

Redefining our Responsibilities

A roadmap for the future

metro



Introducing Metro's Corporate Responsibility (CR) Roadmap

This CR roadmap highlights our commitments to and intentions around the economic, social and environmental sustainability of our business operations. In it we discuss how we have chosen to strategically address our corporate responsibility, including the development of four key areas of commitment (our CR pillars) supported by a series of priorities.

We will continue to provide updates on our progress through publications and our website. We look forward to publishing Metro's first corporate responsibility report in 2011.



We're taking significant steps towards becoming an even more responsible company



At Metro, we have always viewed food as something beyond simple nourishment. It is at the very centre of people's lives. Food gives us both strength and enjoyment. It is how we come together, share and celebrate our lives.

In a similar way, we appreciate that our business has an impact on society that reaches far beyond food. And so we are increasing, and bringing into greater focus, our efforts to operate more responsibly.

There are many exciting changes happening at Metro. We're working harder to reduce our energy consumption, introducing new products and programs to help our customers live a healthier lifestyle, developing ways to source more responsibly and supporting thousands of community greening projects. We will continue to explore new and better ways to ensure that our business continues to nourish our customers, communities, environment and employees.

The following pages do not contain a full account of our current corporate responsibility activities, nor do they present all that we plan to do in the future. Rather, we have chosen to clearly present our CR approach and highlight a sample of our current and planned initiatives to demonstrate how committed we are to managing our business in a responsible manner. We are confident that through these and other efforts we will be able to make significant progress and consistently show improvements in our performance.

We are committed to tangibly improving upon our CR performance. For some of our priorities we have been able to demonstrate progress and results. For others, we are defining our programs and identifying performance objectives and targets.

We recognize that this is a journey and that this publication is the first of many steps. We have chosen to move forward in a thoughtful and reflective manner to ensure that we do what makes good business sense, now and in the future – to ensure that we strategically focus our efforts in those areas that we believe to be most important to our bottom line and to our various stakeholders, and to those areas where we can generate the most value and have the greatest positive impact.

ERIC R. LA FLÈCHE
President and Chief Executive Officer

Corporate Responsibility Pillars and Priorities

Metro has taken an important step forward by formalizing a structured approach to managing our CR activities.

By building our key areas of commitment (our CR pillars) and priorities around our customers, our employees, our relationship to the environment and the communities in which we operate, we are better aligning our CR efforts with our business strategy and focusing our intentions on the key challenges and opportunities that face our organization.

Our pillars and priorities will help us to be:

- more focused in our decision-making processes on key corporate responsibility challenges and opportunities;
- more strategic in identifying objectives and programs;
- and
- more efficient at reporting our performance and delivering concrete results.

CR pillars and priorities bring focus to our intentions and actions.

Promoting health and nutrition
Food quality and safety
Responsible product offerings
Sourcing responsibly

Investing in our communities
Supporting local suppliers



Rethinking packaging
Addressing climate change
Managing waste

Creating ethical, safe and healthy work environments
Professional development and rewarding performance
Employee engagement and organizational effectiveness

Our CR approach is closely aligned with our business strategy.

Governance and Risk Management



Delighted customers

We look forward to finding new ways to delight our customers with unique, affordable and environmentally and socially responsible product offerings.

Metro has introduced a new policy that will ensure seafood in our stores will be sourced from fisheries that use sustainable fishing methods.



Our Commitment

Going beyond the ordinary to satisfy our customers' demand for a wide range of quality products, including nutritious and responsibly sourced options.

Today and Every Day

Promoting health and nutrition

- Our LifeSmart products, part of our Irresistibles line, make it easy for our customers to make choices that support a balanced lifestyle.
- We offer a variety of products with our private brands for customers with special dietary needs, including Certified Allergen Control (CAC) products.

Food quality and safety

- Our products are sourced with food quality and safety top of mind. We ensure this by adopting government and industry best practices throughout our activities.

Responsible product offerings

- Every customer can clean the greener way with Metro's own line of effective and affordable Earth-friendly cleaning products. Eco Selection products are EcoLogo certified, readily biodegradable, non-toxic and contain no artificial fragrances.

Sourcing responsibly

- In May 2010, we introduced our Sustainable Fisheries Policy with the view to offer our customers fresh and frozen, wild and farmed seafood products from sustainable fisheries.



Our Priorities

Promoting health and nutrition

Food quality and safety

Responsible product offerings

Sourcing responsibly

Looking Ahead

Promoting health and nutrition

- We believe that a healthy lifestyle should be introduced and fostered early in life. So we are excited to be developing a private label line of healthy food products children are sure to love.
- Beginning in 2011, we will provide our customers with a line of gluten-free products, under Irresistibles.

Food quality and safety

- We will be moving to the Global Food Safety Initiative (GFSI) standards for our produce and private label products in 2011.

Responsible product offerings

- We will continue to expand our Eco Products line to reflect our customers' needs and Metro's commitment to the environment.

Sourcing responsibly

- Starting in September 2010, Metro will stop selling a number of threatened seafood species and we will change our product labelling to raise awareness. Employees will be prepared to answer customers' questions about sustainable fisheries products.



Respect for the environment

We look forward to uncovering additional efficiencies in our operations that will help us improve our environmental footprint.

Since June 2009, Metro has been distributing 80% fewer plastic bags, reaching our goal of reducing our distribution by 50% by the end of 2010.



Our Commitment

Making responsible choices in every aspect of the business in order to minimize our environmental footprint.

Today and Every Day

Rethinking packaging

- Metro actively participates in the Canadian Council of Grocery Distributors (CCGD) National Packaging Committee to define packaging specifications, attributes and metrics.
- We are changing the packaging of our “ready-to-eat” products from polystyrene (PS) to more recyclable polyethylene (PET). For fruits and vegetables, we are changing our packaging from regular PS to biodegradable PS.
- Metro offers customers both reusable shopping bags and reusable mesh produce bags.

Addressing climate change

- Each summer we reduce lighting in our Ontario stores to lower our total energy use by more than 10 million kWh for the season.
- Metro participates in the CCGD’s Environmental Sustainability Initiative as well as the Carbon Disclosure Project for carbon footprint calculation and reporting.

Managing waste

- We are currently harmonizing and improving material recovery programs across our organization.
- Metro participates in Recyc-Québec’s “ICI ON RECYCLE” program and will continue to seek higher levels of recognition for performance in reducing, reusing, recovering and recycling waste materials in our Quebec stores.



Our Priorities

Rethinking packaging

Addressing climate change

Managing waste

Looking Ahead

Rethinking packaging

- We will be developing a database to catalogue the details of all our private label packaging to help us identify opportunities and track our packaging reduction efforts.
- We continue to work in partnership with our suppliers to align packaging materials with recycling programs, identify greener alternatives to currently used materials and maximize packaging reduction efforts.

Addressing climate change

- Our dedicated Energy Team will be developing specific objectives and targets to help us better understand and reduce our energy consumption.
- To better track our carbon footprint, we are expanding the scope of our measuring and reporting efforts.

Managing waste

- We are implementing a company-wide measurement system and establishing baselines to further facilitate waste-to-landfill reduction.

Strengthened communities

We look forward to developing a more focused approach to working in our communities that is consistent with our values and our customers' concerns.

Metro provides funding for thousands of conservation and healthy living proposals submitted by students and teachers as part of our Green Apple School Program. To learn more, visit greenapplegrants.ca.



Our Commitment

Making a positive contribution to the communities in which we operate and source our merchandise.

Today and Every Day

Investing in our communities

- We support our communities through a number of activities, including donations and sponsorships.
- In Quebec, Metro and its employees contribute over half a million dollars each year to Centraide, which supports a vast network of community and social services.
- In Ontario, our employees make a difference in the lives of others through our Full Plate Program, which supports a variety of food-related charities such as United Way, Second Harvest, the Ontario Association of Food Banks and Breakfast Clubs of Canada.
- Launched in September 2009, our Green Apple School Program provides funding to schools that participate in environmental stewardship and healthy living activities. Metro has contributed \$1 million in Quebec and \$1 million in Ontario. Winning ideas submitted by schools range from an outdoor eco classroom to no-trash school days.

Supporting local suppliers

- We promote thousands of locally sourced products at Metro supermarkets across Quebec, making it easy for customers to support local businesses.
- In Ontario, we promote local growers through our "Harvest From Home" Program and we are proud of the strong links we have forged with Foodland Ontario.



Our Priorities

Investing in our communities
Supporting local suppliers

Looking Ahead

Investing in our communities

- Our corporate donations program will be reviewed to help us focus our priorities and better direct our philanthropic efforts.
- Metro will continue its Green Apple School Program during the 2010/2011 school year with a commitment of up to \$2 million in grants nationally.

Supporting local suppliers

- Projects are underway to promote year-round, locally sourced produce. We are exploring the potential for partnerships that support R&D in the agricultural industry.



Empowered employees

We look forward to providing our diverse employee base with even more rewarding job experiences and opportunities.

Metro is expanding upon our employee engagement activities to ensure that we more fully understand expectations and find ways where we can build even stronger relationships.



Our Commitment

Creating a dynamic culture of respect, diversity, excellence and engagement in which our employees feel valued and rewarded and have opportunities to grow.

Today and Every Day

Creating ethical, safe and healthy work environments

- We recognize that creating an ethical, safe and healthy work environment is key to the success of our organization. In 2010, Metro's operations management team completed a comprehensive training session on health and safety issues which sets clear expectations throughout the organization.
- In addition, under the terms of the policy regarding conflicts of interest and professional ethics, all Metro employees must observe strict rules regarding professional ethics and avoid situations that could result in a conflict of interest.

Professional development and rewarding performance

- We utilize individual development plans and annual performance reviews to support the personal and career development of our management and senior management employees.

Employee engagement and organizational effectiveness

- We value what our employees have to say about our organization and their employment with us. In our Quebec stores, we have recently undertaken a pilot employee survey to understand what we are doing well, and identify opportunities where we can further improve.



Our Priorities

Creating ethical, safe and healthy work environments

Professional development and rewarding performance

Employee engagement and organizational effectiveness

Looking Ahead

Creating ethical, safe and healthy work environments

- Moving forward, we will continue to offer periodic additional health and safety training modules to support and expand upon this baseline of knowledge and expect 100% operations management participation in these sessions.

Professional development and rewarding performance

- In 2011, we will be working to expand our skills training approach. This will further support management development by establishing competency and proficiency levels for various job areas within our organization.

Employee engagement and organizational effectiveness

- Based on the lessons learned from our engagement activities in Quebec, we will be launching a similar survey in Ontario. Ultimately, our aim is to identify key performance indicators that we will use to measure the results of future engagement activities and launch initiatives throughout our operations.

How will we manage our approach?

To accomplish the many things that we have set out to achieve, we will continue to make use of our internal structures and develop new processes and systems.



While we have already implemented many programs that have helped us to improve upon our efficiencies, support our communities and operate in a more ethical manner, we recognize that only by clearly understanding our performance and measuring results will we be able to achieve sustained corporate responsibility performance improvements.

For many of our initiatives, we are now starting to establish or enhance our baseline to ensure that we have a realistic starting point from which to measure our future results. In other instances, we are working to develop objectives, targets and performance indicators that will challenge us to find innovative solutions for many of the issues that currently face our business. In all cases, we are working to ensure that the data management systems we use are robust and will fully capture the information necessary to assess how well we are doing.

We look forward to sharing our progress with our stakeholders through our first corporate responsibility report, scheduled for release in 2011.

Corporate Responsibility Governance

We have built upon our current governance and oversight processes to ensure that our CR efforts are consistently managed and aligned with our business strategy and vision. Our Steering Committee, CR Committee, Pillar Leads and Priority Champions help us to direct, manage and oversee our wide-ranging corporate responsibility activities and overall performance.

Engaging with Stakeholders

We recognize that our stakeholders maintain a variety of interests in how we conduct our business and in how well we perform as an organization. We feel strongly that as we continue to build upon our corporate responsibility program, the information gained from regular and systematic engagement can help us to further understand expectations, capitalize on opportunities and minimize potential risks to our organization. To that end, we intend to be more strategic and consistent in our dialogues with these groups.

The Case for our Sustainable Fisheries Policy

A number of stakeholder groups were consulted in the development of Metro's Sustainable Fisheries Policy, launched in May 2010. We felt it was important to ensure that our decisions were based on an objective analysis that takes into account scientific opinions on the status of species, but also the point of view of government, NGOs, suppliers and customers.

Stakeholder Engagement Strategy

SUPPLIERS

We consulted with our principal seafood suppliers late in 2009 to learn more about their fisheries operations and chain of custody practices.

CUSTOMERS

Customers were surveyed at the beginning of 2010 to measure their awareness of and interest in supporting responsible fishing practices.

GOVERNMENTS

We met with the Federal Department of Fisheries and Oceans and the Quebec Ministry of Agriculture, Fisheries and Food to gain a better understanding of the importance of sustainable fishing and public policy on the subject.

UNIVERSITIES

Independent experts at l'Université du Québec à Rimouski (UQAR) and Dalhousie University in Nova Scotia were consulted to build an objective analysis on the sustainability of the species sold in our stores.

NGOs

Various NGOs including Greenpeace and Vancouver's Ocean Wise were consulted to help us develop a framework for Metro's sustainable fisheries policy, including identifying alternatives to the most threatened species.

Our business

With annual sales of over \$11 billion and 65,000 employees, Metro Inc. is a leader in the food and pharmaceutical sectors in Quebec and Ontario where it operates a network of close to 600 food stores under several banners including Metro, Metro Plus, Super C and Food Basics as well as over 250 drugstores under the Brunet, The Pharmacy and Drug Basics banners.



Our history

More than 60 years ago, a few independent grocery retailers decided to form a buying group that would enable them to offer consumers products at prices comparable to those of major food chains. This led to the birth of Magasins Lasalle Stores Limitée, which soon became a force to be reckoned with in this highly competitive industry. The leadership and tenacity of these retailers and executives, as well as their ability to adapt to change, have allowed the Company to pursue its growth through mergers, acquisitions and innovations. In 1986, the Company became public and is now known as Metro Inc., a leader in the Canadian food industry.





For more information on this and any of our other corporate responsibility activities:

www.metro.ca/responsibility

To comment on this document or Metro's corporate responsibility activities, please contact:

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