

The products of
maple leaf foods inc.
essay sample



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Nowadays an increasing number of people are concerning about food healthiness and food convenience. There are many companies providing various foods to human's daily lives in the Canada's market. However, which companies are providing food products to meet customer requirements caused heated debate. As a leading food company, Maple Leaf Foods Inc. is making health, convenient and diversity food products to meet our needs. It is obvious that the foods from Maple Leaf Foods Inc. are nutritious.

Throughout Maple Leaf Food's over 100 years history, the company has been developing myriad healthy foods to customers, such as Dempster's / Bon Matin, which can help maintain healthy cholesterol & blood pressure levels. And another product Maple Leaf Natural Selections™, a line-up of deli meats that did not add preservatives. The author Krashinsky introduces: Maple Leaf Foods Inc. launched a new ad campaign to persuade diet-conscious consumers they don't need to shun the carbs in its Dempster's breads.

The ad emphasizes their wholesomeness by showing a farmer plucking bread slices from trees and pulling a wrapped Dempster's loaf from the soil, to sell the message that bread contains vitamins and minerals, just as fruit and vegetables do (Krashinsky). Providing High quality, great tasting, nutritious and innovative food products to customers is the aim of Maple leaf Foods Inc. Moreover, the foods from Maple Leaf Foods are convenient. With the rapid development of society, people become busier and busier in working, taking care of family members, and studying. They do not have enough time for cooking, even for eating. This is a reason why the instant foods become so popular. Maple Leaf Foods Inc. has just provided these kind convenient foods to human, such as ready to cook series, ready to sever

series, frozen par-baked and fully-baked goods. Almost all products from Maple Leaf Foods Inc. are easy for cooking, sometimes even a seven-year-old kid knows how to cook them. Because the products of Maple Leaf Foods Inc. are so convenient, people are not sacred for making dinner anymore, and become enjoying dinner time with their family members.

Finally, diversity is another important feature of Maple Leaf Foods' products. The company has three groups: Meat Products Group, Bakery Products Group and Agribusiness Products Group. Every group has many different kinds of foods, such as under the Bakery Products Group includes fresh bread, rolls and ethnic breads, bagels, croissants and morning goods, premium artisan bakery products, frozen par-baked and fully-baked goods and fresh pasta and sauces. With so many different kinds of foods, Maple Leaf Foods can meet all different demand from different groups of people, for instance seniors, adults and children. Although today's food market is very competitive, full of health, convenient and diversity food products, Maple Leaf Foods is still a popular leading food company. Maple Leaf Foods Inc. owns many fans for its products. " Last year, when company offered products' coupons on Facebook, within 24 hours, 10, 000 coupons had been downloaded by fans" (Laird). Maple Leaf Foods Inc. also owns 90% of Canada Bread Company. Meanwhile, Maple Leaf Foods' customers are located in many countries worldwide, such as the U. S., the U. K., Japan and Mexico.

" From 2012, Maple Leaf Foods is placing more emphasis on its sale of meat and baked goods " (Casey). I am a fan of Maple Leaf Foods Inc. too. I love this company's products. If one day I can become an employee of this company, I believe many of my personal skills can contribute to Maple Leaf

Foods Inc.. First of all, as an accounting payroll professionals, I am certified Compliance Practitioner Certification - PCP, and a Canadian Payroll Association. I could use my accounting payroll professional ability to help company to improve the company's accounting payroll system. The second, with my work experience to deal with internal and external customers at all levels via telephone and email, my communication skills can ensure successful communication via actively listening and probing questions.

The third one is my problem solving skills. I can resolve in-depth queries in a methodical manner independently and with internal and external business partners to find appropriate resolutions, efficiencies and high level of quality. The fourth is that I am a team player. I enjoy sharing knowledge and encouraging development of others to achieve specific team goals. The fifth is I have refined planning and organizational skills that balance work, team support and ad-hoc responsibilities in a timely and professional manner. The sixth is I am good at Quick book and Microsoft Office (Excel, Access, Word, Powerpoint, and Outlook). The seventh is that I have experience in preparing and analyzing reporting data for management accurately and to timescales. The last one is most important one that is I have language skills. I can speak fluent Mandarin and Japanese language. It will help company to expand the market of China and Japan. All in all, Maple Leaf Foods Inc. is a leading Canadian meat, meals and bakery company committed to delivering nutritious and innovative food products to consumers around the world. The company is constantly looking for new ways to excite customers and make consumers' experiences with their brands even better.

Work cited:

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