



DECEMBER 2021

# MOZAIC

**Smithfield România**

INNOVATION / RESPONSABILITY / EXCELLENCE

A universe of innovation and passion for responsibility,  
created by dedicated people for over 17 years.

Number **22**

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**”I have always admired the professional work and the dedication of the team and, nonetheless, its resilience”**

**Luis Cerdan**

Executive VP European Operations



**Dear Smithfield Romania team,**

As the new year rapidly approaches and we're moving towards to start shaping together our plans for 2022, it is my pleasure to address you a quick note, retrospective of 2021, and my best wishes for the new year.

During 2021 we, as a company, were challenged to face, like the entire world, the Covid pandemics. At the same time, emerging through Europe, we face the African Swine Fever (ASF), a unique challenge for the industry we are part of. On top of these, the grain prices and the high utilities costs are impacting and challenging our business environment, as well.

Amid the Covid pandemics, as a company as well as individuals, it is important to remain all the time focused on the safety - personal safety, safety for our team and of our dear ones. Respecting the prevention rules, testing and vaccination proved for many European countries to be a solution to proper handling the Covid impact. Responsibility and solidarity are in everyone's best interest for personal and collective safety, either at home or at work.

ASF is another challenge that impacted our business and made us quickly adjust to difficult working scenarios. These difficult scenarios have tested our business model and our people, our fast response and adapting skills. During this process we, as an integrated company, have learned a lot about flexibility but also about the value of great teamwork across the entire production chain to make it all work.

Our business in Romania currently operates in a very competitive environment, with a big pressure on prices from European meat imports. Producing locally, with our local grain suppliers, good food, in a responsible manner, for local consumers is our way do things. We are recognized as good local partner - by employees, clients, everyone working with us. The many sustainability programs that you locally implement, and the testimonials of their beneficiaries are one more proof on the positive impact we have on the communities. The high quality and safe pork we are producing is valued and preferred by our consumers.

Having all these said, I would like once again to express my gratitude towards the entire Smithfield Romania team for the great work you have performed in 2021. I am proud of the Romanian team and for many years I have always admired the professional work and the dedication of the team and nonetheless, its resilience.

I would like to tell you that our project in Romania has full Smithfield Foods and WH group trust. And together with the entire management team we are very confident in the future. We believe in the people that make this great team and in the potential of the fundamentals of the business in the country.

I wish you all Merry Christmas and to enjoy your time with the family and dear ones, and a Happy and Safe New Year!



**Goran Panici**  
General Manager Smithfield Romania

## Dear all,

Winter holidays are fast approaching and with them we say goodbye to 2021. It's been a year of many trials and tribulations, with no shortage of critical situations and hostile market trends. However, these could not match a united, experienced, and versatile team like Smithfield Romania team! Now, more than ever, due to unforeseen situations, this year you have demonstrated agility, resilience and a spirit of innovation and collaboration throughout the integrated production chain. In doing so, we've managed to produce with care and at the highest standards and to put on the market our Comtim products, an industry benchmark for high quality and exquisite taste.

I thank each of you for your work and added value you bring to Smithfield Romania team. It is more than just a simple effort. It is the desire to be better than before and overcome obstacles, it is the dedication to professional work and, often, personal sacrifice to support the joint effort of the entire team.

In joint recognition of the team's innovative spirit and proactivity, we've received important awards at Smithfield Foods Group level, during the Sustainability Awards 2021. Thus, two of

Smithfield Romania's team projects: the "Production Certification Program", submitted by the HR team, and the "Operational Efficiency Program" submitted by our colleagues in the Fresh Meat Production, were recognized and awarded at group level. Congratulations to all those involved, true role models we are proud of!

The new year will bring a lot of challenges we are already aware of. But let's be optimistic! We are ready to make the best of our operations, we are determined to improve performance and streamline all production processes to the maximum possible. We will continue to focus on better management of our own resources and initiate new projects of operational efficiency and excellence. Biosecurity remains a very important chapter for us, as we need to keep both our farms and our employees safe. The year 2022 will also bring an enhancement of our efforts to achieve and promote the Comtim products, a flagship brand for responsible, 100% Romanian food production.

Smithfield Romania remains, above all, a great family. We will continue to work to strengthen this family spirit by taking a serious interest in balancing workloads as much as possible, in obtaining the best and most attractive salaries and in ensuring the fairest possible recognition and appreciation of the work done. We want to encourage the exchange of experience and collaboration between departments, by gaining valuable professional experience, which can be enhanced by a career development path with clear milestones, to reward good results and performance, both individually and as a team.

If the key words of 2021 were teamwork, adaptation, and gratitude to the whole team, they also remain valid for 2022, in addition to the challenging market context, and a lot of optimism. I am convinced that every challenge will make us stronger and more competitive in the market economy in which we operate.

I wish you all Happy Holidays, and may they bring you and your family nothing but joy. May you be healthy and optimistic in the new year to come. Happy New Year!



## “I wish for 2022 to be a year of transformation for the Comtim brand”

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



Dear all,

Winter holidays are a special time, when we connect with family and which bring peace of mind after a tumultuous time for all of us in the plant, the support departments, and the sales departments. Without you and your effort, many meals in Romania would not be so plentiful this holiday season! In 2021, we have developed new partnerships, both online and regionally, to promote Comtim in partner stores such as Auchan, Penny, Remarkt, Selgros and Carrefour chains. We have created a new concept, “Restaurant la tine acasă” (“Your home restaurant”), by launching a range of cooked products: “Comtim Steak-house – Preparate cu Semnătură” (“Comtim Steak-house – Signature Dishes”). As our customers have become accustomed to, we’ve resumed the Black Friday sales on eMAG platform, recording a greater number of orders. We are proud to be the first meat supplier co-opted in the new eMAG Freshful project – an online grocery concept with fast delivery in Bucharest area.

I cannot fail to mention the difficulties that African Swine Fever (ASF) has brought this year in developing a production flow to meet customer requirements, through our team’s efforts to adapt. The biggest challenge has been matching the supply affected by the bottlenecks and limitations, which some of our farms in the system have experienced, with the demand of all customers.

Moreover, starting with the summer of this year, we are facing unprecedented price increases in utilities, fuels, packaging, and services, which challenge us to find new opportunities to optimize the business. But I am very proud to say that we, at Smithfield Romania, have not stopped investing in business development. We will end 2021 with almost USD 9 million invested in both maintenance and modernization, as well as in increasing the packaging and semi-processing capacities, and in 2022 we will continue to increase the capacity of the semi-processing area by another 25%.

We are working on expanding the Comtim ranges to strengthen our market position and promote the brand. We strongly believe in the quality of our products which differentiates us and ensures

consumer loyalty. I want 2022 to be a year of transformation for the Comtim brand, an honest and strong brand synonymous with quality, which we ensure at every point in the production chain. It is the meat that we eat in the family, it is “Food for souls”, as we have proven over the years and through one of the 15 social responsibility programs implemented.

Despite the pandemic, I choose to highlight the positive outlook of 2021: the privilege of working in a wonderful team, within an already extended family. And here I am thinking not only of all of us in the Farms and Fresh Meat Divisions, but also of Elit and Maier Com and our customers, with whom we set high quality standards for Romanian meat products; the good fortune to be with you and to see everyone’s commitment to get through these difficult times of the pandemic, and the personal sacrifice that many of us make to work on holidays or during the weekends; the creativity with which many of you have approached a new way of working, of keeping in touch with customers and colleagues, despite physical distancing; and last, but not least, the resilience of all of you that makes us all, year after year, a better and more prepared team.

I encourage all of you to think now, during the holidays, about the wonderful things you are doing both at home for your loved ones, and here in the Comtim family. Don’t forget that your work makes a significant difference in the lives of Romanians, because nothing is more beautiful than the tradition of a delicious family meal for the Holidays!

Thank you for all your support! I wish you Happy Holidays with your loved ones, and let’s all think about the extraordinary things we will do together in 2022, for us and for Comtim!

Sincerely,  
Dana

## “The good feed conversion in the finishing sector is a teamwork result!”

### Silviu Murariu

General Manager Farms Division

Dear all,

The year 2021 was a complicated one for the Farms Division, with a market situation that didn't help us and which we hoped would not last very long. It was a year with high production costs, driven by the high costs for grains and utilities, coupled with a hog selling price that failed to cover these expenses. In addition, there were the challenges that African Swine Fever has brought to pig farmers, and which hasn't eluded us either. We've had cases of ASF in four of our farms and, at one point, 60% of our production capacity blocked due to restrictions on animal movement.

But we succeeded in managing these situations and continue our work. In this complicated context, the personal involvement in finding solutions and the effort made by each of our colleagues to overcome the unforeseen situations we have faced, are even more appreciated.

For 2022 we are looking forward to a market reversal for more favorable operating conditions. I also want us to set the task of continuing to comply with our biosecurity rules with utmost strictness and responsibility. This is an essential prerequisite for the smooth running of our business. I am convinced that each of us can make our contribution to successfully navigating this storm and reaching the desired performances.



Smithfield Romania is, without hesitation, an employer of choice! We are team players and offer job stability and countless opportunities for professional development. We have colleagues on our team who have grown up beautifully and have built solid careers here. It's a difficult field, with endurance challenges, but with the satisfaction of great professional achievements.

I would like to share with the whole Smithfield Romania team a successful project of 2021. Just one... the results of our finishing farms. After the first months of the year when the results in this sector, especially feed conversion, didn't look good at all, in recent months things have improved significantly. We now have good feed conversion in the finishing sector due to our teamwork, with everyone understanding the importance of the goal and working hard to help achieve it. It has been a collective effort across the whole production chain, involving the operational departments of Livestock Production, Feed Production, Feed Quality Control and Feed Transportation, as well as the effort of our support departments. And I am referring here to the HR Department, which supported us in retraining employees. Congratulations to all!

## “One of our greatest achievements this year is the consolidation of synergy projects at group level”

### Voicu Vușcan

Administrator Elit

Dear all,

The end of the year is always a good opportunity to balance the plans and achievements of the year that is coming to an end, but it is also a good season to enjoy moments of respite and appreciation for everything we have achieved, personally and as a team. Time passes, but the accomplishment is greater when it passes usefully.

For Elit, the biggest achievement of 2021 was the fact that we managed to increase sales volumes and keep the company's profitability at the level of 2020, under much more difficult market conditions. We intend to maintain the growth trend in 2022, and strengthen our market position and brand visibility. We know that this will require a collective effort and the involvement of every Elit employee, but this is also a testament to everyone's professionalism.



Among the year's achievements, I would also mention the consolidation of synergy projects at group level, which led to an increase of over 85% in the volume of acquisitions within the group, continued investment in plant modernization and projects to constantly increase the visibility of the Elit brand.

In 2022, we will continue the investments with phase 3 of plant modernization and complete it by 2023. The project is complex and consists of complete refurbishment of plant infrastructure, benefitting at the end from a fully modernized plant, at the highest operating standards and with optimized production flows. The investments in

the plant are yet another proof of the shareholders' confidence and commitment to Elit.

The year 2021 has been a good year for Elit brand. In a recent survey published by NielsenIQ, Elit was included in the top 5 packaged meat brands in Romania, alongside Caroli, CrisTim, Fox, and Meda. This is primarily due to the quality of our products, the professionalism, and dedication of each of you. Today, products under the Elit brand are also present in the UK market, thanks to the projects developed together with Smithfield UK and our desire to make our products known abroad, to Romanians living there and to other customers.

We conclude the list of projects to increase Elit brand's visibility with our national campaign "Şef la tine-acasă, cu mezeluri desăvârşite pe masă" ("Chef at Your Home, with Exquisite Packaged Meats on the Table"), a campaign running until the end of January,

which aims to promote Elit products nationwide and encourage a wider audience to prepare perfect holiday recipes with Elit packaged meats. The campaign runs online on social media channels and in over 5,000 traditional retail stores.

Elit packaged meats are inspired by people, the community, those for whom we make them and by their needs. That's why we always turn to the community and support relevant social projects. We have stood and still stand by Sebeş Hospital, and we support the quality education provided by "1 Decembrie 1918" University of Alba Iulia in training future specialists.

I would like to end by wishing you wonderful Holidays with your loved ones and exquisite packaged meat products on the table! May you enjoy your Christmas meal in peace and joy, and may the New Year bring you health and fulfillment!



## Good is what we do

Message of Shane Smith, CEO and President of Smithfield Foods

On World Thanksgiving Day, Mr. Shane Smith, CEO and President of Smithfield Foods, delivered a message to the 63,000 Smithfield Foods employees who work every day to provide good food to millions of consumers.

***At Smithfield Foods, "good" doesn't stop with our products – it's in everything we do. We provide good jobs. We take good care of our animals. We are good stewards of our environment. And we do good in our local communities. We don't just produce good food – we make a difference!***

Good morning, Smithfield family,

Allow me to start by saying that I continue to be humble about the opportunity to serve our incredible team of more than 63,000 people around the world. Smithfield is filled with good people, doing good work, and there is no place I rather be than right here, right now. Speaking of good, during my first 75 days on the job, I found myself reflecting on our company's tagline Good food. Responsibly. I've been thinking a lot about that first word, Good. What does that word really mean to our company? Certainly, it means producing wholesome, safe, and affordable food. But I don't think good is just a word that describes our products. Because we don't just produce Good food. We provide good jobs, we're good stewards of the environment, we do good in our communities. Our Smithfield family is made up of good people. Good describes everything we do at Smithfield and is an integrated part of who we are. This is reflected in our mission and vision, which are important declarations that shaped our ongoing good work. Our mission is simple, but profound: to produce good food, the right way, with

respect for our people, animals, communities, and the planet.

Our vision drives us to be a trusted food and protein company, sustainably feeding people around the world. I want you to know that I recognize and appreciate that the good we accomplish as a company is the combination of each of your many efforts. And I want to make sure that others, outside of the company, recognize the good work that each of you do every single day.

Good is what we do is intrinsic to our company's identity. We are working harder than ever to provide families everywhere with nutritious, delicious, and affordable food of an outstanding quality and value. We are also working hard to find innovative ways to accomplish that through new products and processes, while being aware of the impact that our operations have on our planet. That's our responsibility as a company. A key part of how we carry out our promise to do good starts with our sustainability protocol, in a stand fast commitment to ... 100% compliance 100% of the time.

Whereas our sustainability program goes far beyond compliance - that's how our promise to do good comes to life: by taking good care of our animals, making good decisions for the environment, doing good in our local communities, and creating a good working environment for our people by ensuring a safe and inclusive workplace when we're making good on our promises.

Thanks to your devoted efforts, Smithfield has been leading the industry for more than 2 decades in implementing sustainable business programs. Because good is what we do, we're also remaining committed to our guiding principles, of responsibility, operational excellence, and innovation.

Responsibility will always be central to our culture, at Smithfield. Along with good, is part of our tagline: Good food. Responsibly!

Transcript of the conference Smithfield Foods Town Hall Meeting of November 2021

## Sustainability – New Objectives and Pillars of Sustainability



Animal care



Diversity, equity & inclusion



Environment



Food safety & quality



Health & wellness



Helping communities



Worker health & safety

The year 2020 was full of challenges, but also of opportunities to reaffirm our commitment to act responsibly, with care for the future. Smithfield Foods Annual Sustainability Report reflects our leadership position in sustainability and introduces our expanded 5- and 10-year objectives under the new pillars of sustainability. On this occasion, we give our customers and consumers the opportunity to find out more details about their food and how it was produced.

“We have updated our sustainability platform for the next 10 years and have new strategic goals and objectives to address climate change, water consumption, waste, employee safety, diversity needs and all the issues we have identified as essential to the company’s success,” said Stewart Leeth, Chief Sustainability Officer Smithfield Foods.

Visit the page <https://smithfieldfoods.com/sustainability> to learn more about each of Smithfield’s sustainability pillars.

## Smithfield Foods Annual Sustainability Report 2020

Smithfield continues its global mission to produce and deliver

### Good food. Responsibly!

Conducting our operations in a sustainable way will always be a priority for the entire Smithfield team.

The new sustainability report presents the latest information about the new sustainability pillars and the company’s priorities, objectives, and results, added value creation throughout the production chain, and messages from colleagues around the world.

The entire sustainability report can be read on Smithfield Romania’s website, in the Sustainability section (<https://www.smithfield.ro/ro/sustenabilitate/raport-sustenabilitate-diviziainternationala>).



## Smithfield Romania and Elit, in the Top of the Biggest Players of Romanian Food Industry, according to top-retail.ro

Edition 2021

No. 22

Mozaic  
Smithfield  
România

The ranking of the biggest players in the food industry in 2020 includes Smithfield Romania and Elit at the top of the list of locally active players, with growing businesses in the pandemic. The business of some dairy and sugar producers, as well as Elit’s packaged meats business recorded the biggest increases in the pandemic. The ranking was based on data submitted by the National Trade Registry Office (ONRC).

The second place in the ranking is occupied by Smithfield Romania, with a turnover of RON 1.3 billion, up by 4.5%. Despite the health crisis, the company has increased its members to almost 2,400 employees.

Elit from Cugir ranked 11th with a turnover of RON 619 million, with 1,848 employees in 2020.



## ROI AWARDS 2021

### The Teams of Human Resources and Fresh Meat Production Departments Awarded in the Annual Smithfield Foods

Smithfield Foods annually honors Smithfield family members from all over the world, who apply the company's core values in their day-to-day work:

- **Responsibility**
- **Operational Excellence**
- **Innovation**

This year, the Sustainability Awards competition received a record number of nominations, i.e., more than 800!

We are proud of our colleagues from Smithfield Romania, the winners of this edition. Congratulations!

#### 1. Award in the training category - **Training / Education / ISO 14001 Category**

The "Internal Certification Program", developed for both divisions (Farms and Fresh Meat), which encompasses working procedures and standards for animal husbandry, feed production, and production

operators. The program goal is to improve performance, increase knowledge and skills, and maintain a stable, well-trained team who meets the needs of a constantly developing company.

Team members:

**Răzvan-Iulian Gheată, Dan-Ștefan Clonda, Ioan Măcinic**

#### 2. Award in the **Provision Process - Packaging Category**

Team members: **Victor Popescu, Ramona Ștefănescu, Dan Vdovicenco**

Project: Operational Efficiency Program

The winning project aims at:

- Reducing raw materials and packaging technological and process losses
- Improving the products' packaging method by reducing packaging consumption per package and optimizing the products' logistics on pallets and trucks.





## About the Secret of Products with Exquisite Taste

**Cristian Orădan**  
General Manager Elit

**During 2021 Elit launched several new products on the market. How does a new product come into being? What role does authenticity play in choosing Elit product recipes?**

Elit team is in a continuous process of innovation and creation, at the heart of which lies our desire to meet the needs of consumers. In practice, to create a new product, we go through several mandatory steps, we use internal mechanisms for continuous inventory of needs, of preferences for new tastes, and of our customers and consumers' wishes. We translate the needs, tastes and desires of customers and consumers into successful recipes that, in turn, materialize into competitive products, made according to high quality standards. In the testing phase, we challenge our customers and consumers to interact directly with new products and express their opinion and perception of them. This way, we manage to achieve a "near-perfection calibration" between product and consumer requirements.

The authenticity of our products is highlighted by our recipes materialized into appreciated products that stand the test of time. They are completed by the stringency of our production processes. We are confident and satisfied with the fact that we do not deviate at all from the sound and healthy principles characterizing our entire activity. During 2021 we

have successfully developed several new products: assortments of hotdogs and sausages (Motz - Grătăre! Project for the grill, grilled hotdogs, Promo hotdogs), Elit homemade goiter, Prague Extra ham and three vegetable-based products: Veggie Ham, Veggie Mortadela with Onions, and Veggie Mortadela with Peppers.

**How important is an innovative product for business growth?**

Innovation means evolution. Evolution means differentiation and uniqueness. Differentiation and uniqueness mean business consolidation and success. We pride ourselves on a team that invests all its know-how to maintain our leadership position and expertise in our market segment. For us, innovation is a way of working. The innovation process is extensive and involves all company employees, from the raw materials purchasing department to the sales department; it is a long-term process because it starts from our ideas, and continues with the customer consultation and analysis of improvement possibilities to cover and respond to customers and consumers with products tailored to their tastes and requirements. For us at Elit, innovation is synonymous with customer care!

**In the last Elit marketing campaign, there was a lot of emphasis on the "way of working" and authentic Elit "recipes". What really sets you apart from the competition?**

I firmly believe that our "way of working" and the "recipe" make the difference, and when I say that I mean both our packaged meats in particular and our business in general.

How is Elit different? We pay close attention to:

- Ingredients and raw materials used
  - The production processes that we've perfected over time
  - A well-developed sales system (we give equal importance to all customers, regardless of the number of orders they place)
  - Recipes tested, consolidated and stable over time
  - Recognition of our products' quality
  - Assertive and responsible senior management, with clear expertise in their respective fields, ensuring long-term sustainable development.
- Our entire business approach is designed to differentiate us and give us uniqueness, which makes our relationship with end consumers even more balanced.



## Products Now on the UK Market!

Elit products are now on the UK market in the ethnic trade segment, through the partnership developed with Smithfield UK! This way, we are close to our consumers, wherever they may be.



We offer quality products to Romanian families and all those who are looking for the authentic taste of quality pork! Tasty products from the Elit range have been selected to create a small range of consumer favorites, tailored to the specific tastes and preferences of this market: *chicken hotdogs, Bicz sausages, Summer salami and Kaiser.*

For the near future, we want to expand the range of products for the UK market and make the Elit experience as authentic as possible for customers!

## Smithfield Romania Has Digitized the Program for Leasing Its Own Agricultural Lands

Smithfield Romania offers Romanian farmers the opportunity to collaborate annually for the lease, on separate portions, of an area of approximately 10,000 ha owned by the company in Timiș and Arad Counties.

This agricultural area is 100% leased to more than 80 different partners, Romanian farmers from Banat, specialized in grain cultivation. Thus, an online map platform has been developed on the company's website, which offers the possibility to view in real time the status of each



plot separately, and the possibility to place an offer for the plots available for lease, by accessing the dedicated section of the website - <https://arendare.smithfield.ro> or in the partnerships section <https://www.smithfield.ro/ro/parteneriate>, a submenu called **Agricultural Land Leasing**.

## Comtim Bus Stop – Ready to House Travelers!

Riders of the STPT public transport on Polonă Street, who also pass through the Comtim bus stop, can now enjoy the shelter of a customized sun-blind with representative images for our products.

In case travelers do not know what to prepare for lunch when they get home, the carefully customization of the bus stop gives them the necessary inspiration: Comtim's star products, suitable for quick snacks (Porc Ușor Range), rich lunches for the whole family (Porc Proaspăt Range) or tasty dinners with all their loved ones (Bun de Gătīt Range).



## Smithfield Romania Supports the Project "La masă în Banat" ("At Table in Banat"), Initiated by the Association "Acasă în Banat" ("At Home in Banat") for the Preservation of a Unique Gastronomic Heritage: Banat Cuisine

The uniqueness of Banat gastronomy comes from the diversity of tastes and recipes specific to the various cultures that created the history of these places (Slovaks, Germans, Hungarians, Serbs), where the honestly grown pork is at the top.

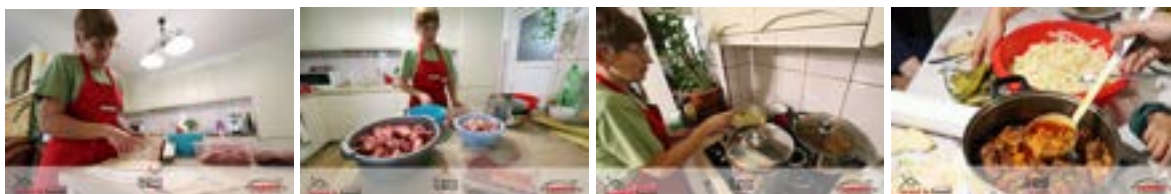
*"Each locality has its own gastronomic heritage, from the simple recipes that the old women used to make to feed their families every day, to more special dishes, made in peace and quiet for the holidays. It is precisely this cuisine that makes Banat unique, but we must first rediscover these dishes so they don't get lost, then promote them so they become known and prepared more often",* said Nicoleta Trifan, Vice President of At Home in Banat Association.

Smithfield Romania has been an active supporter of local traditions for over 17 years, supporting a rich range of unique customs and festivals, related to the traditional village calendar. This year, the company has also been involved in projects to preserve the area's special gastronomic heritage. The company

started an internal information campaign involving Smithfield Romania employees as true ambassadors of the project. The contribution of the employees and their families will be made through photo-video documentation of the steps involved in the preparation of recipes that are still being prepared in the households of locals from Banat and which are based on the tasty and nutritious Comtim pork.

Through the Comtim – Din tradiția familiei tale (From Your Family's Tradition) brand, Smithfield Romania aims to carry on the memorable story of the pork produced in Banat. This way, the company brings added value to the communities of Timiș and Arad Counties, by contributing to the popularization of special recipes from the local tradition!

As they are documented, the recipes are published and made available to the general public, both on the dedicated website ([www.lamasainbanat.ro](http://www.lamasainbanat.ro)) and on [www.smithfield.ro](http://www.smithfield.ro), [www.comtim.ro](http://www.comtim.ro), and social media.



## Smithfield Romania in Mass-Media and Social Media

Because in autumn we reap the results, we also come up with some interesting information about our public communication campaigns, which we lately carried out.

A well-deserved recognition came this year from ZELIST, which monitors the most visible brands in the fields of meat & packaged meats present online: thus, Smithfield Romania, through its flagship brands - Comtim and Elit, continued to constantly rank among the top 20 leading positions of the top.



In addition, three of the most recent press campaigns – Smithfield Romania's donation program for medical institutions, the company's support for the initiative of Acasă în Banat (At Home in Banat) Association to preserve the unique gastronomic heritage of the Banat cuisine, and the encouragement of a balanced diet and healthy lifestyle – have garnered a series of positive press articles and posts, reaching several million online readers.

The second half of the year also meant a sustained effort for Smithfield Romania team to raise awareness in Banat area for the company's career opportunities, grain purchases and social responsibility programs. The public in Timiș and Arad Counties could benefit from information about our company through more than 12 well-known local publications that took part in this information campaign, but also through Radio Reșița and Radio Timișoara stations. Winter holidays will bring, as every year, the traditional Christmas campaign of Smithfield Romania, which will share, along with the holiday spirit, the exquisite and unmistakable taste of Comtim and Elit products.

Let's hear (and read) only good things!

## Comtim Facebook Page Rewards Its Fans, the Barbecue Enthusiasts!

Comtim encouraged its social media followers to end this year's barbecue season on a high note by launching the "Barbecue Chef" challenge, whereby participants had the opportunity to win a set of premium utensils, an essential aid in preparing a successful barbecue. To enter the competition, barbecue enthusiasts shared their special rituals in making a barbecue like no other. Our challenge reached over 29,000 users, of which about 420 chose to respond by commenting on our competition post. Following the judging, the 20 most original and creative answers were awarded! For inspiration, here are some of the comments received:

**"I prepare the meat the day before, I season it without salt. I light the fire, burn the wood, put in the coals, and let the grill heat up. I clean it well with the wire brush, wipe it from impurities, grease it, and put the meat on, but not before dabbing it with a napkin. The heat should be medium and even all over, and the meat at room temperature, not taken out of the fridge at the time. A successful barbecue means browned meat, by no means burned. We add salt after taking it off the heat, to keep it soft and juicy. Afterwards, we just enjoy it!"**

**"I like to marinate the meat before grilling. I put the pork in a marinade with wine, laurel leaves, thyme, salt, pepper, and slash the chicken to lose water and season with chicken spices, salt, and pepper. I do all these the day before and leave everything in**

**the fridge until the next day. Then, as the fire burns on the grill, I prepare bacon, a salad, and a lot of cheese assortments because the combination goes well. Ah, it all made my mouth water."**

**"I look for the freshest meat and prepare it with all the aromatic spices: thyme, garlic, salt, pepper, and a little wine or beer, depending on the meat. I leave it to soak/"rest" for 24 hours in airtight casseroles. I look for hardwoods, set the grill on fire, and put it over the char that has been made. I don't clean the grill with a wire brush, because if you know how to take care of it, this action is not necessary. When it is hot, I take a piece of fatty pork bacon, fresh, not frozen, grease the grill, then put the meat on. Enjoy!"**

**"I put spices in the blender (salt, pepper, paprika, thyme), a cup of wine, a teaspoon of sugar, a clove of garlic and a teaspoon of vinegar. I soak the meat with the sauce obtained and put it in an aluminum foil until the next day. It will crisp up nicely, and the steaks will be a delight."**





## Elit on Social Media

On ELIT Facebook page and Instagram account, we write for that friend who likes the simple joys of life, who can talk about food without getting bored, always hungry, and always ready for something good.

In his/her kitchen, when he/she gathers everyone at the table, ELIT sausages make a sensation in any combination. And for the inspiration, he/she always keeps coming back to ELIT's Facebook or Instagram for quick recipes, snack ideas and even reasons to have fun. For fans of the perfect taste, culinary indulgence is lived authentically, around the table, and their praise and applause are echoed digitally, right on our page in the competition comments.



## Top Comtim Facebook Posts



The news of Smithfield Romania's participation in the Flight Festival made our followers happy - the post reached over 10,500 people! The series of information on nutritional education is attracting more and more followers! Over 100 fans of the page shared the information with friends and post it on their personal social media accounts.



The video showing the grill preparation of delicious Comtim mici (minced meat rolls) attracted approx. 20,000 views. We hope we've inspired and given them an activity idea for the weekend!



Over 470 people have interacted with the post where we pride ourselves on how quickly a dinner can be prepared in the kitchen at home, but with the same taste like in a restaurant!

## Top Posts of Quick Recipes with Exquisite Taste

If hunger is such a simple thing, why respond to it in a complicated way? If cravings take us by surprise, let's not leave room for a long sigh. If love goes through the stomach, let's make superlative choices! A snack full of diversity makes any day a celebration.

Quick and perfect? Hard to believe and simple to do when it's a done deal with ELIT products. From a sensational breakfast, a savory lunch, a large snack, to a #goodnews dinner or a festive appetizer? Indispensable!



## Interacting with Fans on Google MyBusiness

The Google MyBusiness pages - Comtim Store, Smithfield Romania and Elit - continue to attract online interactivity from those looking for a job within the team, information about possible partnerships, but also information about the presence of Comtim and Elit brands in stores across the country.



## Comtim Brand, Present in Online

The Covid-19 pandemic has accelerated digitalization, and retail trends have increasingly focused on online sales. Safety and convenience are still the most important issues for consumers in the current context, generating new buying experiences.

From the desire to be closer to consumers who choose to shop online, together with our partner Carrefour, we participated in various promotional campaigns through Act for Good actions and offers provided in Bringo online store.

Their purpose is to promote the sales of Comtim products, especially those in the Steak House - Preparate cu Semnătură (Signature Dishes) and

Comtim Bun de Gătit (Ready to Cook) ranges. These campaigns also increase brand awareness nationwide.

By communicating the key attribute of **100% Romanian pork** and defining messages of these ranges, in dialogue with the image of our star products, we want to offer consumers safe and top quality products, just a click away.

The sale of Comtim products in online stores has seen a significant increase of 2% nationally, compared to the previous year, particularly in relation to Bringo campaigns. Bucharest, Cluj-Napoca and Timișoara are still the cities with the highest sales. However, the surprise came from Giroc commune, in Timiș County, which registered a 6% online sales rate in the last Bringo campaign.

## Comtim Fan Community in Social Media

At the end of October 2021, Comtim Facebook account brought together over 19,600 100% Romanian pork lovers! Of these, about 63% are women and 37% are men.

The Instagram account has united over 460 lovers of Comtim products! The community on this platform remains almost equally divided between women and men. Even today, the vast majority of Comtim fans live in Banat area and Bucharest.

Comtim fan community is an active one – the page receives daily likes, comments, messages, and shares. Here are some of the recent comments:

*“I congratulate Smithfield Romania for continuing the traditions aimed at feeding the new generation correctly and for caring for the environment.”* – received on the International Food Day.



*“A truly high-quality meat. Animals raised according to all welfare rules, with balanced, nutritious feed. A product with tradition in Romania. I recommend it with all confidence.”*

*“Very good products, especially the minced meat rolls (“mici”).”*

*“Very good and very tasty Comtim meat.”*

*“Delicious!”* – received on a post of Comtim Spareribs from the Steak House range.

*“Quality, Safety, Delicious products!”*

## Elit Fan Community in Social Media

The results of ELIT monthly competitions are proof of the enthusiasm and appreciation of #tastydelicious (#gustdesăvârșit) packaged meats by many creative and engaged fans who don't hesitate to share their consumption preferences and the sensational combinations in which ELIT's products are found in the community.

The star of Elit competitions is the meaningful and tasty story the buyer tells about the quick, exquisite recipes and snacks inspired by our brand. Fortunately, there are hundreds of such stories, noted in the comments, by followers of the page. Have we made you curious? Visit ELIT Facebook page!

<https://www.facebook.com/mezeluri.ro>

## Feedback of Social Media Fans



## Smithfield Romania, Employer of Choice

Attracting human resources with potential is an ongoing goal for Smithfield Romania. By continuing the "Employer of Choice" program, we aim to draw the attention of candidates to our job offers and to hire as many future colleagues as possible. From the actions carried out so far, we mention the following:

### • Maintaining a high level of online media coverage

This fall, we activated two new media components on Comtim's Facebook and Youtube channels (job announcement and benefits video).

### • Participation in online recruitment events, organized by the academia and Top Employers

Smithfield Romania continues to be an important partner for the academia. Local and national universities are an important source of candidates for our company. We have thus succeeded in becoming one of the employers sought by students. Although the pandemic context has brought new challenges in the recruitment process, we manage to be close to those who are interested in our opportunities. In addition to attending Top Employers, at the end of November 2021, we also participated in the Career Days, an event held by USAMV Cluj-Napoca. This event was attended by students from the Faculties of Food Science and Technology, and Animal Husbandry, with career guidance as main topic of discussion.

Our colleague Anca Hepeș coordinated this project and proposed as topic for students: how to present a well-done CV and the most common errors encountered in completing it. In addition to this presentation, we also participated in a free discussion session with the participants, where we answered questions about starting a career.

### • Recruiting campaigns

These actions were carried out in the rural area of Timiș, Arad and Caras-Severin Counties and focused on attracting qualified and unqualified candidates. We used methods such as: "door-to-door" promotion, physical display of job ads and distribution of company presentation flyers in communities. The goal was to interact directly with candidates and identify their employment needs.

### • Regional radio spots

This project helped us to rediscover an area with great potential, the former industrial and mining Banat mountain area. This area, which has suffered an exodus of qualified personnel to the western European countries, still retains valuable, hardworking, and responsible people who joined Smithfield Romania during the year.

### • Collaboration with Reșița Municipal Sports Club

This project is currently being implemented and involves publicizing our job offer at the Municipal Stadium from Reșița. This collaboration offers the company an opening towards valorization of human resources who currently exists in the former large industrial area.

### • Wrapping of internal means of transport and feed transport

Wrapping of our means of transport is a project that aims to maintain visible and mobile messages, while covering everyday hundreds of kilometers and dozens of communities in Timiș and Arad Counties. The goal is to attract many candidates every year, who get to build a career at Smithfield Romania. Together, with the support of our colleagues from the Transport, PR, and Purchasing Departments, we customized 10 cars from Pădureni and Vinga feed transport fleet, as well as 10 cars from the internal transport routes of the Fresh Meat and Farms Division.



## A New Edition of “Comtim at Picnic” Competition Has Designated Its Winners

Once again, Smithfield Romania employees accepted the challenge of sharing delicious moments spent with their loved ones around the barbecue, along with Comtim products! We congratulate all the participants enrolled in the competition and we thank them for welcoming us around their tables and showing us how they enjoy the delicious Comtim products we are all proud of! The winners of “Comtim at Picnic” competition, 2021 edition, are Ionela Suci and Mirel Chifor! They paid special attention to taking of photos entered in the competition and best captured the beauty of the moments around the barbecue and the table. Our two colleagues were awarded with prizes, as



**Mirel Chifor**  
Winner Fresh Meat Division



**Ionela Suci**  
Winner Farms Division

pictured below: a basket with Comtim products worth RON 200. As every year, each participant was rewarded with customized promotional items and encouraged to participate in future editions.

## Food for Souls Program



Through the “Food for Souls” program, our company offers Comtim meat products free of charge, thus contributing day after day to quality food provided to people in various situations of social risk.

Throughout 2021, several associations have prepared **30,420 meals made with Comtim pork products**, for children from families with a poor standard of living, single mothers, or parents whose children are hospitalized for long-term treatments.

Program status as of: 03.11.2021



No. of portions offered free of charge:  
**30.420**

### Beneficiary associations:

- ✓ Semper Agape Association
- ✓ The Romanian Maltese Relief Service
- ✓ Pro Vita Association for Born and Unborn Children
- ✓ Caritas Federation of Timișoara Diocese
- ✓ Ronald McDonald's Children's Foundation
- ✓ Humanitarian Foundation Saints Hierarchs Leontina and Theodosius
- ✓ Romanian Orthodox Parish
- ✓ Timișoara Municipality Department of Social Services



## Results of “Adopt a School” Program Investments

In 2021, for the fifth consecutive year, Smithfield Romania continued to implement the program “Adopt a School”, designed to support primary and secondary school institutions in the communities where we operate. Through this program, the financial support offered by our company was worth almost RON 1 million. During the year, the 34 school units receiving funding under the program have implemented the investments undertaken as part of the funding applications submitted.

Three of the schools included in the program funded by Smithfield Romania summarize their results below:

• **68 students of Moravița Secondary School solve math & computer science problems now using a smart**

blackboard. The lab is the favorite place for science lovers! Also, thanks to the support received from us, the school was able to purchase a high-performance printer, necessary for the smooth running of educational activities.

• **310 students of Cermei Theoretical High School now enjoy a modern interactive educational process through laptops purchased with our support.**

• **11 students of Jimbolia Technological High School, who couldn't participate in the online classes due to the lack of necessary equipment, have received laptops. Thus, students were also able to attend the preparation classes for the Bacalaureate exams, increasing the promotion rate from 48.39% to 54% at unit level.**

Follow the CSR newsletter and future issues of our internal Newsletter to find out what other investments have been made through the program “Adopt a School”!

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Periam Middle School



Birda Middle School

## Support for the Academia

Through the “Smithfield Academics” program, we support the public and higher education system, as well as university research projects. Between July and September 2021, we were alongside:

- **Victor Babeş University of Medicine and Pharmacy** - which benefited from teaching material necessary to support the practical courses entitled Tendon Sutures, organized within Pius Brânzeu Center for

Laparoscopic Surgery and Microsurgery.

- **Victor Babeş Association from Timișoara** - which was able to support a scientific research event using the teaching material provided by us.
- **The Swine Veterinarians Association** - which received financial support for recurrent research activities.
- **USAMVBT** - which received financial support to organize the Annual International Scientific Session.



## We Support the Local Culture

We support and promote the local culture in the regions where we operate by backing a rich palette of unique customs and festivals linked to the traditional village calendar.

In Q3 of 2021, we came to the aid of 5 local communities who asked for our support. Of these, three communities benefited of our

Comtim meat products, for organizing **Pădureni Commune Days, Tormac Days, and Ineu City Days**, and two of the communities benefited from financial support for organizing **Birda Village Days and Boldur Village Days**.

We also provided financial support to Banat Inventors' Society Association, which organized Banat Sports Exhibition.



## Another Special Day for the Beneficiaries of Mother - Child Home of Caritas Federation

Every year, summer begins with a special celebration dedicated to all the little ones: Children's Day!



*The earliest records of “Children’s Day” date back to 1856, when in the US state of Massachusetts, a pastor gave a special sermon for children in June of that year. The pastor called it the “Rose Day”, later the “Flower Sunday” and, finally, “Children’s Day”. He commented that every year, on this particular day, a prayer service should be held where parents were to pledge that they would raise their children in good tradition.*

Supporting associations that take care of children is a tradition for Smithfield Romania, and June 1st is just one of the occasions when the company gets involved. This year, Smithfield Romania made sure for beneficiaries of the Mother - Child Home in Freidorf neighborhood to enjoy a special Children's Day!

The association received Comtim products as a gift, suitable for a delicious barbecue! Children enjoyed a day at picnic, where they helped prepare the barbecue.

To celebrate this special day, Smithfield Romania also offered them a delicious cake for a sweet moment, and various customized gifts (hoodies, caps) that the beneficiaries wear with pride.

*The Mother - Child Home is a project coordinated and managed by Caritas Federation from Timișoara in collaboration with the Congregation of the Benedictine Sisters of Divine Providence. The unit has been operating since 2000 and offers the beneficiaries the feeling of safety and protection.*



## The Results of EUR 280,000 Funding for Medical Projects

In the first edition of the program "Solidarity with the medical system", Smithfield Romania financed medical projects worth EUR 280,000. The new financing program of Smithfield Romania was open to public medical and health institutions, as well as to NGOs, whose object of activity is healthcare or improving the living of people suffering from various medical conditions, and to care centers for the elderly, whose daily activity involves the use of medical equipment.

Bellow are the projects of three medical units included in the program funded by Smithfield Romania:

- The Hospice Palliative Care Center of the Caritas Federation managed, with our financial help, to improve the conditions of the beneficiaries by purchasing an oxygen concentrator. This device increases the comfort of patients with severe

respiratory difficulties. The center cares for about 100-150 patients a year, 70% of whom require oxygen therapy.

- The Psychiatric Association has purchased an electric bed equipped to prevent accidents by falling. This bed will increase the quality of medical services provided to patients with mental illnesses. With our help, the association has also purchased 7 blood pressure monitors for daily monitoring the blood pressure of patients hospitalized with mental illnesses at "Pius Brinzeu" Emergency County Clinical Hospital from Timișoara, in the psychiatric unit.

- Dr. Karl Diel Jimbolia Hospital was able to purchase with our help: 3 stretchers, 2 of which are radiotransparent, suitable for use in the radiology service, a galvanic bath, necessary to equip a medical recovery treatment base, and a monitor needed to monitor the vital functions of patients in the internal medicine and obstetrics - gynecology departments.

**Follow the CSR newsletter and upcoming editions of the Newsletter to find out what other investments have been made through the program "Solidarity with the Medical System"!**



## Testimonials of the Program Beneficiaries



"Smithfield Romania, through its financial support program for hospitals during 2019 - 2021, has been alongside Dr. Karl Diel Hospital from Jimbolia, by providing medical equipment (worth RON 235,000).

The financial support came at a very difficult time for the health system and, implicitly, for us, their gesture having a major impact in increasing the quality of the medical care. Thousands of patients and healthcare professionals benefit from this help, and

the impact in the community is very important. Such campaigns demonstrate once again the importance of a united community, able to intervene and get involved in identifying problems and organizing support activities with a major impact on the population. Thank you, Smithfield Romania!"

Daniela Cîrlig, Hospital Manager Dr. Karl Diel Jimbolia

## Through the Selgroș Campaign "Out of passion for people"

### Comtim Continues the Support Offered to Medical Professionals on the Frontline of the Fight against COVID-19!

Selgroș initiated the campaign "Out of passion for people" in the spring of 2020.

During 2021, Comtim has been supporting healthcare professionals who are at the forefront of the fight against SARS-CoV-2. Thus, Selgroș, along with Comtim, provided 2,000 meals a day for two weeks to the medical staff in COVID-19 hospitals across the country.

Of this quantity, over 2,000 kg of fresh and high-quality Comtim meat was provided by Smithfield Romania.

**Each of us makes a difference!**

## Smithfield Kids – The Newest Smithfield Romania Program, Designed for Employees’ Children

In 2021, on Children’s Day, Smithfield Romania has launched a new internal program, specially designed for employees’ children: Smithfield Kids!

Through this program, Smithfield Romania will organize a variety of vocational-artistic workshops of interest to the world of children and will contribute to the creation of a new Smithfield Kids community.

During the first edition of the program, held on June 26-27, children of company employees enjoyed the activities organized by the NORD Education Arts Music Movement Association. The activities carried out during the two-day workshop were specially prepared for children between 8 and 12 years-old and focused on the natural ecosystem in which we live.

Children spent the first day of the program discovering the secret life of trees. They drew the seeds that give life to the trees, which they initially analyzed in section by using the microscope.

The second day was specially dedicated to the wonderful aquatic world: children learned how to become more responsible towards the creatures living in the water world and made drawings of some of them. Accompanied by the guitar and using other unconventional instruments, the little ones sang the immortal Beatles hit: The Yellow Submarine.

All the information reached the children through personal development activities, games, and blackboard drawing.



A small number of children attended the workshops, both to maintain a social distancing that keeps them safe, and to work closely with each of them.

The attached pictures present some of the works made by Smithfield Romania juniors!

*Next sessions will be announced soon!*



## Another Beginning of the School Year under the Aegis of “Back to School” Program

For 15 years, Smithfield Romania has been supporting access to education and school performance through its social responsibility program “Back to School”. And in 2021, we have included in the program all children of Smithfield Romania employees, aged between 5-12 years-old, as well as students learning in the communities where we operate. They had a great start to the new school year, thanks to the gifts received from the company!

We respected the tradition and chose Herlitz premium backpacks for all 700 children of Smithfield Romania, Elit, Vericom and Maier Com employees, enrolled in primary school (0 - 4th grades), but also for the 178 first-grade students in Jimbolia and Sănnicolau-Mare communities. Each of the 200 juniors in grades 0 of the two communities received packs of school supplies specially chosen for their learning needs. The



communities included in the program were shortly visited by Smithfield Romania representatives, but our company gifts were offered to students by their teachers, to comply with the mandatory safety rules.



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## The Crisis Caused by the Pandemic Has Brought More Attention to the Level of Employee's Preparedness in Managing a Major Crisis

### An interview with Mihaela Rad,

HSE Manager Fresh Meat Division

**At Smithfield Romania, caring for employees is one of the sustainability pillars on which the company operates. What were the first measures you implemented to make sure that employees are protected against the virus?**

A crisis, be it an emergency, a pandemic, can be an unplanned moment to test the resilience of an organization, whose primary focus remains the health and safety of its employees.

A brief history of the epidemiological context: In January 2020, the World Health Organization (WHO) declared that the emergence of a new coronavirus disease in Hubei province, China represents a global public health emergency. Two months later, WHO declared the outbreak of the new COVID-19 infection a pandemic.

At the same time, Smithfield Romania started implementing a plan with prevention and protection measures: social distancing, home office, additional disinfection, and epidemiological triage. All these measures were completed by an internal communication strategy, based on reliable, informed sources, through trainings and information sessions with epidemiologists, and weekly briefings on the evolution of the pandemic through e-mails and other communication tools.

All have been maintained over the last two years, adapted according to the evolution of the pandemic and supplemented with Testing and Vaccination Programs in both Divisions.

An effective measure that allows us to act in advance is the Testing Program, applicable to both divisions and supported by the management team with significant financial and human resources.

**Since the start of the pandemic, you've had the primary responsibility to contain the spread of the virus. How did employees react to the protection procedures and protocol implemented?**

Restrictions have generated discontent and resistance, in some cases justified, because they have made processes and workloads more difficult. But in general, the company has felt what the whole society has felt - conflicting opinions and beliefs about what is going on around us and about the legitimacy of health protection measures.

Our colleagues, to a very large extent, have understood their need, and followed and integrated them into their daily work and behavior. However, there are colleagues for whom these protocols are not justified; they believe that the disease does not exist.



**The start of 2020 also meant a substantial change in our lives, as we all knew them. After these two years of the "new normal", how do you think the pandemic has changed the way we relate to each other in the workplace?**

The pandemic has brought more attention to how prepared employees are to handle a major crisis, respectively how to communicate with employees. The pandemic has changed the way we relate to each other in everyday life, including how we relate in the workplace. I think people have reacted in a certain way to the disease itself, and in another way to the constraints imposed by health restrictions. The pandemic has, at times, divided collectives, and at other times, strengthened them but, overall, I think it has brought us closer together and generated cooperation and collaboration between all levels.

**What would you say to those who are still reluctant to vaccine efficiency?**

I would ask and urge our colleagues to get information from reliable, trustworthy sources, to consult medical specialists and to address all their questions and concerns. Too much information is as manipulative as too little information. "Why do we need a vaccine against COVID-19?" is perhaps the most common question about vaccination against the infection caused by the new coronavirus. And the answer is quite simple: although preventive measures such as social distancing, hand hygiene and mask wearing protect us to some extent from COVID-19 infection, they are not enough. Vaccination is the safest and fastest way to protect ourselves!

## Successful Careers at Smithfield Romania

### An interview with Valer Martin,

Human Resources Manager Smithfield Romania

**Smithfield Romania has always offered career development opportunities for its employees through training and professional development programs. What kind of programs are run within the company?**

Over the years, Smithfield Romania's Human Resources team has internally developed a series of qualification and certification programs, adapted to the company's operational specificities, by which we aim to constantly increase the level of technical knowledge and practical skills of employees. These training programs are addressed to employees in production departments and are the central element in their professional knowledge and career development, as well as in learning and applying operational standards. Depending on the area in which they work, employees benefit from various courses of qualification and authorization, specialization, and improvement: mechanical locksmiths, electricians, welders, forklift workers, trainers, etc. We also access dedicated programs to build and develop skills in communication, management, sales, and negotiation techniques, tailored to each individual team.

#### **What is Smithfield Romania's employee profile?**

The interest in development programs, growth potential, stability and perseverance in career development are some of the aspects that we look for in both active and potential employees. Candidates are guided according to their skills and development potential to positions where they can grow and develop to achieve operational excellence. We offer a wide range of career opportunities for experienced specialists. We also enjoy working with students or recent graduates who want to start their career with our company and grow with us.

#### **What is the key to a successful career at Smithfield Romania?**

Stability is a defining word for our company, chosen by employees as proprietary when asked to define their experience here.

We strongly believe in the development of employees in the workplace and we back-up this statement with well-defined career plans, succession and internal promotion programs, concepts embraced by the entire management team.

We support the development of employees at all stages of their careers within the company, from induction, certification, and training programs to advanced leadership programs. We reward employee performance, stability, responsibility, and dedication.



#### **How would you define your experience as an employee at Smithfield Romania?**

Stability and effective communication at all levels!

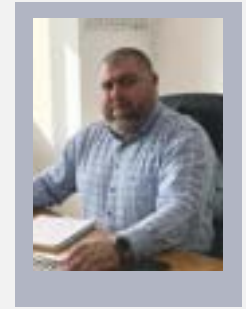
At the end of 2021, the Human Resources Department conducted an employee satisfaction survey with internal resources to monitor the main factors that describe the employee experience at Smithfield Romania. The valid study with 67% respondents showed that most employees are satisfied to be part of the team and highlight positive aspects in terms of job stability, good communication and cooperation with team members and the direct superior, the existence of specialists to learn from, and overtime pay.

Another positive aspect is the involvement of employees in promoting their own brand and the pride of being part of the Comtim story, stemming from the history of these places. In the long run, Smithfield Romania aims to develop a series of internal projects to reinforce other important aspects for employees. The priority remains to facilitate the tools needed by department managers to establish development programs and create career plans for employees. Smithfield Romania remains a learning opportunity and the most stable "school of life and profession" for a career in an essential field: production of **Good Food. Responsibly**, for millions of families.

“ **Teamwork is an art!** ”

**Dan Ciprian Grosu**

External Warehouse Logistic Manager  
Fresh Meat Division



**What is your daily work in the company?**

Although I've been with the organization for almost 16 years, when starting in the Logistics Department, (Agroalim Distribution) I have always felt part of a young and enthusiastic team. I work in the Logistics and Purchasing Department, as External Warehouse Logistic Manager and together with my team and with the support of our team in Timișoara, I coordinate the logistics activities for Buftea, Cluj, and Bacău warehouses, and third-party warehouses where Smithfield's frozen products are located. In addition to administrative coordination, I am also involved in projects to monitor and streamline deliveries in customers' logistics platforms (Kaufland, Profi, Carrefour, Rewe, etc.), but also at store level, which we carry out with our colleagues in the branches. I am referring here to both our pork products and imported products from our colleagues in Animex Poland (fresh chicken meat).

**What work goals have you set for 2022?**

My workplace goals for 2022 are closely aligned with the goals of Smithfield Romania, which has many development projects in its national portfolio. This entails an efficient synergy between the departments involved in the growth and development of the business. Professionally, in 2022 I want to complete the post-graduate courses (Master in Logistics Management) that I started last year in the field in which I work, as well as participating in new personal development trainings.

**How would your colleagues describe you in a few words?**

My colleagues would say that I am very optimistic because I see obstacles as opportunities for learning and development. There is always a creative solution to a situation that arises, and I like looking for it. Whatever position you hold, achieving a professional goal can also help improve team productivity regardless of daily challenges. I believe that sharing valuable knowledge is important and necessary in the development of each of us.

**Exemplify a situation where you felt like your own hero on a day at work.**

I feel like a hero when, at the end of the working day, on my way home and thinking about the family, I have the satisfaction that together with the team we have clarified the unforeseen situations, finding solutions that are beneficial for everyone involved (Smithfield teams, customers, logistics operators, etc.).

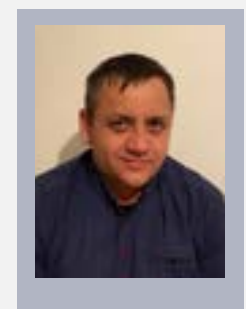
**How would you describe Smithfield Romania team in a sentence?**

Working in a team is an art, I would say... and is closely linked to the ability to recognize the skills of others. I would describe Smithfield Romania team as a wonderful and fruitful team, eager for the "Good time"!

“ **At Smithfield Romania I feel supported and motivated!** ”

**Petru Kollar**

Stamora Germană Farm Manager  
Farms Division



**What is your daily work in the company?**

My daily work at Stamora Germană farm is to monitor microclimate, water and feed availability, and animals' health. In addition, I am responsible for managing and inventorying feed quantities and orders to ensure the daily consumption requirements on the farm. As for Stamora farm team, I am responsible for the monthly statements, the preparation of the timesheet, the distribution of people under my subordination, according to their capacity and qualities.

**What work goals have you set for 2022?**

In 2022 I want to outperform myself and try to improve my work technique. I want to continue to have a good collaboration with my colleagues in the team, who support each other in the farm day-to-day life, because we all have a common goal: to make things work in such a way that we reach our productivity indexes.

**How would your colleagues describe you in a few words?**

Stubborn, persevering, and ambitious

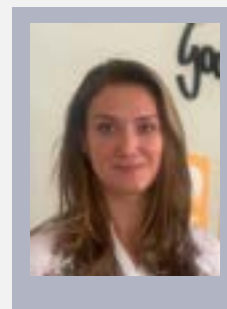
**Exemplify a situation where you felt like your own hero on a day at work.**

I feel like a hero every day, especially when I know that I have done and continue to do my utmost in my daily responsibilities, and even more than that, to work according to the production indexes.

**How would you describe Smithfield Romania team in a sentence?**

I have been working in this company since 2015. I can say that I feel part of a team of professionals. I feel supported and motivated. Therefore, I can conclude that Smithfield Romania is a company that cares and invests in its employees.

“ The freedom to express ourselves, and to openly analyze all the options shows how strong and united Smithfield Romania team really is ”



## Ioana Bobici

Key Account Executive Fresh Meat Division

### What is your daily work in the company?

Every day is a challenge for me. First, I start my day with a greeting to everyone I meet.

My work tasks are varied, mostly related to the coordination of new projects' development, in collaboration with the Sales, Quality and Purchasing Departments. I am also in charge of coordinating the packaging design and various promotional materials and, together with our collaborators, I make sure that they are made according to our requirements. At the same time, it is important to know the real feedback in the market regarding our product ranges, from customers and consumers, to improve the Comtim product portfolio. That's why I often appeal to colleagues in the Sales Department. Together we can create plans to promote Comtim products and implement them.

Communication with colleagues in different departments is, therefore, essential in everything I do. Without them, things would not work out as they should. So, in the end, it's all teamwork.

### What work goals have you set for 2022?

My main goal is to perform professionally. This requires the desire to learn, work and persevere, but also time. I feel good when I have to step out of my comfort zone and go beyond my limits. It's not easy, but the satisfaction I get at the end of the day makes me feel happy with myself and want to keep on going.

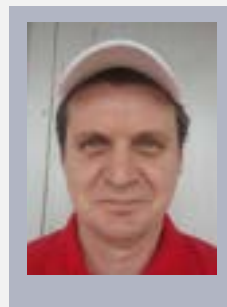
### Exemplify a situation where you felt like your own hero on a day at work

When I manage to accomplish everything I set out to do that day, I can only rejoice in my success.

### How would you describe Smithfield Romania team in a sentence?

A highly efficient and productive team, people who are truly committed, united and eager to perform in everything they do.

“ Maier Com in three words: innovation, professionalism, and performance! ”



## Robert Hegyes

Head of Production Team Maier Com

### What is your daily work in the company?

My daily work in the company is to coordinate the production teams in producing tobă (pig head cheese) and sausages. This involves the responsibility of organizing and distributing the work tasks between operators, achieving the production indexes, as well as streamlining the activities in the sections I coordinate.

### What work goals have you set for 2022?

I think it's important to finish everything I start, and that's why for next year I plan to meet our daily targets as a team and, in the long run, to become more efficient and easily adapt to anything new.

### How would your colleagues describe you in a few words?

I think they would say I am a person who thinks positively and who can handle difficult tasks. I am not a person who needs to be watched every step

of the way. Rather, when given a specific task, I can find the best ways to solve it in a personal and authentic manner.

### Exemplify a situation where you felt like your own hero on a day at work.

In October and November, the sections I coordinate triple their workload. At the end of such days, I can say that I feel like a hero.

### How would you describe Maier Com team in a sentence?

I've been working for over 20 years in this company, and I am delighted to have witnessed how a family business has grown into a strong company that has a say in the Romanian market. Three words come to mind when I think of Maier Com: Innovation, professionalism, and performance!

“ There is a hero in all of us. We just need to convince it to overcome the fear of acting as often as possible ”



### Victor Popescu

DPP Department Coordinator  
(Production Processes Development)

#### What is your daily work in the company?

The Production Processes Development Department is the bridge between the present main production activities and processes and the future that we build together through newly launched products and production processes optimization. My main responsibilities within the department are to build and validate new production processes, identify alternatives and/or optimize the existing processes and ensure in real time the accuracy of daily reporting of production data.

- My daily work is carried out on 3 main levels:
- Analyzing the main performance indicators (KPIs) of the previous production day and establishing corrective actions in case of deviations
  - Conducting root cause analysis exercises leading to the malfunction of sales orders production and/ or execution processes
  - Planning, organizing, and coordinating projects to improve production processes.

#### What work goals have you set for 2022?

- The main objectives for 2022 are related to:
- implementing the necessary working tools in the production process, such as production planning, calculating the practical capacities of production lines, establishing standard material and process losses
  - improving production costs by approximately USD 2 mil., by continuing the program “Projects saving initiatives 2022”
  - understanding and changing the attitude of reducing losses of all kinds, throughout the production department.

#### How would your colleagues describe you in a few words?

As to how my colleagues would describe me, I think it is best to ask them. I can describe myself in a few words: tenacious, persevering, results-oriented, cooperative, sometimes stubborn, hard to convince without arguments, team player with tendencies of armband bearer.

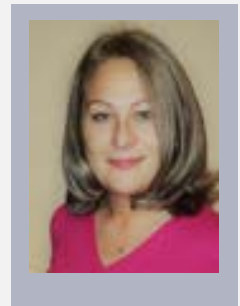
#### Exemplify a situation where you felt like your own hero on a day at work.

I believe there is a hero in each of us. We just need to convince it to overcome the fear of acting as often as possible. Personally, I feel useful whenever I manage to solve the source of the problems identified, so that they don't occur anymore. But I am most happy when I succeed in solving people-related problems, such as improving work ergonomics and / or working conditions. For example, fitting a draught-proof panel or reorganizing certain working positions to make the operator's job easier has given me more pleasure than just optimizing a work process.

#### How would you describe Smithfield Romania team in a sentence?

Smithfield Romania team is a consistent blend of dedication, passion, adaptability, hard work, and stubbornness to keep shining.

“ My colleagues are specialists from whom I can learn and on whose support I can count! ”



### Ramona Untaru

Production Planner, Farms Division

#### What is your daily work in the company?

I joined Smithfield Romania in 2007 as a production analyst and then, in 2015, I became a production planner. The work seems monotonous, but there are only few days that don't bring at least one challenge. Production planning is an activity which requires keeping track of the production flow achievement, by taking into account the biosecurity conditions and the availability of logistical resources in the most efficient way possible.

#### What work goals have you set for 2022?

I believe that the main objective should be efficiency. In other words, getting your daily tasks done as efficiently as possible.

#### How would your colleagues describe you in a few words?

I think I am seen as a tenacious, loyal, and dedicated person.

#### Exemplify a situation where you felt like your own hero on a day at work.

I don't consider myself a hero, but I'm happy when I get through a day's challenges.

#### How would you describe Smithfield Romania team in a sentence?

My colleagues are specialists from whom I can learn and on whose support I can count. I believe that beyond friendship, we are united by the desire to be better at what we do.





**A small leak will sink a large ship:  
involved, positive, diplomat, soulful**



## Liviu Similie

Head of Deboning and Fresh Meat Delivery  
Section Elit

### What is your daily work in the company?

I started working at Elit in 2004 and am now one of the longest serving employees in the company. The work I have done during this time was a continuous professional development, closely linked to the company's values. My daily responsibility is to coordinate the work in the deboning and fresh meat sections, to ensure the necessary quantities for timely deliveries, manage fresh meat stocks and carry out orders.

At Elit, I learned what deadline responsibility means, how to organize a team and understand that through involvement, interest, seriousness, and diplomacy there is evolution.

### What work goals have you set for 2022?

Many people simply go to work every day and do the same tasks repeatedly. Well, this doesn't suit me, and I have always wanted to be involved, learn new things, and have a positive attitude. Professional goals for 2022: strengthening professional relationships, building effective work practices, and developing additional professional skills and knowledge.

### How would your colleagues describe you in a few words?

Involved, positive, diplomatic, soulful. "A small leak will sink a large ship."

### Exemplify a situation where you felt like your own hero on a day at work.

In a company of Elit's level, unexpected situations frequently arise, which require quick and decisive actions.

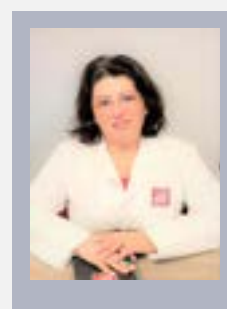
I remember a situation that happened a few years ago, when a major supplier was unable to fulfill a customer's orders and all the meat due to be delivered was our responsibility. The delivery involved 100 tons in a single day, whereas we were cutting and delivering around 40 tons / day. It was a titanic work, in which I managed to organize and involve the whole team, leading to the order being met on time.

### How would you describe Elit team in a sentence?

A strong team, competent, responsible, and able to communicate.



**Being part of the Elit story is all I could  
wish for professionally**



## Nadia Oaneş

Production Process Development Coordinator Elit

### What is your daily work in the company?

I have been part of the Elit team since 2006. My daily work consists in calculating the production prices for finished products and transmitting them to the company's management, updating the production prices according to the market evolution of raw materials, auxiliaries, and materials, developing and implementing technological cards in the production execution program and providing the necessary support to colleagues in the Production Department for the smooth running of the program.

### What work goals have you set for 2022?

I hope the experience gained over the years further develop the Elit team and help the company evolve. My goals for the coming year are to overcome all obstacles, develop professional skills, and operate at full capacity.

### How would your colleagues describe you in a few words?

I leave it up to my colleagues to answer this

question. I read the question out loud and the answers I received were perseverant, ambitious, communicative, and spontaneous

### Exemplify a situation where you felt like your own hero on a day at work.

I consider myself my own hero every day. The fact that I come to work with pleasure, and at the end of the work schedule I have the satisfaction of a successful day proves this to me.

### How would you describe Elit team in a sentence?

The Elit team stands for loyalty, reliability, and friendship. There are people you can rely on both professionally and personally. We have developed beautiful friendships all this time. I'm glad to have been part of this team for so many years and I can proudly say that being part of the Elit story is everything I could wish for professionally.

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Mozaic  
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## Buddy, the First Friend for New Smithfield Romania Employees

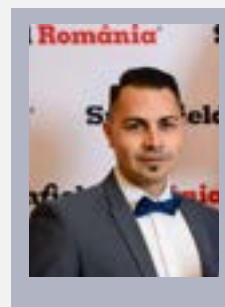
### The Profile of a Buddy

**Caring for employees is one of the core concerns for Smithfield Romania. To make the first days in the company easy, and the settling in as pleasant as possible, we have created a program where new colleagues are helped and supported by a mentor.**

### The Role of a Buddy

- Explains to the new employee the purpose of the program and the steps required to go through together
- Shows, in practice, to the newcomer the related processes to which he/she is part of
- Identifies the strengths and areas of improvement to increase the new employee's performance
- Facilitates the new employee's work throughout the program and sets up important meetings
- Constantly informs the direct superior about the new employee's progress
- Discusses, offers, and receives feedback from the newcomer, considering previous experiences.

“ **The fact that I was able to pass on to the students all the information and experience I have gained during all these years as part of Smithfield Romania team made me feel fulfilled** ”



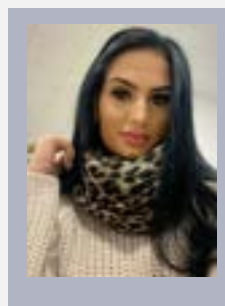
#### Marius Stroescu

Key Account Executive Smithfield Romania

I started working in this company on February 1, 2013, and I have always tried to grow both personally and professionally. I am an optimistic and positive person and always try to bring a smile in everything I do, no matter what. For 4 years, I was part of the billing team, after which I started working in the sales team, where I was welcomed with friendship and open arms. I met very experienced people who mentored me, and I realized that I could learn a lot of new things. With the aim of improving myself, I was able to be more responsible and look at the idea of a career with fresh eyes.

This year, I helped my colleague Cristina to coordinate the teammates in the Internship program. I really liked this new experience, and I am very pleased that one of the students who participated in the Internship program, Diana Puiu, chose to stay on as a colleague after the end of the Internship program. The fact that I was able to pass on to the students all the information and experience I have gained during all these years as part of Smithfield Romania team, made me feel fulfilled. I think it showed: the girls called me "il professore".

“ **If you work in a positive and friendly environment, you will feel more engaged, focused, and motivated** ”



#### Diana Puiu

Sales Department Smithfield Romania

#### **How was the program developed and implemented in practice?**

My story at Smithfield Romania started this summer and I hope it will continue for many years to come. I can say that I feel lucky to have met a warm team and a family atmosphere. I had a very warm welcome. A mentor, Marius Stroescu, was assigned for my training and he made sure that I learned and enjoyed what I was doing.

#### **How has this program helped you to get to know your colleagues?**

I believe that my emotional closeness to my

colleagues was due to the fact that they were open with me from day one, without any barriers and with the right attitude.

A large part of my week is spent at work, where sometimes the environment can be challenging, but the good relationships with my colleagues help to make the work environment a more pleasant place.

#### **What are the main benefits of the program?**

Having a friend at work increases your level of satisfaction and lowers your stress level. If you work in a positive and friendly environment where you get along with people, you will feel more

engaged, focused, and motivated. Friendships at work help you increase your mood and give you the psychological support to get the job done right. You'll feel more comfortable, more willing to do your best to achieve your professional goals.

**What other aspects and curiosities have you experienced through this program?**

One aspect I would like to mention is that two years ago I was an intern in the processing department of Eng. Constantin Duscă, where I saw how the items we sell are produced.

Recently, I was in the fresh meat warehouse where Sebastian Jurca and my colleagues showed me how products are prepared and loaded in trucks. So, I can say that I have an overview of our work, from taking orders, which I am in charge of, to production and loading, which helps me a lot in my daily work. For any problem there is a solution, and this is what I learned from my colleagues. I happened to make mistakes many times, but at least one of them has come to my rescue. When there is communication and understanding, nothing is impossible.

**“ I have managed to create the most pleasant environment and easy integration for the new colleagues ”**

## Mirel Chifor

IT Infrastructure Engineer Smithfield Romania

This year I was a teammate for 2 colleagues from the IT team and I tried to ease their integration process. In the first months of settling in, we've established a training plan with the description of the main areas of responsibility.

I organized meetings to get to know, communicate, and interact with my colleagues in the department, and managed to create a pleasant environment and an easy integration. I was able to guide them in taking over responsibilities from senior colleagues in the company and thus balanced the tasks in the team. By communicating and working as a team, we got to talk about hobbies and other personal matters. Also, from interacting with them, I learned

about new developments in technology that I can apply to our operations.

What's very useful from this interaction is the fact that our new colleagues came up with fresh ideas which we can implement in our company and, in return, they got the feeling of security which only teammates can offer you, when you know you can rely on them.

The "buddy" role has helped strengthen my technical knowledge and develop my coordination skills. It has given me the chance to interact and communicate with our colleagues in other departments who I don't normally get to work with.

**“ Thanks to the Buddy Program, I have successfully coped with the requirements ”**

## Loredana-Florina Megheles

IT Department Smithfield Romania

**How was this program developed and implemented in practice?**

From the first days at Smithfield Romania, I had the opportunity to work with wonderful colleagues who helped me become a part of the IT team.

From the very beginning, I had a well-established plan provided by my "buddy", who helped me to have an overview of everyday tasks. Thus, I have successfully coped with the requirements.

Thank you all very much for your patience and understanding.

**How has this program helped you to get to know your colleagues?**

Because of the pandemic, getting to know my colleagues was a little more difficult. Most of them

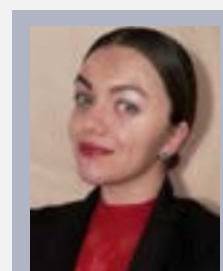
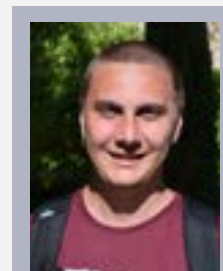
I only knew by their email address. Probably the most used phrase I heard in the first few weeks was: "Add our new colleague to your emails." Now, after 6 months as part of Smithfield Romania team, I've got the chance to meet some of them.

**What are the main benefits of the program?**

In the beginning, it's natural for a new employee to have a lot of questions and curiosities. With the help of this program, I was able to learn directly and from a reliable source information about how things work in the company, and about processes and working procedures, all explained step by step.

**What other aspects and curiosities have you experienced through this program?**

Thanks to it, I think my integration has been faster.





## Smithfield Romania Internship Program Continues!

After a one-year break, due to the national and world evolution of the SARS-Cov2 (COVID-19) pandemic, this year, our training team resumed the Smithfield Romania Internship program.

Through it, students of the faculties in the country had the opportunity to become Smithfield Romania employees for a fixed period of 6 weeks, by working in: Smithfield Romania meat plant, breeding farms, WTF farms, Tormac Boar Center and our two Feed

Mills (Vinga and Pădureni).

This year, 56 participants enrolled in the program:

- **35 at Farms Division**
- **21 at Fresh Meat Division.**

Immediately upon completion of the Internship, two of the students participating in the Fresh Meat Division, stood out for their commitment and desire to continuously learn, and we are glad that they chose to remain employees in the company.

## Employee Experience at Smithfield Romania? Stability and Effective Communication at All Levels

During 2021, the Human Resources Department conducted a survey with internal resources to assess employee satisfaction and monitor the key factors describing the Smithfield Romania employee experience.

The valid survey with 67% respondents showed that the majority of employees are happy to be part of the team and highlight positive aspects in terms of job stability, good communication and cooperation with team members and the direct supervisor, availability of specialists to learn from, and overtime pay.

Another positive aspect is the involvement of employees in promoting their own brand and the pride of being part of the Comtim story, stemming from the history of these places.

In the long term, Smithfield Romania aims to develop

a series of internal projects that will strengthen other aspects mentioned as important to employees. Our priority remains to facilitate the tools needed by department managers to establish development programs and create career plans for employees.

Smithfield Romania remains a learning opportunity and the most stable "school of life and profession" for a career in an essential field: production of Good Food. Responsibly, for millions of families.

For more information, please visit the "Careers" section on Smithfield Romania website.

[www.smithfield.ro/ro/cariere](http://www.smithfield.ro/ro/cariere)

## Smithfield Romania Supports Tree Planting Projects!

In November, Smithfield Romania supported the action "Rotary is planting", through which it planted 2,500 acacia saplings on an area of about 2 ha in Dudeștii Noi. For the smooth running of this action, we offered Comtim products for barbecue, necessary in the preparation of the volunteers' meal.

"We cannot remain complacent knowing that since last summer the Earth has officially entered an oxygen production deficit, relative to world consumption", say the Club members in the project presentation. The club aims to involve civil society, authorities, media, sponsors, and other voluntary organizations in protecting and growing forests. Environmental protection is one of the sustainability pillars on which the company operates, and involvement in volunteer projects to protect the environment is already a tradition for Smithfield Romania.

*Founded in 1929 and re-established in 1994, the Rotary Club of Timisoara is the oldest club in western Romania, with about 70 members, with various activities in community support.*



## Elit Supports Gheorghe Hagi Football Academy

Elit supports Gheorghe Hagi Football Academy, a project through which a handful of big-hearted people together with Gheorghe Hagi, the idol of many generations of athletes, managed to contribute to the formation of the new successful generation of Romanian footballers. Together, enjoying the trust

of the community and with the support of sponsors, the Academy has initiated, trained, and prepared children and juniors for sports performance at the highest level, both nationally and internationally and has developed programs to educate and promote football as a healthy way of living.

Because high-quality protein is needed in the daily nutritional intake of athletes, starting this year, Elit together with the retailer Auchan, supports the work of Gheorghe Hagi Football Academy.

This partnership benefits from promotion through advertising in Auchan stores, on the shelves of all 33 hypermarkets across the country, in Auchan offline and online environments, as well as in offline and online environments of the Hagi Academy.

Elit believes in the younger generation and supports performance!



### The Diversified Steak House Range

## “Comtim Products”, from Farm to Fork. Freshly Cooked. Accessible. Tasty.

The Steak-House range offers a diversification of the current portfolio, with new recipe-oriented products and original Comtim products. These products are made according to original recipes, and the raw material used is fresh, high-quality pork, resulted from our integrated production effort, “From Farm to Fork”. The products thus bear the signature and guarantee of quality taste provided by Smithfield Romania.

Comtim products are a culinary invitation for all those who want to discover a nutritionally balanced recipe, starring 100% Romanian pork.

The Steak House - Comtim products range completes chef Daniel Grosu’s signature product line with traditional and contemporary cooked dishes, by using the recipes and tradition of Original Comtim. The required cooking time of the products is only 10 minutes.



Together, Preparate de Comtim (Comtim Dishes) and Produse cu Semnătură (Signature Products) complement and offer Comtim customers a complete and elegant collection of ready-to-cook pork products with taste and style, equally for traditional and modern customers. The Steak House range is a true culinary ambassador of the Comtim brand. The main promise of these new products is an honest and well-defined statement around a brand with tradition in Romania, Comtim.

### Black Friday 2021

## Online Campaign to Promote the Comtim Brand

For many of us, “Black Friday” is no longer a surprise, but an eagerly awaited event by more and more Romanians.

Loyal consumers of Comtim products seem to have adapted to the “new normal” and are increasingly receptive to new buying habits, through online orders. This is supported by the increasing sales trend from one year to another.

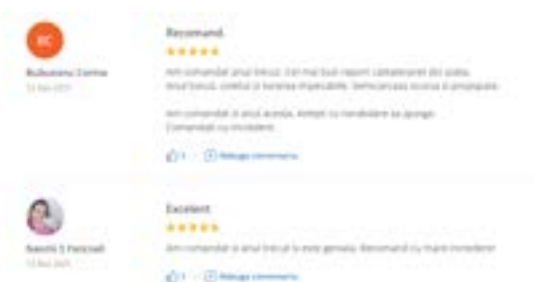
Together with our partner, eMAG, we have continued what seems to become a tradition - we have made available to buyers, on the Emag platform and at absolutely advantageous prices, with extra benefits:

- Quarter leg
- Quarter pork half-carcass



Products were delivered to the highest standards, under strict temperature-controlled conditions, right to the customer’s door.

Our motivation was further supported by the hundreds of buyers who trusted the benefits of Comtim brand: safety and quality of Romanian products. More and more customers return every year, giving us the satisfaction of a job well done. Their loyalty is one of the most valuable things for us. We can be proud of this result, thanks to the whole team who, this time as well, has shown professionalism and dedication.



## All Fans of Exquisite Taste Are Invited to a Sensational Campaign

### Elit National Sales Promotion Campaign

The exquisite Elit packaged meats are the secret ingredient for any meal – be it festive or frugal and guarantee to the chef the appreciations of everyone around the table.

During 23.11.2021 – 18.01.2022 Elit is running the campaign “Chef la tine-acasă, cu mezeluri desăvârșite pe masă” / “Chef at Home, with Exquisite Packaged Meats on the Table” to promote Elit products nationwide and encourage chefs to prepare perfect recipes with Elit products!

At home, you get great taste and plenty of diversity with Elit packaged meats. Buy at least two Elit products, register your tax receipt on [www.mezeluri.ro/chef-la-tine-acasa](http://www.mezeluri.ro/chef-la-tine-acasa) and enter the draw for sensational prizes, for even more sensational dishes! The grand prize includes a complete Beko appliance set (hand blender, automatic coffee espresso machine, electric grill, fryer, food processor, blender, and vertical vacuum cleaner).

In addition to the grand prize, 75 other lucky winners will win kitchen appliances (mini-shredders, hand blenders, kettles, mixers, or sandwich makers, etc.).

“Through this campaign to promote seasonal products, we aim to strengthen Elit’s image among consumers and thousands of customers in traditional trade. The complete set of home appliances will support the winner in fulfilling daily household tasks and give them more time to



prepare special recipes for their loved ones!” says Dan Buda – Elit Sales Manager.

**Until January 18, 2022, Our Packaged Meats with #gustdesavarsit/ #exquisitetaste Provide Inspiration for the Finest Holiday Dishes. Sign up here: [www.mezeluri.ro/chef-la-tine-acasa](http://www.mezeluri.ro/chef-la-tine-acasa)**

## Smithfield Romania, Partner of Carrefour’s Local Food Transition Pact

As of autumn of 2021, Smithfield Romania has joined the “Local Food Transition Pact” program, initiated by Carrefour. Together with other international and local producers, pact members have committed to transparent communication and implementation of new measures in 5 priority areas of action: responsible production, transparency, packaging, climate, and biodiversity.

The first project under the pact took place in September this year, during the Food Transition Weeks, and aimed to promote healthy and environmentally friendly product ranges in stores and online. The Comtim brand was among these products, with its Bun de Gătit / Ready to Cook range.

### About the project

The second edition of the campaign focused on transparency of origin and traceability of the production process for products available in Carrefour stores, promoting healthy eating based on reliable ingredients at affordable prices.



“We are delighted to have Smithfield Romania as a partner of the Food Transition Pact! We feel honored to be able to contribute to sustainable projects together, enabling our customers to make healthy and responsible choices. Together, we will be able to build a strong community of suppliers committed beyond the business in the communities in which they operate,” said Julien Munch, CEO of Carrefour Romania.

**Keep an eye on Comtim and Carrefour Romania social networks for news and special offers!**

## Smithfield Romania – Official Partner of Flight Festival

### Music. Theater. Film. Technology. Good food.

All of them have found their place in the 3rd edition of the Flight Festival, held between August 27-29, 2021, at Cioca Airfield near Timișoara. Smithfield Romania was one of the main partners at the event, present both in the food and relaxation area.

Even if the weather was not friendly throughout the 3 days, this edition started successfully, almost 10,000 people attending the first day of the festival.

What works best after a concert? A good barbecue! In the food area, festival-goers enjoyed the good taste of fun with delicious Comtim dishes. Under the careful coordination of Chef Daniel Grosu, the team of chefs prepared very delicious Comtim products from the Steak House range for visitors at the event. Smithfield Romania also had an outstanding presence in the family relaxation area. Visitors of the stand enjoyed various activities, carefully prepared, and managed by Smithfield Romania volunteers.

Children enjoyed 3 creative workshops organized by Smithfield Romania! The little aviators interested in flying learned how to make their own kites, which they later customized and flew. The arts & crafts enthusiasts created their own decorative small jars, made from the grains used in feeding the pigs from Smithfield Romania farms. The aspiring little painters made artworks on ceramic piglets and on painting boards. In addition to the support received from the volunteers, children also enjoyed the presence of our beloved Comtim mascot.

While waiting for the little ones to make their works of art, parents could take pictures in the specially designed area with photo booth, frame, and various accessories for creative images, enjoy a moment of respite on beanbag chairs and win various prizes by spinning the Smithfield Romania Value Wheel.



## Comtim Brand Present in Annabella Stores Network from Râmnicu-Vâlcea

The brand as a definition is a mark, a logo, an icon, or the name of a company, for which a particular font was used to define it. But what really makes the brand valuable is rather the promise it makes to the consumers it interacts with. A strong brand fully respects this promise, just as the Comtim brand has been doing for more than half a century.

Thus, during all this time, the Comtim brand has positioned itself on the Romanian market through tradition, experience, and quality. An honest and well-defined statement around a brand of such a scale, which still wants to build a future based on quality and innovation.

We, the entire Comtim team, want to take this

promise further and reach as many consumers as possible, constantly developing products of the highest quality that meet their needs and requirements. This led to the need to dedicate more and more customized shelf space to Comtim products, while ensuring their visibility.

As a result of these clear needs, we have managed to conclude partnerships with the large retail chains and develop projects to customize our partner stores with modern, unified graphics that pleasantly combines tradition with innovation, adapted to the specific needs of the contemporary customer.

The results soon began to show: an increase in the volume of products sold in partner stores.

We continue these projects and go further, all the way to Râmnicu Vâlcea, where we had the opportunity to promote the Comtim brand in six major locations of the Annabella partner.

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## Lidl – A Partner of Millions!

More than 15 years ago, I attended the first meetings with the buyers of Modern Retail networks. I have very fond memories of that time, some even funny. Those were special times. I grew up with many of them, we learned together, we discovered new things, we started beautiful projects, and most importantly, we laid the foundations for a lasting relationship, based on trust and mutual respect, where words are enough to start a project. Idyllic times it seems, compared to the complexity of today's business. We must constantly adapt and reinvent ourselves in order to best respond to a reality in which modern trade grows every year, customers become more and more demanding, and consumption habits change very often.

Our business with Lidl? I can say I rebuilt it from scratch. We are an "army of people" who strive daily to deliver "Good food. Responsibly." to the millions of customers who buy our products from Lidl store shelves. Guaranteed, it's not an easy task!

How it actually happens, I'll tell you below...

We resumed our collaboration 2 years ago, in the winter of 2019 when, after more than 6 months of negotiations, the first firm orders were placed. I worked together with all our colleagues from the Sales, Production, Quality, Purchasing, Logistics, Financial, IT, and DPP departments, to start in a record time of 4 days what today is, perhaps, one of the most beautiful collaborative relationships we are proud of.

During our last year of collaboration, we have succeeded to become the main supplier of fresh meat preferred by consumers, products that meet the high quality standards required by Lidl.

Twice a year, we negotiate the collaboration agreement, prices, and special offers. On a weekly basis, we negotiate the items and quantities to be advertised in the store and on a daily basis, we follow up and make sure that we deliver 100% of the orders received.



Pictured: Cezar Ludoșean, Deputy National Sales Manager Smithfield Romania

We are the first supplier with whom Lidl has started the REset plastic project, which reduces plastic consumption by up to 40% / casserole.

During this year, we managed to authorize in Lidl RO system all Animex plants producing pork, so they can deliver to Romania, and we had the first imports of products on the shelves of Lidl stores in Romania. In December, we started delivering quarter-halved carcasses in a box, being the first discounter to introduce this item on the store shelves. On the first day, 1,600 customers ordered the item on the Lidl plus app.

During 2021 we managed to deliver about 1,100 truckloads of products to Lidl logistics platforms.

Currently, we are on the verge of completing the biggest and most important project of this year, which we've been working on together with our colleagues from Poland: listing of poultry meat items in the Lidl network, thus becoming the favorite meat partner of Romanians.

## Vaccination Campaign at Smithfield Romania!

**Vaccination is the safest and fastest way to protect ourselves!**

The HSE Department coordinates the Vaccination Program for both Smithfield Romania divisions, and the most recent actions include the organization of a temporary vaccination center on the premises.

On November 4 – 5 the company, in collaboration with the County Vaccination Center, ensured the presence of a team of doctors who offered the vaccination possibility, right inside the administrative building.

During the two sessions, in November, more than 180 employees were immunized, 40% of whom with the first dose. Colleagues who responded to the call received information and guidance, as well as informed answers to the most frequently asked questions.

We want to continue this initiative, precisely since the County Vaccination Center has promised to resume the campaign and organize two sessions by the end of December 2021.

*Article written by Mihaela Rad, HSE Manager Fresh Meat Division*



**The pandemic containment efforts in numbers at Smithfield Romania (data valid mid-November 2021)**

- Over 600 epidemiological investigations
- Over 900 surveillance investigations
- Over 9,500 COVID tests
- 900 appointments for vaccination on the national platform
- 54.96% of colleagues vaccinated



## Mini Chef – Children’s Recipes

Because not only Smithfield Romania employees know how to prepare a good steak, but also their children, we propose a new column: Mini Chef – Children’s Recipes, to inspire us and to get to know the youngest of the chefs.

The first edition of the column is inaugurated by Ștefania Popescu, the daughter of our colleague Cosmina Popescu from the Environment Department, Farms Division. Ștefania chose to prepare the Comtim Marinated Spareribs on a bed of potatoes and caramelized onions. What ingredients did the little Chef use?



- 2 pieces of Comtim marinated spareribs from Bun de Gătit Range
- 500 g of potatoes
- 2 tablespoons of olive oil
- 2 onions
- Spices: salt, pepper, and rosemary, to taste.

For the success of the recipe, we recommend following Ștefania’s steps exactly:

- Grease the pan with oil, place the peeled potatoes, a few rounds of onions and then season.
- Place the spareribs on top of the potatoes and onions for 50 minutes, in a preheated oven at 150°C, after which leave them for 5 min. at 220°C to brown.

- Separately, caramelize the onion (peeled and cut by the mother).

Ștefania’s final verdict? “The best ribs ever!” The end result was shared with her friends. Cosmina & Ștefania, thank you for sharing with us your special recipe of marinade spareribs!

Dear colleagues, we look forward to discovering the little chefs in your families! We are waiting throughout the year for the family’s favorite recipes, cooked by your mini-chef, at the address: [pr@smithfield.ro](mailto:pr@smithfield.ro).

## We are proud of...

### Judo, A Sport That Starts from Knowledge



Anya-Maria Tautzenberger was born in Timișoara, in a cold month of 2015. In addition to being a fresh student at Banat National College from Timișoara, German language section, for about 3 years she has been practicing judo at the Academy of Judo from Timișoara, under the guidance of a sensei team. Once the restrictions were relaxed, Anya together with 39 other teammates

from the club began the preparations for her first important competition, “Constantin Ali Bogdan” Cup, reserved for children, which was to be held at the Olimpia Hall in Timișoara, with 250 competitors invited from 12 clubs in the country and 2 clubs from the Republic of Moldova.

After weeks of training and sacrifices, the big day arrived! On a sunny Sunday, October 10, 2021, after hours of waiting and competing, Anya won the silver medal in the 23 kg category and was among the deserving winners of the 18 categories enrolled in the competition.

It’s a beautiful start of a long and hard road she will have travel, if she wants to perform and, why not, to successfully represent us at Brisbane 2032 Olympics!

Judo blends beautifully with her other passions such as swimming, ballet, dance, math and, of course, modelling! We wish you the best of luck, dear Anya!

\*\*\*

Trivia about this noble sport: Judo (pronounced “giudo” and translated as “flexible/supple/graceful method”) is a modern Japanese martial art that has become a sport and has been introduced among Olympic events since the 1964 Summer Olympics in Tokyo. As practitioners say, judo does not rely on strength, but requires a variety of actions performed technically and, especially, mentally. In this type of sports fights, an important role is played by an understanding of the philosophical component of the battle: The best result is achieved not by the force of impact, but by the power of thought. In battle, you must first of all think, observe the enemy and analyze his/her tactics.

For the body and spirit to be used in the best possible way, they need to be constantly trained. Athletes must show clear discipline, perseverance, and self-control. In this discipline, compassion and mutual aid are above the hard blow. Its principles are based on the use of suppleness instead of brute force, blows and some dangerous sprains, such as spraining the fingers, being eliminated.

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## Recommendations for Movie and Social Media Enthusiasts

Proposed by Bogdan Ban, Sustainability Coordinator  
Smithfield Romania



### Movies

Midway - "The Battle of Midway" is a film that follows the true story of the incredible victory of the outnumbered pilots and commanders of the American fleet who managed to defeat an incredibly powerful opponent (Japan). Fighting for freedom, the U.S. Army destroyed the Japanese fleet at the Battle of Midway, an epic air and water battle that led the Allies to victory and changed the course of history in the Pacific during World War II.



### TV Series

Homeland - If you want an espionage thriller with twists and thrilling scenes, this series is perfect for anyone eager to watch episode after episode. The main character is a CIA agent who has come to believe that a Marine held captive by al-Qaeda as a prisoner of war has been turned by the enemy against the United States and now poses a threat. This series won a Golden Globe for Best Television Series - Drama in 2011.



### Books

Barak Obama, The Promise Land - In an original style, Barack Obama recounts in The Promise Land the story of his unbelievable odyssey from a young man in search for his own identity to the leader of the free world, describing in intimate detail both his political upbringing and the crucial moments of his first term in office.



### Useful Applications

I recommend Snapseed and Lightroom to those who want to edit their photos in a great way and as close to natural as possible, so as to highlight the most beautiful elements in a picture and emphasize the portraits.

**We welcome your other contributions to this section and we look forward to your recommendations at [pr@smithfield.ro](mailto:pr@smithfield.ro).**

## The Children of Our Colleagues, Ready for the Holidays!



## We Invite You to the Competition!

We invite colleagues who want to be awarded with a surprise prize to answer correctly all 5 questions and send us the answers to the e-mail address [pr@smithfield.ro](mailto:pr@smithfield.ro) or to bring their filled in applications to the PR Department.

The answers will be checked with our colleagues in the Quality and Bio-security Departments for validation.  
Note - there may be more than one correct answer



### ASF Questionnaire

#### 1. What is the incubation period of the ASF virus?

- a) 30 days
- b) It varies between 3 to 15 days. Highly virulent strains cause acute and superacute forms that lead to illness, usually within 3 - 4 days. Less virulent strains cause milder forms with a longer incubation period.
- c) 24 hours

#### 2. What are the main external clinical signs of ASF in pigs affected by the disease?

- a) Lack of appetite
- b) Pigs are visibly weak, feverish, show signs of cyanosis and/or reddening of the skin
- c) Pigs are restless inside the barns.

#### 3. What are the main means of protection?

- a) Administering a vaccine to the entire livestock
- b) Strict compliance with the protection and biosecurity measures
- c) Rapid prevention and control of potential outbreaks
- d) Maintaining an optimal temperature in the barns.
- e) Hand washing of farm staff.

#### 4. The ASF virus is transmitted to humans by:

- a) Air or water
- b) Consumption by humans of pork products from affected animals
- c) None of the above. ASF virus is not transmitted to humans and does not affect human health.

Last/First name:

Phone no.:

Department:

### Food Safety and Quality Questionnaire

#### 1. When entering the production sector, the operator must be equipped with:

- a) Own homemade equipment
- b) Equipment specific to the section he/she belongs
- c) Street clothes.

#### 2. What is the protective equipment made of?

- a) Blouse, food industry trousers, hood, gloves, armrests, apron, mask
- b) Mask
- c) Gloves
- d) Armrests and apron.

#### 3. During working hours, the operator must:

- a) Maintain order at the work station
- b) Carry out his/her work without being interested in the surroundings
- c) Observe the rules of hygiene and good practice at work.

#### 4. Products that fall on the floor during working hours are:

- a) Placed in product transport shuttles
- b) Introduced into the production flow
- c) Directed to the marked drop tank/container for individual cleaning at the end of the working shift.

#### 5. Drinks or food brought from home may be:

- a) Kept in pockets to be consumed as needed
- b) Stored in the canteen and only consumed there during breaks
- c) Stored in lockers in the changing rooms for several days.

Last/First name:

Phone no.:

Department:

## Contest - #CarefulReader

Dear readers,  
We'd love to meet those of you who read the Mozaic Newsletter!  
We are challenging you to a competition for those who have read the Newsletter carefully and can answer the following 3 questions.  
Send us your answers at [pr@smithfield.ro](mailto:pr@smithfield.ro) and those of you who answered correctly will receive a surprise prize!

**Good luck!**

1. What's the title of the article that mentions - The Grill Chef?

.....

2. How many beneficiaries did the Food for Souls have in 2021?

.....

3. What is the newest program for children started by Smithfield Romania?

.....

Last/First name:

Phone no.:

Department:

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