supports you! ”

Raul Muntean

Biosecurity Responsible



What is your day-to-day work in the company?

My work with Smithfield Romania started in 2014, when I had the pleasure of being accepted into the veterinary team, from where I took my first steps in the company. Later, in 2019 I had the honor of being chosen to be part of the Biosecurity Department, a small but ambitious and strong team. Here, there's no day like another! It is a complex activity, because at the same time you have to work both in the office and on the farm, both directly with humans and with animals or contingencies that arise.

What does work fulfillment mean to you?

For me, fulfillment at work is to wake up in the morning, go to work with a peace of mind and excited that everyday can be a new challenge you can clearly get over with the help of the team, and that at the end of the day or the project you can see clear results. It gives you the courage, the pleasure, and the strength to move on.

What is the project you were part of as a member of Smithfield Romania team that you are most proud of?

The most recent project I was involved in gave me the opportunity to be elected coordinator in one of the teams formed as a result of the epidemiological context. I'm proud of this! With the help of the team

we have completed the responsibilities received, as planned, without incidents.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

It is my family that gives me full energy to start the day in a good mood and stay positive for the rest of the day. I'm a very optimistic person, as my colleagues well-know, but it's very important to know that at work, in any matter, you have the help and support of your team, and that in the evening, at home, your family wipes out all your day's fatigue. That's kind of my daily recipe.

What is the most enjoyable memory of the workplace?

There certainly must be pleasant moments in everyday life or at work, but I can't think of just one. For me, pleasant memories are when I successfully finish something, and results can be seen.

How would you characterize Smithfield Romania team in one single word?

A young, beautiful team with potential, where you learn, develop, come to work with pleasure and leave home quietly and satisfied.

“ Ever since my first few months in the company, I felt like I was part of a family!” ”

Laura Peagu

Team-Leader



What is your day-to-day work in the company?

I've been working in the company for over 10 years; for about 2 years I've been Team-Leader in the "Binding" section. My daily work consists of supervising the implementation of the production plan, monitoring performance indicators, supervising the achievement of product quality parameters, complying with food safety and occupational health rules, and coordinating a team of 15 people.

What does work fulfillment mean to you?

I want to make it clear first of all that, from the first few months in the company, I felt like I was part of a family. I feel the same way today! For me, fulfillment in the workplace means being part of a united team that helps me reach my true potential. It is also very important for the working environment to be pleasant, constructive, and positive, and that the management of the company is ready to respond at any time to our needs. I can confidently say that this is happening in the Maier Com plant.

What is the project you were part of as a member of Maier Com team that you are most proud of?

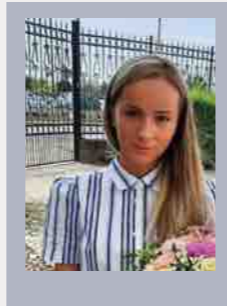
All the projects I was involved in were valuable and important. Personally, the project of implementing performance standards helped me a lot because it evened the teamwork. This way, it's much easier to organize the way you work right from the start of the day.

“ Here, I was helped to flourish, to develop, to be the person I am today!” ”

Estera Toma

Key Account Executive

Fresh Meat Division



What is your day-to-day work in the company?

Every day brings something new, although the tasks are unchanged. The day begins by drafting and prioritizing emails, preparing the necessary reports, and entering, verifying and adjusting the orders given by Key Accounts. I also deal daily with the issue of correction invoices in a timely manner (based on the supporting documents I collect from my co-workers).

What does work fulfillment mean to you?

Fulfillment in the workplace for me is to be part of a beautiful team, to do what you love and to have the necessary support to evolve as productively as possible. I'm happy to find myself in all this.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

I think the moment you come to work with love, positive energy comes by itself. My motto is "A day without a smile on your face is a day lost!". And yes, every morning I come to work with a smile on my face and manage to transmit my positive energy to the rest of the team.

What is the most enjoyable memory of the workplace?

I remember fondly the first Team Building I attended, because I was able to get to know my co-workers personally, not just professionally. I can gladly say that, as a result of this experience, we have created true friendships.

How would you characterize Maier Com team in one single word?

For me the Maier Com team is simply WONDERFUL! Here I find understanding from colleagues, ease of communication, openness to the new and a desire to perform. Here I had the opportunity to attend the junior college classes "Technician in Meat and Milk Processing", which gives me the opportunity to continue my professional development.

What is the project you were part of as a member of Smithfield Romania team that you are most proud of?

Over my 7 years of work in the company, I had a lot to learn from the projects I was part of and this gave me great satisfaction; therefore, I can't mention just one. I would remember, however, the beautiful days when I had the chance to visit children in schools under the program "Back to School", where I felt very good in the midst of the happy little ones.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

I take my energy from home, then from nature and not least from my colleagues, who always give me

a good mood (almost every day :)). I also have two puppies, which charge me with energy every time. **What is the most enjoyable memory of the workplace?**

As with projects, there are many memories, far too many. I could mention the days when I was just a student at the beginning of the road, shy and reserved, and here I was helped to flourish, to develop, to be the person I am today. You can't forget such a thing!

How would you characterize Smithfield Romania team in one single word?

The ability to work in a team is primarily linked to the ability to recognize the skills of others. I would characterize Smithfield Romania team in just one word: STRONG!

“ At Smithfield Romania I Learned to Trust Myself and Those Around Me ”

Ana Macarie

Area Sales Manager

Fresh Meat Division



What is your day-to-day work in the company?

First of all, I want to thank you for this beautiful surprise! My every day work starts with... "Good morning!" In this field, i.e. the world of sales, no day resembles another. In this incredible journey you discover talented, cheerful, and determined people from whom you get to learn something new every day.

The allocated geographical area, namely Moldova, is superb, from all points of view - landscapes, people, and is rich in customers from various segments:

- Modern Retail customers
- Traditional customers
- Industry customers.

We carefully listen to them every day, try getting even the smallest details to help us discover the right solution for their needs. Beautiful and long-term collaboration with all customers means sticking to them.

Coordinating the sales activity in the allocated area, organizing the sales team, setting rules in agreement with colleagues, passing on to colleagues the tasks possible to be accomplished, helping them carry out their tasks and reaching their true potential, supporting them when they are in trouble, responsibility for team failures, collaboration with all departments, teamwork, respect and trust we have for each other - all these are part of my day-to-day work in the company.

What does work fulfillment mean to you?

For me, it is the joy for the work I do, the privilege I have that I can learn from my superiors the many ways in achieving a project, the pleasure of working with colleagues and enjoying our results, the joy of assuring them that they need to be first in their lives, and not only. At Smithfield Romania I learned to trust myself and those around me.

What is the project you were part of as a member of Smithfield Romania team that you are most proud of?

I am proud that there is a desire for the long-term use of the Comtim brand and maintaining our own reputation at the highest level possible.

Where do you get your energy in the morning, what motivates you to start the workday with a smile on your face?

Every morning I think I'm blessed to be alive and can enjoy every ray of light. I love the life I've received from my parents, simple people who know how to bring a smile to my face.

What is the most enjoyable memory of the workplace?

There are many fond memories, but what I remember most is what a dear person once told me: don't ever ask the question "Why?" and so you will find solutions to every problem. Of all the memories at work, I learned something good for my family as well. I have learned to be a good seller in the family and to give happy moments and smiles to those who need them the most (regardless of situations) and I am rewarded with health, joys, and hugs.

How would you characterize Smithfield Romania team in one single word?

Beautiful, delicate, sensitive people who go through it all with a smile on their faces.



Marinated Spareribs

With potato garnish things are very simple, it can be cooked in the oven at the same time with the marinated spareribs. If you don't want or don't have sweet potatoes at home, you can prepare the garnish with regular potatoes, because they fit perfectly with the marinated spareribs.



Pork Hamburger

Comtim pork hamburger recipe is ready in 15 minutes and it's very delicious. A real feast! It can be done both in the grill pan and on the backyard grill. We can also very easily cook pork hamburgers in a regular non-stick pan.



Sausage Skewers

The skewer recipe is good for you if you're thinking about how to diversify your dishes with fresh sausages. There are also some situations where these skewers fit perfectly. For example, when you're in a hurry or when you're simply in the mood for something unexpectedly savory.



Minced Meat Rolls on Bread

A quick and easy way to enjoy the traditional Romanian taste of the minced meat rolls (mici) in a new form. You will appreciate this original appetizer, warm and very tasty, at any occasion, especially when included in a menu with many traditional Romanian dishes.

Porc Proaspăt Comtim

Discover now the products Comtim Porc Proaspăt in a classic and attractive packaging, which guarantees the quality and freshness of the products for a long time to come. Comtim quality is guaranteed! Comtim pork is produced in a 100% integrated system, on our own farms and in partnership with local farmers. Pigs are raised in Romania and fed with Romanian cereals.

Porc Proaspăt Comtim



Comtim Website, Rich in ... Absolutely Savory Surprises!

We also want to offer a complete online experience for consumers of Comtim pork. Earlier this year, we developed a new structure of the Comtim website, based on developing the unique experience of the Comtim brand.

The novelty brought by the Comtim website is intended to provide as much useful information as possible for visitors, and we made the following lines of communication as our priority:

- presentation of all ranges - useful information about your favorite products, their description, photos, and suggestions of service;
- video savory recipes, made step-by-step by Chef Daniel Grosu or chef Laura Laurențiu, friends of Comtim brand;

- advice for a balanced diet, integration of pork into such a balanced diet - information supported by nutrition specialists such as Dr. Mihaela Bilic;
- delicious, simple, easy-to-cook ideas and recipes, based on Comtim products;
- promotions or information on organized competitions;
- Chef C, an animation of a host character that provides guidance on the website.

We invite you to discover what's new on www.comtim.ro website!



Comtim, Participant in the Event of the Year, Carnexpo Grill!



In June 2021, the Comtim team was present at the most prestigious and important event in the meat industry.

The organizers of CARNEXPO Grill have prepared a new top edition, where national teams of Romanian chefs were invited, along with specialists in the meat and meat dishes sector, and leading representatives from the HORECA and retail segment, both from the country and abroad.

The Comtim presentation booth has become unwieldy for visitors who have sought the unmistakable taste of 100% Comtim delicious products, cooked on the spot!

Chef Daniel Grosu has offered cooked products from the Steak House and Bun de Gătit ranges as part of an exceptional cooking show!

Pictured, left to right: **Daniel Grosu**, Chef, **Ioana Bobici**, Marketing Specialist, **Florin Raba**, Sales Director, **Cristina Bodea**, Sustainability Director, **Goran Panici**, General Manager Smithfield Romania, **Adriana Ilioiu**, Purchasing & Logistic Manager, **Cezar Ludoșean**, Deputy National Sales Manager, **Radu Ghiță**, National Sales Manager Modern Retail



Comtim, More and More Present in Partner Stores!

This year we paid close attention to building brand communication in stores, by highlighting products on the shelf, using various visual materials that bring to the attention of consumers the most important attributes of the Comtim brand:

- + 100% Romanian products
- + Food safety
- + Authentic taste
- + Original Comtim products

To impress viewers, we used in the graphic materials our own photos of Comtim products.

By giving our products the right shelf visibility, we show customers that we can give them what they want and need. Moreover, this can also improve the shopping experience.



Comtim, Regularly Present in the Email Inbox of Those Who Choose 100% Romanian Taste

The Comtim brand debuts online, where it is equally appreciated!

An alternative to the classic briefings is to send newsletters to subscribers of the comtim.ro website, a tool recently implemented. Thus, we offer weekly information about the Comtim brand, launching of prize contests, news on newly launched ranges, fair cooking tips and balanced consumption.

Adopting this tool as part of our marketing strategy helps us to be closer to those interested in Comtim products, being an integrated part of the company's communication with our customers. Thus, the purpose of communicating with the website's subscribers is to increase visibility among our consumers, to keep them as close as possible to those who seek the flavor of the products in the Comtim ranges.

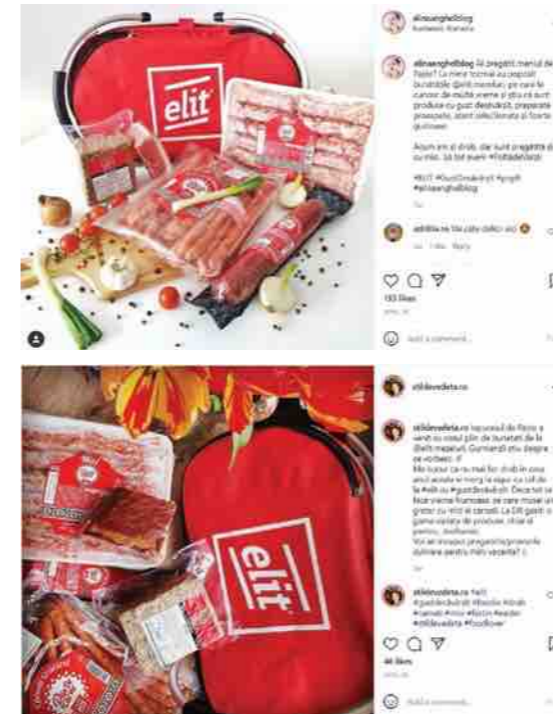


Haven't you decided yet what to do this weekend? Well, Comtim comes to your help with tasty treats, perfect for a meal with your loved ones. Look for **Comtim Mici** (minced meat rolls) in your favorite stores and enjoy the authentic tasty of 100% Romanian pork.

NEW

Elit, in Dialogue with Journalists and Bloggers

During the Easter holidays, Elit launched a media campaign with 50 journalists and bloggers from the food industry, with the aim of promoting their products from Plin de Carne and Elit range. Several articles on social media, Facebook and Instagram, have carried out the news that Elit's packaged meats do indeed taste perfect, and contain only high-quality ingredients.



Comtim on the Way to Dhaulagiri Summit

Comtim supports perseverance and 100% Romanian ambitions!

Horia Colibășanu embarked on a new attempt to conquer the Himalayan Dhaulagiri peak (8,167m). He set out to open a new route for the world premiere with us as our main partner.

Although many important steps in the expedition were accomplished, such as overcoming the steepest part of the route, Horia and the two expedition colleagues had to give up on the project. The cause that led to the expedition's shutdown was an avalanche that surprised them on the night of May 9 -10.



Win with Comtim on Radio ZU

The Comtim "Bun de Gătit" range for the Grill was promoted in May at Radio ZU! Listeners had the opportunity to participate in a radio contest whose prize was a basket of 100% Romanian Comtim products, 100% delicious!

The "Win with Comtim at Radio ZU" contest offered listeners the opportunity to enjoy the 100% Romanian Comtim products, to test their cooking skills, as well as the savory taste of each product of the beloved brand.

Within 10 minutes of its launch, a large number of listeners entered the competition by sending a tasty story from their experience as chefs, and the winning gift was personally handed over by one of our colleagues.

This project was also a first step towards creating an emotional connection with listeners. The winner was **Mr. Cosmin Cîrnu!**



The avalanche lasted several tens of seconds and buried them under a layer of snow over a meter high, turning the ascent into a race against time for survival.

"It's hard to turn your back to the summit, especially when it's one of the most beautiful mountains in the Himalayas. It's hard to leave when, on the third attempt, the equation was solved by three-quarters. The decision is tough, but it is the right one, as the objective data from the mountain confirms," Horia said on his personal Facebook page.

Horia is the only Romanian to reach the peaks of Annapurna, K2, and Dhaulagiri. Seven peaks over 8,000 m high reached without the help of altitude sherpas and without extra oxygen!





Recipes with Elit Products, in a Sensational Cookbook

Elit products are becoming more and more present in the daily life of gourmets who are looking for perfect recipes. In collaboration with Zesty.ro community, Elit has prepared 16 recipes for the most desirable consumers with Elit products that can be prepared in all 4 seasons of the year: spring, summer, autumn and winter.

We believe that beyond the need to feed ourselves, we must rediscover the fascination of reinterpreting long-forgotten flavors. The message of this cookbook is - **DISCOVER, REDISCOVER AND LET YOURSELF CARRIED AWAY BY FEELINGS!**

Those who want to win such a recipe book containing details about the caloric value, preparation time or the level and difficulty of cooking, are invited to watch the contests on **#Elit** social media.



French Concept **HOT DOG**, by Elit

Elit, along with Lantmanen Unibake (globally specializing in frozen bakery) and Unilever (global company offering ingredients and professional food services) have joined forces and developed a project for the food service segment. Thus "Motz" was born, a spectacular hot dog, resulting from a perfect combination of 3 ingredients, crispy bun - Elit sausages or hotdogs - sauces. FAST, HOT and TASTY, Motz Hot dog is ready to be enjoyed in just 55 seconds!

Why call it Motz?

Because it's a great product compared to the classic hot dog that everyone knows - it's more of a big deal.

Aesthetic and easy to consume, Motz attracts a wide range of audiences:

- Writing without diacritics, with tz instead of "ț" is youth-specific;
- The word itself is Romanian, in the language of older generations, it is not an Englishness.

The results of this project include increasing market share in the category of grilled sausages and hotdogs, increasing the turnover in this category and entering new market areas.

The project implementation team consists of: **Dan Buda, Cristian Orădan, Bogdan Curticiu, Cristian Kilin.**



RAPID, CALD ȘI GUSTOS



Elit Supports the Show "Meriți" (i.e. "Deserve")

Since May 2021, Elit brand is a supporter of the new show "Deserve" moderated by the well-known actor Mugur Mihăescu.

In accordance with the values of Elit brand, the new format of the TV show aims to provide recognition and promote in the public space professionals from different fields. Thus, in a relaxed setting, we are presented with life stories, professional and personal paths.

From Monday to Thursday, starting at 10:30 p.m., fans of the perfect taste are watching [Metropola TV](#), [#live #metropolatv #mugurmihaescu #ELIT](#)



Comtim Brand, in Major Store Networks

The COMTIM brand is enjoying an increasing notoriety among modern retail customers, since 365 days/year we are present in the market with 100% Romanian pork products, adapted to the latest food trends, which maintain the promise for food quality and safety.

We have been able to meet our customers with the widest range of fresh pork products on the market, covering all product categories: fresh products from *Porc Proaspăt* range, semi-processed products from *Gătit la Cuptor* and *Grill* ranges and *Porc Ușor* ranges, along with ready to eat products in the *Steak House* and *Canned* ranges.

Thus, in the first part of 2021 we started new projects to promote the Comtim brand, by developing new strategic partnerships with Lidl, Penny, Auchan, Remarkt and Metro, and the results didn't keep us waiting.

For the second half of the year, the plans are even more ambitious, with the objectives of expanding shelf presence in several cities and developing new partnerships with Profi and eMag.

- The presence of our products on Penny shelves increased sales by 80%, and in Auchan by 40%;
- We've had monthly appearances with Comtim products in Lidl and Rewe catalogues.

The strategic objective of the Comteam team is to reach the homes of as many Romanians as possible in a short time, by providing them "Good Food. Responsibly", and continuing to invest in increasing the reputation of the Comtim brand, in parallel with the expansion of Key Account networks at national level.

It is said that "a strong brand can shape the personality of a city", and Comtim honors Timișoara wherever it goes, through savory products that intertwine tradition with innovation.

Cezar Ludoșean, Deputy National Sales Manager





“BUCAȚILE DE CEA MAI BUNĂ CALITATE SUNT CELE CARE CONȚIN FIBRĂ, MUȘCHI ȘI FOARTE PUȚINĂ GRĂSIMI. PUTEM SĂ LE GĂTIM IMEDIAT. TRATAMENTUL TERMIC NU TREBUIE SĂ FIE PRELUNGIT, PENTRU CĂ ÎN MOMENTUL ÎN CARE LE LĂȘĂM PREA MULT LA CUPTOR SAU PE GRĂȚAR, PROTEINELE SE ÎNTĂRESC, IAR CARNEA DEVINE MAI GREU DE DIGERAT.”

MIHAELA BILIC
MEDIC NUTRITIONIST



comtim.ro

TOP 3
CARNURI ALBE

PUIUL
IEPURELE
ȘI... PORCUL

MIHAELA BILIC
MEDIC NUTRITIONIST



PRO Pork!

Mihaela Bilic, Nutritionist

What exactly is this reaction and how does it help us to obtain a perfectly cooked grilled meat with a perfect taste? Put a piece of meat in a hot pan, wait a few minutes for it to start sizzling and that's it, Maillard's reaction has occurred! In addition to the unmistakable smell that comes off, it is a series of chemical reactions that take place during the cooking process, which give the unique taste and brown appearance that we love so much.

Pork is among the most consumed meats in the country, if not the most consumed, and is almost automatically associated with the idea of barbecue. Meat of any type is mostly made up of proteins, and these are also the true protagonists of the Maillard reaction. Long chains composed of amino acid molecules interact with carbohydrates naturally present in meat, forming glucosamines. Due to the high temperature (120-140°C) a series of reconfigurations of the chemical structure (reconfiguration of Amadori & Heyns), responsible for the unique flavor of a piece of grilled meat, occur.

Each type of grilled meat has a different taste, because the Maillard reaction differs according to a number of parameters: the type and quantity of carbohydrates and amino acids in the meat, the pH of the preparation, the humidity of the product, the

cooking temperature, etc. It is enough to change a single amino acid, so that the final product gets a different taste. Not coincidentally pork collar and chicken leg have totally different flavor, even if they are put on the same grill.

To get a perfect barbecue, in addition to the quality and freshness of the chosen meat, the essential element is the temperature: the Maillard reaction occurs at about 140°C, and the heat must be uniform, intense, and fast. Increased humidity blocks the reaction, the presence of water on the surface of the meat prolongs the cooking time and leads to a decrease in temperature, so browning will no longer take place. Another important detail: grilled meat must be at ambient temperature, not just removed from the refrigerator, otherwise you risk it being kept raw inside when cooked.

As a golden rule, keep in mind that a successful barbecue means nicely browned meat, but by no means burnt.

Whether it is excessively roasted meat, or excessively baked bread/dough, any product that is burnt/blackened contains acrylamides, substances with carcinogenic potential. They arise by prolonged cooking at very high temperatures and consist of an irreversible degradation of the chemical structure of proteins/carbohydrates.



If you want to be a great connoisseur of grilled meat, try using the name “Maillard” in the conversation... more specifically the ‘Maillard reaction’. Everyone seems to be good at grilling, but I promise you that this scientific approach will bring you the admiration of the entire audience and a certain reputation as a “barbecue expert” in the unwritten tradition of your family.



To avoid the formation of these toxic compounds, here are some recommendations:

- avoid direct contact between the flame and food, cooking should be done on the basis of indirect heat, not direct contact with the flame;
- temperature should not exceed 220°C, so place the grill at least 10 cm away from the jar/coal;
- do not let the dripping fat from the meat catch fire; smoke that is released leads to the formation of toxic chemical compounds, harmful to health;
- to turn the meat, use a pliers, NOT a fork, to keep all the flavor and moisture of the steak;
- cook the meat slowly over medium heat to avoid carbonization and remove any pieces that are too browned/burned;
- In addition to the classic charcoal grill, try the electric grill, it is much safer in terms of the risk of smoking.

Last but not least, use more stuffed pieces for grilling, the fat kneads and tastes like steak. For grilled cooking, pork should have a pinkish to red color and a marbled structure – therefore crossed by grease threads.

Marinate the pieces of meat beforehand: the acidic environment and the fat in the marinade make the proteins easier to digest and protect them from

flame. Put salt on the meat only after you have taken it off the heat, this way it will remain soft and juicy. Iron is not lost by cooking, so a piece of steak will have the same iron content whether it is cooked medium or in blood. But a prolonged cooking time excessively coagulates the proteins, and the meat will become harder and harder to chew - choose the “medium cooking” option and let the steak rest for a few minutes before consuming it, Mihaela Bilic, a renowned nutritionist in Romania, tells us.

We pride ourselves with ...

Gabriela Camelia Fătu – the daughter of our colleague Adina Fătu "Music is my passion!"

"Music starts from the heart and addresses the heart."
George Enescu

At just 3 years old, Gabriela was the dwarf of the singing group at the Children's Palace in Drobeta Turnu Severin, where she walked confidently, encouraged by her grandmother, and easily discovered her passion: the singing class.

Music came in a different color when, in the building where she lived, she met a neighbor with whom she went to the popular singing class of Professor Sita Novac. An enthusiastic child, she learned the songs ... just like playing, and managed to memorize the lyrics very quickly. Her stage debut came at the Christmas celebration in 2014 and, since 2016, the competitions haven't stopped for her.

She worked seriously and engagingly for her passion, and her talent was noted and rewarded by receiving the 1st prize or trophy in every contest she participated in. She later discovered the violin, which completes and consummates her musical studies, after becoming a student of Ion Vidu High School of Arts in Timișoara. Under the guidance of Professor Elena Mihăieș, she was able to unravel the mysteries of this instrument and achieve performance after only 2 years of study.



The impressive record was won in more than 50 competitions, in which she participated between 2016-2019, at home and abroad.

1. The trophy for her age category was received at the "National ArteFest Festival" on March 26-27, 2016, in Craiova, where she successfully performed a particularly complex song (Constantine, Constantine, of the singer Floarea Calotă);

2. In August 2016, she participated in the Music Capital Sibiu, where she won the 1st prize;

3. 2017, Young Artists Festival held in Timisoara with professors from the Faculty of Music and Theatre, where she won the Festival trophy with 100 points;

4. In August 2018 - she won the popularity prize at the television contest Zestrea Neamului where, in addition to playing on stage with Tariful Victor Florea, she had the opportunity to sing with great performers of national folklore music from Oltenia: Nina Predesc, Petrică Mătu Stoian, Maria Cârneli.

How to Enjoy Summer Holidays in Complete Safety?

For lovers of travel, adrenaline, fresh air, relaxation, photography and last, but not least, wonderful landscapes, I propose a holiday in Neamț County, Bicaz area, a city located at the foot of Ceahlău Mountain.

Only 4 km from the town of Bicaz are the Bicaz Dam and the Mountain Spring Reservoir. The Bicaz Dam was built between 1950-1960, being the largest weight dam (on the inland rivers of Romania) and the third highest dam in Romania, with a height of 127 meters.

The Mountain Spring Reservoir or Lake Bicaz is the largest anthropogenic lake arranged on the inland rivers of Romania. The lake located on the Bistrița River has a perimeter of 71 km and a length of 40 km. From the tourist port of Bicaz, you can take a boat ride on the lake or, for the more active people, you can rent bicycles, horses, or boats. For those less eager for adrenaline, you can serve the meal (specialty of the place, the trout) in a story frame with a dreamy view.

On sunny days you can see how the Ceahlău Massif is mirrored in the lake. What could be more beautiful than a trail in the mountains, strewn with breathtaking landscapes, fresh air, lots of green, tranquility and adrenaline? After about 4 hours of walking on mountain paths, you reach the base of the staircase leading to Toaca Peak (1904 m), the second largest in the Ceahlău Mountains. The staircase leading up to the summit starts at an altitude of 1771 m and reaches 1893 m. Two more steps and you're at the top. All the effort you put into climbing the nearly 500 steps magically disappears when you notice the beauty that surrounds you: lion's foot, black goats, the lake...

Heading to another destination, just 20 km from the town of Bicaz begins a meandering road: Cheile Bicazului/Bicaz Quays. These are the highest quays in the country and impress with the vertical rock walls that can reach a height of 500 m. To admire the scenery and listen to the trills of birds and the sound of water, I suggest you walk 5 km (from Bicaz Keys to Red Lake). The satisfaction will be even greater when you reach a



natural dam lake formed in 1838 by the collapse of a slope in the Red Creek following an earthquake of 6.9 magnitude on the Richter scale. To enjoy the beauty of the Red Lake and slalom among the tree trunks that seem to rise from the water you can rent one of the multicolored boats. And for adrenalin lovers, one could not miss a tour of Via Ferrata in Cheile Bicazului. This is the longest Via Ferrata in Romania and includes 5 possible ascent variants of different lengths and difficulty. There are recommended trails for both beginners and professionals.

Ionelia Miron, Business Development Analyst, Business Development Department

"Life is better when you practice Krav Maga!"

In February 2021, our colleague Dani Spiru, a.k.a. Doc, wanted to identify a way to practice a sport that would increase his well-being and help him find, at the same time, a community with which to share ideas and spend quality time. Out of concern for health through sport, Doc practices this form of self-defense as a constant movement and, as a natural step, he decided to become... Krav Maga instructor! Until now, he attended Module 1 of the course, under the guidance of Israel Tamir. Among the topics addressed were: How to start a workout, Why the cool-down stage is important, What are the principles of Krav Maga, Conflict Defusing Techniques, etc.

A self-defense course contributes to the development of many useful qualities in identifying, avoiding, and addressing dangerous situations. In self-defense, we don't learn "to fight", but how to make the best tactical decisions to keep us out of harm's way and to know how to react correctly when a danger becomes imminent.

During Krav Maga's training we focus on two very important aspects:

- learn to "read" the situation and anticipate what can happen next - you recognize a punch, a violent posture, the appearance of a white weapon, etc. This way we can tell the difference between the different types of hazards.
- Use our body better - increase coordination, strength, and speed, execute simple but effective techniques (based on natural reactions that anyone can reproduce). This way we can react incisively and decisively when we need to.

Each of us is responsible for our own safety and must be able to take care of and protect our loved ones, whether it comes to verbal or physical abuse, bullying, robbery.
Life is better when you practice Krav Maga!
www.kmtm.ro

Article by Mr. **Narcis Arjoca**.

Fried Cauliflower and Poiana Salami fromELIT

What could be more promising at a table than a warm appetizer with a fantastic flavor? It's time to get acquainted with the cauliflower and salami skewers, a preparation that will instantly earn its place on the list of favorite goodies of the whole family!

Ingredients for 8 servings

- 1 cauliflower
- 250 g of Poiana Plin de Carne salami from ELIT
- 2 eggs
- 100 ml oil
- 100 g cheese
- 1 bunch of parsley
- 1 bunch of dill
- Pepper

PREPARATION:

Put the cauliflower in boiling water with salt and let it boil for 10 minutes. Drain the water and leave it to cool. Meanwhile, prepare the robot where you will mix the cauliflower with the two eggs, Poiana Plin de Carne salami from ELIT, the cheese and pepper. Mix until the ingredients are finely chopped and have a sticky texture thanks to the egg. No need for salt, the cheese and aromatic dill will successfully replace it. Pour plenty of oil into a pan, as when preparing to fry the schnitzels, and turn on the cooker, leaving the oil to heat. Place one tablespoon of the skewer sour and press it in the pan one at a time, flattening it to the thickness of a finger. The fried dough should be roasted on both sides until golden. Remove the marvels on a platter with an absorbent napkin and serve them warm, along with cream or other sauces you prefer.

Enjoy!



Pork Tomahawk with Asparagus, Cherry Tomatoes and Prosecco Sauce

Signature dish
Chef Daniel Grosu

INGREDIENTS

- 1 Comtim pork TOMAHAWK
- 5 threads of asparagus
- 1 bunch of cherry tomatoes
- 8 butter cubes
- 1 garlic clove, finely chopped
- 100 ml Prosecco or white wine
- 1 sprig of rosemary
- Green parsley

*Optional

- Balsamic vinegar cream
- Freshly ground red pepper

PREPARATION:

Remove the product from the packaging. Place it in the tray, along with 4 cubes of butter, rosemary to taste, freshly ground pepper (optional) and prosecco or white wine.

Follow the instructions on the packaging, place the tray in the oven for 10 minutes at 180°C. Remove the product from the tray and let it rest for 4 minutes, during which time prepare the garnish. Thus, the meat will remain tender and juicy after slicing. Keep the sauce for the garnish. Add 3 cubes of butter to a lightly heated pan. If the pan is too hot, the butter will burn, and it will get a slightly bitter taste. After the butter has melted, you can add the asparagus, garlic and sauce preserved from the meat. Add the cherry tomatoes, a little butter and cook over a low heat for 2-3 minutes. Add a few parsley leaves for added flavor, after which you can turn off the fire. For a great taste, add balsamic vinegar cream!

Enjoy!

Savory Dishes with Laura Laurențiu and Comtim

We continue the story of delicious recipes, along with the well-known Laura Laurențiu and Comtim products.

In this edition we present the recipe for **Pork Burger with soft egg and avocado.**

INGREDIENTS:

- 2 Comtim pork burgers (160 gr/piece, lightly seasoned)
- Optional: 1 teaspoon of fresh thyme leaves + 1/4 teaspoon of pepper mixture or other spices to taste
- 2 full tablespoons of barbecue sauce
- 2 fresh eggs
- 2 roasted peppers, peeled and marinated in plain vinaigrette with vinegar, garlic, honey, and salt
- 1-2 well-baked avocados (depending on size)
- juice from 1/2 lemons
- 1/2 red onion, cut into thin rounds
- salt and pepper, to taste
- Optional: 1 tablespoon of green Tabasco sauce, other sauces and serving garnishes
- 2 fresh buns.

PREPARATION:

- Begin the preparation of this pork burger with avocado salsa. Clean the avocado from the kernels, remove the peel and slice it. Put the slices in a bowl and sprinkle them with lemon juice to prevent oxidation. Add the red onion rings. Don't season yet.
- Put the grill pan on medium-heat. Next, prepare a large saucepan or a deeper pan in which pour 4-finger water. Add salt and bring the water to the boiling point. Reduce the heat to a minimum under the pan. Break the eggs whole and put them in a bowl (without shell). Carefully add the whole eggs, with which to serve the hamburgers, in the water that must boil on the surface. Lay the eggs for 4 minutes, during which time don't touch them at all. After 4 minutes, you should have well cooked egg whites and very soft yolk. Take the eggs out with a perforated spatula, careful not to break them. Put the poached eggs on an absorbent kitchen paper, to drain of excess water.
- While the eggs are in, already put the pork burgers in the grill pan. Optionally, season them extra. After



3-4 minutes turn them on the other side and distribute sauce on top of them with a brush barbecue. Partially cover the pan with the lid. After another 3-4 minutes, turn them again and distribute barbecue sauce again. Keep them on the heat for another minute, then take them out.

- Quickly cut the buns in half and gently fry them in the pan where burgers were cooked, by putting them with the cut down. Quickly season the avocado with salt, pepper and, optionally, with a little green tabasco. On top of the fried buns, put the avocado salsa, then the burgers. Add a little more barbecue sauce (or another, to taste), then add a ripe pepper, peeled and seeded, and well drained of vinaigrette. Carefully place the eggs on top of the ripe pepper, cover with the second half of the bun and fix everything with a long toothpick.

Enjoy!



About well-being in the context of the COVID-19 pandemic

With the onset of the state of emergency at national level, major changes quickly occurred in our way of life, such as: delaying courses and meetings, changing the way we work, cancelling holidays, concerts, and festivals, etc. All these measures have given rise to intense emotional states, generated in particular by the uncertainty that still hangs over the new coronavirus.

Caring for our well-being at times like this can help reduce stress and is crucial to enable us to take calm and effective actions in the midst of this global crisis.

Useful signs in recognizing of stress and anxiety:

- Changes in sleep habits or eating routines (insomnia, poor quality sleep, lack of appetite or excessive eating)

- Excessive concern
- Irritability
- Panic attacks
- Excessive use of alcohol or tobacco

Here are some useful strategies in managing anxiety and maintaining mental and physical health, not only in the current situation, but in any crisis situation:

1. Maintain virtual connection with your social group. Call or send messages to friends and facilitate virtual communication between grandparents and grandchildren. You can organize a virtual "happy-hour" on Whatsapp, Facebook, Skype, with your friends, or schedule a game night, join a group on social media with interests or hobbies similar to your own. It is also recommended to interact with neighbors within the limits allowed by social distance.
2. Don't be afraid to seek the advice of a mental health professional. When you feel you can no longer cope with anxiety, you can choose to talk to a psychologist. You can do this both online and through a consultation at the office.
3. Practice daily controlled breathing exercises. For example, deep 3-stroke breathing helps reduce stress and anxiety.

4. Adopt a sleep routine. It is preferable to try to fall asleep and wake up at a fixed time, without straying too often from this program. 30 minutes before bedtime, it is recommended to turn off your phone and TV, try to clear your mind of daytime worries and even read something easy.
5. Maintain a balanced diet. Try not to eat too many sweets or junk food and limit your coffee consumption as much as possible, as this heightens your anxiety. It is recommended to avoid consuming alcohol, tobacco, or other drugs as a coping mechanism in stressful situations.
6. Limit exposure time to news channels. Set 2 times of the day (morning and evening) to inform you about the evolution of the situation - this way you prevent influence through unverified rumors or manipulation by fake news. Use only credible sources and try to pass through the filter of your reason any new information!
7. Exercise outdoors or train daily - movement reduces stress and improves mood. Try a walk or a bike ride. You can set up an exercise program, either by watching profile videos or by participating in an online class.
8. Practice mindfulness meditation exercises. Relaxation techniques and mindfulness meditation help you get rid of stress. Try practicing stretching and yoga postures.
9. Focus on the positive aspects of your life. Do the following exercise: make a "recognition list", put on it the good things in your life and thank yourself for them. Optimism relieves stress. Last but not least, take care of yourself and those in your community! Taking care of your family and friends is a reaction to stress.

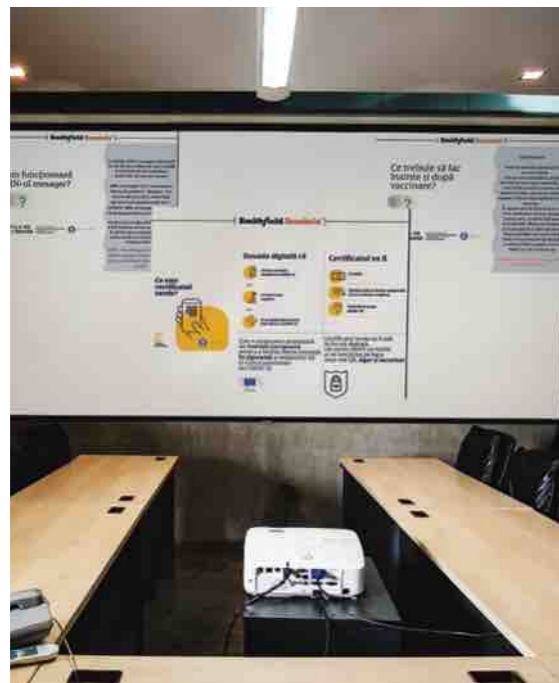
Article written by **Dr. Raluca Costinescu** - Pediatric Psychiatry Specialist Regina Maria.

Smithfield Romania in the Context of COVID-19

Smithfield Romania continued to implement the key set of measures in this pandemic context, so that health and safety of employees remain a priority for the whole team.

The internal communication campaign included several activities, such as:

- The online webinar with representatives of the healthcare provider Regina Maria. The importance of vaccination against Covid-19 was discussed and a question-and-answer session was held.
- Making and disseminating informative videos on vaccination topics and its benefits;
- Informational materials sent weekly on the subject of Covid-19 to all colleagues who have e-mail addresses.



About the Neutralization of ASF Outbreaks

The efficient management of the three ASF outbreaks that affected Gătaia Nouă, Satu Nou and Șiclău farms required an extraordinary effort on the part of the Biosecurity, Construction & Maintenance, Production, Veterinary, Transport, Security Departments, and not only. For about 2 months, they dedicated their time, energy, knowledge and passion to the goal of neutralizing PPA outbreaks!

According to internal procedures, 3 working teams have been created:

- The team to neutralize the outbreak in Șiclău Farm, coordinated by Raul Muntean;
- The team to neutralize the outbreak in Gătaia Nouă Farm, coordinated by Nicolae Iorgovan;
- The team to neutralize the outbreak in Satu Nou Farm, coordinated by Nicolae Iorgovan.

"The coordination of the action on the first 2 farms took about a month and required the permanent presence of my colleagues and I on the farm. Day and night work has been done to ensure that both legal and internal requirements are met regarding animal welfare and limiting the spread of the virus. Unfortunately, the weather did not help us, April of this year being very capricious and giving us all the seasons together. We had rain, temperatures of -7°C, hail, warm weather, which put extra pressure on the teams that worked on farms. In addition to managing the ASF outbreak, we had to make sure that we had no problems caused by COVID-19. The details of the actions carried out are emotional. This way, I would like to stress once again the importance of strict compliance with biosecurity rules. Only by complying with them we can prevent the occurrence of other ASF outbreaks in Smithfield Romania work points" - said Nicolae Iorgovan, Biosecurity and Animal Welfare Manager.

All the efforts of our colleagues and their results prove loyalty, dedication, and commitment to the team!

Company Priority - Maintaining a High Level of Biosecurity!

During this time and not only, we rely specifically on the support of each of the company's employees to maintain **high levels of bio-security at all our work points.**

In the context of the significant number of outbreaks of African Swine Fever (ASF) recorded in recent times in Timiș and Arad Counties in domestic pigs and wild boars, the company has recorded confirmed cases of ASF at New Gataia Farm, Șiclău Farm and Satu Nou Farm. This situation poses a major challenge for the company.

We work closely with the relevant authorities and have promptly implemented all appropriate measures. Farms were placed under official supervision and trafficking in persons, animals, products, by-products and means of transport was restricted.

The impact for the company is complex. We provide some clarifications on the following issues: jobs, bio-security measures, vigilance, and communication.

- **Jobs:** Jobs in the company will not be affected.
- **Biosecurity measures:** The only effective method for preventing the spread of the disease in our breeding system is to **maintain a high level of bio-security.**

Some of the bio-security measures to strictly follow:

- showers upon entering/exiting the farm



Smithfield Romania particularly thanks the colleagues who were part of the 3 teams:

- **Șiclău team:** Raul Muntean, Liviu Bogdănescu, Anton Slavina, Ionel Morar, Cătălin Daraban, Răzvan Gheță, Nicu Iordache, Florian Chiș, Călin Lup, Răzvan Lup, Ilie Zima, Lucian Bonca, Petru Frenz.
- **Gătaia Nouă team:** Nicolae Iorgovan, Alin Petre Petrovici, Sorina Nicolaescu, Lavinia Iucu-Bumbu, Elisabeta Bojin, Ionel Cercega, Traian-Marian Chircea, Nicoleta Ciurea, Mihaela Comariță, Daniela Dumitran, Iliana-Violeta Găman, Valer His, Vasile Hotea, Constantin Ionița, Rodica Istvan, Valentina Juca, Ion-Eugen Mihai, Gheorghe Muraru, Maricica Petan, Nicu Sorin Popa, Petru-Florian Rostaș, Grigore Rus, Marius-Grigore Rus, Radoico Vuicin, Dorina Vuin, Radu Stelian Dumitru, Ionel Marian Laiu, Vlad Țarină, Dan Regea, Mircea Trifu, Lucian Suci, Adi Matei, Remus Iulian Almăjan, Marinel Bud, Constantin Petrică Brezga, Ion Doru Codiță, Alin Ciuban, Gheorghe Nicu Groza, Ionuț Sebastian Pascariu, Radu Daniela Sas, Iosif Szucs.
- **Satu Nou team:** Nicolae Iorgovan, Liviu Săvescu, Liviu Bogdănescu, Viorel Berbeti, Dumitru Rus, Ionuț Ovidiu Vulcănescu, Daniel Morar, Vasilița Haneș, Gheorghe Buliga, Ionel Morar, Ionel Malița, Liviu Sărb, Petru Vale, Cosmin Blidar, Florin Ciubotaru, Ioan Nicolae Despi, Dan Regea.

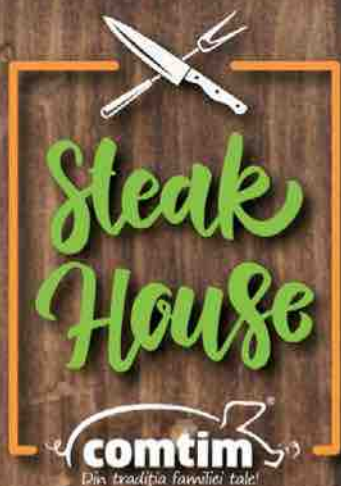
- control of the flow of vehicles, documents, and personnel
- compliance with waiting times for entry on different production streams
- effective DDD actions.

We also call for urgent compliance by all employees with the measures to combat ASF implemented by the company. Everyone's cooperation is essential! For any questions related to the measures that must be taken/respected, integrated into anti-ASF plan of measures, **please contact the hierarchical superior, the team leader and/or the farm manager.**

• **Vigilance and communication: Increased vigilance and effective communication are still required outside farms or the company. Any violation of bio-security rules must be reported** to the bio-security officers and the direct supervisor. We want to communicate consistently with the community and the press in order to avoid any misunderstandings, erroneous information or malicious interpretations that have shown up in the press.

In the context that ASF has been reported in Romania since 2017, our company has implemented a complex plan of measures to strengthen bio-security in the company's farms and processing units and to prevent the spread of the disease within our work points.

Please contact or direct to Cristina Bodea, at cbodea@smithfield.ro any direct communication with journalists and/or non-company persons requesting information on the subject of ASF.



Preparate cu Semnătură



Doar
10 minute
la cuptor

100% DELICIOS
100% PROASPĂT
100% ROMÂNESC
0% COMPROMISURI

Comtim își extinde portofoliul de produse cu noua gamă Comtim Steak House - Produse cu semnătură. Un concept original și puternic pentru toți cei care doresc să savureze, fără efort, calitatea și gustul cărnii de porc, 100% românesc. Prin gama Steak House, Comtim aduce originalitate și propune produse de restaurant, la tine acasă!



Chef Daniel Grosu

