MEDIA RELEASE
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Maple Leaf Foods Invests $100,000 in Manitoba Food Transformation Centre
Gift will help build a stronger food system for Manitobans

WINNIPEG, MB – Harvest Manitoba today thanks Maple Leaf Foods for its $100,000 investment in Harvest Manitoba's Manitoba Food Transformation Centre, a planned facility that will **provide greater capacity to recover and process surplus food** for distribution to communities across the province.

The investment will support the Manitoba Food Transformation Centre's development as Harvest seeks additional investment from government and the community to bring the project to life.

The Manitoba Food Transformation Centre is being developed in **response to two challenges** facing Manitoba's food system:

1. Growing demand for food support
2. Large amounts of nutritious food going to waste.

With dedicated food processing and storage capacity, Harvest will be able to accept more surplus and donated food that cannot currently be used efficiently in its existing operations. The Manitoba Food Transformation Centre will allow that food to be processed into practical, nutritious products that Harvest can distribute through its network of more than 400 food banks and community organizations.

The Manitoba Food Transformation Centre will also create a permanent home for Harvest's Warehouse Training Program, which provides hands-on training and employment support for Manitobans facing barriers to employment.

"Right now, there is nutritious food in Manitoba that could be feeding our neighbours but is instead going to waste because we don't have the capacity to process it," said Vince Barletta, President and CEO of Harvest Manitoba. "This generous investment from Maple Leaf Foods moves us closer to changing that and getting more good food to communities across the province."

"The Manitoba Food Transformation Centre will strengthen Harvest Manitoba's capacity to provide emergency food assistance while expanding workforce development initiatives,

including the Warehouse Training Program. These programs help participants build skills and access better employment opportunities, addressing a key root cause of food insecurity: inadequate financial resources," said Sarah Stern, Director, Community Involvement at Maple Leaf Foods.

Harvest is pursuing support from multiple levels of government, private-sector partners and the public to fund the Manitoba Food Transformation Centre. This $100,000 investment represents an early private-sector contribution toward the broader initiative. Harvest is currently selecting a site for the Manitoba Food Transformation Centre, and with the necessary support, the Manitoba Food Transformation Centre could be fully operational in 2028.

Support from partners like Maple Leaf Foods will help Harvest build the capacity needed to recover more food and strengthen food access across Manitoba for years to come.

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About Harvest Manitoba
Harvest Manitoba ("Harvest") is a charitable organization dedicated to nourishing our communities and our sense of community so that no Manitoban goes hungry. We collect 13 million pounds of food every year, which is sorted and packed largely by volunteers into Harvest Hampers and distributed to Manitobans through our Community Food Network of more than 400 food banks and agencies in Winnipeg, rural, northern and First Nations communities. Right now, we feed up to 60,000 Manitobans who rely on using a food bank every month, and nearly half are children. Our Food Distribution Centre, which includes our Emergency Food Support Assistance Line and Warehouse, is in our Winnipeg Headquarters. To learn more or donate, please visit: HarvestManitoba.ca.

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