



Who we're



McCain Foods Ltd. is one of the world's largest producer of French Fries and Potato Specialities. Located in Florenceville, New Brunswick, Canada, McCain has grown to become a global leader in the frozen food industry. McCain Foods (India) is a wholly-owned subsidiary of McCain Foods Limited in Canada. Since 1998, McCain has been engaged in agriculture R&D and in development of frozen food market in India and subcontinent countries. McCain products are used by leading fast food chains, hotels, restaurants, catering companies and are popular for in-home consumption.

McCain Values:

**Be committed to Quality, Be a Trusted partner
Be Part of our family, Be your authentic selves**



**Partner NGO :
Cohesion Foundation Trust
Project initiated in 2017
Covers 4 villages of District of
Mehsana in Gujarat**



Overarching Goals of the project

- # Social Change through Social-Financial Empowerment and Improved Gender Sensitisation
- # Capacity Building of Women on Rights and Safety
- # Women as Community-Level Change Agents

Mehsana is an important district in the state of Gujarat, situated close to Gandhinagar, the state capital. According to Census 2011, the district has a population of about 2 million and a literacy rate of 84%. However, the district has been classified as a Gender critical district by the Women and Child Development Ministry. The child sex ratio of Mehshana is amongst one of the poorest in the state of Gujarat.

Many clusters of industries have developed in various parts of the District and one of the cluster falls in Baliyasan area. The plant of McCain Foods India is situated in the Baliyasan cluster. The villages are situated on both sides of Ahmedabad- Patan Highway #41 and typically wear a rural-urban outlook. There are around 40 persons employed with McCain on a regular basis from these 4 villages and about 180 people are on non-permanent roles.

Being situated in a gender critical area, McCain Foods being a socially responsibly company, decided to work on the upliftment and empowerment of rural women in 3 villages nearby the plant. These villages are Baliyasan, Ambaliyasan and Bhasariya. McCain has predominantly been working on women's empowerment issues in these villages in partnership with various non-profits and has addressed the livelihoods of women in a systematic way.

Project outcome:

Socially Empowered Women
More than 1200 hours of training on various issues including:

- + Prevention of Child Abuse and Violence against Girls and Women
- + Women's Rights and Laws
- + Gender-Sensitive Gram Panchayat Plan
- + Managerial Skill Development
- + Communication and Soft Skills
- + Stress and Depression Management

Stakeholder discussions, mentoring

- + Improved Health and Gender relations
- + Girl Child Dropouts
- + Female Foeticide and Violence

Good Governance Practices

- + Gender-Sensitive Gram Panchayat Plan Development
- + Strengthening Gram Sabha
- + Panchayat-Government Workings

Economically Empowered Women:

- + 44 SHGs with more than 560 members (women)
- + Cumulative savings of more than Rs 7 lakhs till date
- + Income from farm and off-farm activities increased
- + 4 villages of Baliyasan, Ambaliyasan, Bhasariya and Jagudan
- + Total population is 19516 and no of households is 3050

Vision & Mission

Our Purpose is celebrating real connections through delicious, planet-friendly food.

Our Values: McCain Foods is proud to be a family and values-driven company. Our values are integral to our culture, helping to shape how we operate, how we work together and the choices we make. They are a big part of what makes us unique.



सशक्त किसान



Partner NGO :
BAIF Development
Research Foundation
Project initiated in 2019
Covers 4 villages of
District Sabarkantha
in Gujarat

Main components of the project

- Improved Agriculture Production
- Improved income form livestock
- Soil & Water conservation
- Improved Quality of Life

Project outcomes:

Currently working with more than 100 small and marginal farmers. In one year have been able to generate income of Rs 5 lakhs through innovation in farming and improving animal husbandry.



In northern Gujarat, more than 90% rural communities are largely dependent on agriculture and animal husbandry for their livelihoods and about 70% of them are small and marginal farmers. These are negatively impacted by the following set of problems pertaining to (a) Recurrent droughts, neglected natural resource management and increasing gap between demand and supply of irrigation water (b) Unstable production, increasing cost of cultivation, reducing net income, increasing risks in agriculture and livestock (c) Lack of post-harvest value addition, poor price realization, exploitative market, and collective actions and d) Poor information dissemination and access to govt. social inclusion schemes particularly by vulnerable sections, women, other deprived community through gram panchayats e) Poor awareness and collective action on sanitation, education and health of women and child etc.



Recognizing the significant role that McCain India can play in the development of the region, especially in the alleviation of rural poverty, there was room for designing and adopting an institutional support system to enable small and marginal farmers to enhance their livelihoods and at the same time ensure broader stakeholder participation in the development of the area.



It is with this motivation that McCain India explored collaboration to jointly initiate agriculture based livelihood project in 4 villages of Vijaynagar block, District Sabarkantha of Gujarat namely Khedasan, Ladivada, Joravarnagar and Bhankhra with BAIF Development Research Foundation. The Project has been aptly named as "Utthan", meaning "upliftment".

Project Utthan focuses on livelihoods enhancement and Improvement in the overall quality of life of small farmers through suitable interventions.

COVID-19 Support

- + Reached out to more than 1300 families with essential food items in Mehsana and Sabarkatha districts
- + Additional 1300 migrant workmen and their families were supported with masks and food items for their journey back home from Mehsana.
- + More than 5 tonnes of potatoes distributed.
- + 11 tonnes of essential food items distributed.
- + Approx. INR 1 million contributed by McCain and our employees to state and national relief funds.
- + About 5 tonnes of McCain products distributed through partner organizations who prepared 48000+ meals out of them and distributed in Delhi, Hyderabad and Bangalore.
- + More than 12000 masks distributed: these masks were produced by beneficiaries of our CSR projects. This also helped them to earn some money and support their household income during the pandemic.