

# Masterfeeds Inc.

## Accessibility Plan 2023-2025

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### General

At Masterfeeds, our commitment to accessibility and inclusion is rooted in our tradition of quality, service and integrity in everything we do. Masterfeeds is committed to working towards an inclusive and barrier-free environment for all stakeholders, including customers, employees, job applicants, suppliers, and any visitors who enter the premises, access information provided by the company, or use the company's goods and services.

Our commitment to accessibility and inclusion is guided by legislation, including the Canadian Human Rights Act, the Canadian Charter of Rights and Freedoms, the Canadian Labour Code, the Employment Equity Act, and the Accessible Canada Act.

### ***Accessible Canada Act***

In 2018, the Government introduced Bill C-81: An Act to ensure a barrier-free Canada (the *Accessible Canada Act*), which received royal assent in June 2019 and came into force on July 11, 2019. Its goal is for Canada to be without barriers by 2040.

Under the *Accessible Canada Act*, federally regulated entities must report to the public on their policies and practices in relation to the identification and removal of barriers by publishing their accessibility plans, feedback processes and progress reports.

The *Accessible Canada Act* takes a proactive and inclusive approach to identifying and eliminating barriers in the federal public administration. It includes **seven areas for action**:

1. Employment
2. Built environment
3. Information and communication technologies (ICT)
4. Communication other than ICT
5. Procurement of goods, services and facilities
6. Design and delivery of programs and services
7. Transportation

We recognize that accessibility is an ongoing and central element of being an inclusive organization. We can be inclusive and accessible only when we understand and meet the needs of those of us with disabilities. For that reason, this plan has been developed in consultation with employees who identify as having a disability and with the public, including people that have disabilities.

Change takes time, and this plan will guide us in our efforts to improve accessibility over the next three years.

## **Our Accessibility Vision Statement**

Masterfeeds is accessible to all people, including persons with disabilities. We value the contributions individuals with disabilities bring to our culture, workplace and communities.

## **Your Input**

Our commitment to inclusion and accessibility incorporates a feedback process so that employees and members of the public can share their ideas and input with us. To provide feedback on accessibility, use one of the contact methods below.

If you require support while providing feedback, let us know, and we will do our best to meet your needs. If you provide your contact information, we are committed to responding to your feedback in a timely manner and in the format that we receive it. You may also choose to provide feedback anonymously.

Contact: Director of Human Resources  
Mailing address: 1020 Hargrieve Road, London ON, N6E 1P5  
Email: [accessibility@masterfeeds.com](mailto:accessibility@masterfeeds.com)  
Toll-free, North America: 1-800-707-4779  
Outside North America: +1-519-685-4300

## **Reporting on Our Plan**

As required by the *Accessible Canada Act*, we will publish a status report every year that shows our progress against our commitments. We will review and update our accessibility plan **every three** years.

This Accessibility Plan is offered in any of the following formats upon request:

- Print
- Large print
- Braille
- Audio and
- Electronic

**Seven Areas for Action:**

**1. Employment**

Masterfeeds understands that improving workplace accessibility and ensuring an accessible recruitment and selection process for applicants with disabilities can contribute to a more diverse and welcoming workplace culture.

Currently, our HR department support hiring managers with recruitment processes. Also, when requested, accommodations are being made during the recruitment and selection stages, and throughout the employment lifecycle.

This said, we realize that there are opportunities to improve our processes and policies which must be explored, and we are committed to doing so.

Action	Steps	Responsibility	Timeline
Further barrier identification	Review current hiring policies and procedures and on-boarding practices.	Director HR	Year 1 – 2023
Identify mitigation strategies	Make changes to policies and procedures and redevelop on-boarding practices to incorporate accessibility best practices.	Director HR	Year 2 - 2024

Add a section to Masterfeeds internet site to refer employees to all the resources and information available on accessibility.	Develop and publish resources	Director of HR	Year 3 - 2025
Offer training to all staff on creating accessible documents/emails and plain language training.	Provide training	Director of HR	Year 3 - 2025

## **2. Built Environment**

The built environment comprises human-made structures, features and facilities – it’s the physical environments where people live and work. Newly developed or redesigned buildings and public spaces are expected to incorporate universal designs and to be usable by all people, to the greatest extent possible, without the need for adaption or specialized design.<sup>1</sup>

The majority of the buildings at the 22 Masterfeeds locations are more than 50 years old and were not originally built with consideration for accessibility. We are currently implementing various mitigating measures for employees and visitors with mobility or other impairments to address structural accessibility issues. As buildings are renovated and new builds are considered, accessibility planning will be part of any future renovations and future builds.

Action	Steps	Responsibility	Timeline
Identify mitigation strategies	Ensure ongoing mitigation measures are adequate and periodically reviewed.	VP Operations Director, Human Resources	Ongoing

Ensure all renovation and new build plans consider accessibility requirements and needs	Review renovation and new build plans for accessibility.	VP Operations	Ongoing
Review signage and wayfinding design to include mitigating information for inaccessible areas.	Create signage with phone numbers and emails for assistance with accessibility at the different locations.	VP Operations Director, Human Resources	Year 1 – 2023
Ensure accessible parking spaces are clearly identified with the international symbol of accessibility at all locations.	Utilize site Health and Safety Committees to complete this work.	VP Operations Director, Human Resources	Year 1 – 2023
Document evacuation plans for employees with disabilities.	Communication to be sent out in June. Work to be completed by August.	Director, Human Resources	Year 1 – 2023
Develop accessibility checklist for inspections.	Develop new Workplace Inspection forms to include Accessibility Checklist.	VP Operations Director, Human Resources	Year 1 – 2023

Review building and workplace accessibility in all locations.	Utilize Operations Managers and site Health and Safety Committees to help complete this work.	VP Operations Director, Human Resources	Year 2 – 2024
Develop multi-year renovation plan which incorporates mitigation strategies for most buildings that can't be brought up to the CSA B651-18 standards.	Utilize Operations Managers and site Health and Safety Committees to help complete this work.	VP Operations	Year 3 – 2025
Analyze feasibility of changing all smoke alarms, fire alarms and other emergency alarms to visual as well as auditory.	Utilize site Health and Safety Committees to help complete this work.	VP Operations	Year 3 – 2025

### **3. Information and Communication Technologies (ICT)**

Masterfeeds relies on the IT department of its parent company, Alltech, for the provision of all IT related services. Employees have access to Microsoft Teams which has closed captioning and recording capabilities. The Human Resources Department and the IT department respond quickly to all accommodation requests to work with the person to find the individual solution that will support them.

Action	Steps	Responsibility	Timeline
During the development of in-house applications, review the application build for the incorporation of accessibility standards	Leverage accessibility and usability standards for all development activities	IT, Alltech	Ongoing
Provide users with assistive technologies as and when required	When a need for assistive technology is identified (e.g. text-to-speech, dictation, closed captioning, high contrast, and alternate input devices) research must be conducted and steps must be taken to acquire the required technology.	Director, Human Resources  IT, Alltech	Ongoing

#### **4. Communication Other Than ICT**

Masterfeeds understands that communication to and with the company can take many forms and requires a variety of options to be inclusive of all individuals. The company has implemented the following information and communication technologies to allow individuals to communicate with the company:

Action	Steps	Responsibility	Timeline
Offering any communication or product information	When requested or a need is identified, Masterfeeds will make any of its	Director, Marketing	Ongoing

in multiple formats upon request	information available in the following formats: <ul style="list-style-type: none"> <li>• Print</li> <li>• Large print</li> <li>• Braille</li> <li>• Audio and</li> <li>• Electronic</li> </ul>	Director, Human Resources	
Interpretive Services when needed	Interpretive Services will be made available at meetings when it is requested or a need is identified.	Director, Marketing  Director, Human Resources	Ongoing
Ongoing identification and resolution of barriers	Continue to receive feedback regarding our communications from the <b>contact us</b> link on our website, internal communications and customers. Review and resolve any concerns brought forward.	Director, Marketing  Executive Management Team	Ongoing
Resource Documents	Create and provide resources to employees regarding accessible communication guidelines for reports and presentations	Director, Marketing  Director, Human Resources	Year 3 - 2025

## **5. The Procurement of Goods, Services and Facilities**

Masterfeeds is committed to ensuring that all individuals can obtain the company's goods and services and is committed to ensuring accessibility is embedded in the procurement process.



Action	Steps	Responsibility	Timeline
Implement multiple methods to allow individuals to obtain our goods and services.	Telephone orders Email orders Mail orders	Director, Finance VP Operations	Year 1 - 2023
Developing processes and procedures for accessibility considerations to be included from the start in all procurement processes, including incorporating accessibility requirements in the tenders, requests for proposals and contracts.	Update procurement processes and policies.	Director, Finance VP Operations	Year 2 - 2024
Development of customer service training on how to communicate and support customers with various types of disabilities.	Develop new training module	Director, Human Resources	Year 3 - 2025

## **6. Design and Delivery of Programs and Services**

Masterfeeds is committed to ensuring that all its programs and services are designed in a manner accessible to all individuals.

Action	Steps	Responsibility	Timeline
Review our programs and services from an accessibility lens	Create a master list of programs and services that are offered to customers and dealers. Review those programs to ensure that principals of accessibility are	Executive Management Team	Year 2 - 2024

and identify any potential gaps.	incorporated in their processes and identify any gaps.		
Develop guidelines and best practices for employees who work in the public-facing programs and services. i.e. Dealer meetings and training	Using the master list of programs and services and any identified gaps, develop guidelines, best practices and tools for employees in public-facing programs and services roles.	Executive Management Team	Year 3 - 2025

## **7. Transportation**

This section is not applicable to Masterfeeds as Masterfeeds does not provide transportation services to passengers.

### **Consultations**

Masterfeeds recognizes that persons with disabilities are equal participants in all areas of life. The company is guided by the seven principles of the Accessible Canada Act<sup>2</sup>:

- All persons must be treated with dignity regardless of their disabilities;
- All persons must have the same opportunity to make for themselves the lives that they can and want to have regardless of their disabilities;
- All persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;
- All persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- Policies, programs, services, and structures must take into account the disabilities of persons, the different ways that persons interact with their environments, and the multiple and intersecting forms of marginalization and discrimination persons face;
- Persons with disabilities must be involved in the development and design of policies, programs, services, and structures; and

- The development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

Accordingly, Masterfeeds consulted with its employees in the preparation of this plan and gave them an opportunity to contribute. Masterfeeds consulted with all employees as some employees may not be comfortable disclosing disabilities and this gave a chance for all voices to be heard. Masterfeeds also offered open consultation with the general public in the preparation of this plan to give opportunities for people with disabilities and allies to contribute. Consultation happened by telephone, email and one-on-one discussions.

## **Training**

Masterfeeds understands the importance of ensuring all staff are trained to understand, protect, and deliver access to the company's goods and services to persons with disabilities. We will create a specific organizational training plan for accessibility that will be provided internally to staff members, it will include communicating with people with different types of disabilities as well as barrier identification tools. We will develop this training in 2023/2024 and roll it out to all staff in 2024/2025.

Additionally, we will be conducting a review on all internal training and develop processes for converting any module of training into an alternate format such as Print or Audio should there be any requests for accessibility accommodation.

## **Glossary**

**Barrier:** Anything physical, architectural, technological, or attitudinal, anything that is based on information or communications, or anything that is the result of a policy or a practice that hinders the full and equal participation in society of a person with an impairment, including a physical, mental, intellectual, cognitive, learning, communication, or sensory impairment, or a functional limitation.

**Disability:** Any impairment, including a physical, mental, intellectual, cognitive, learning, communication, and sensory impairment, or functional limitation that is either permanent, temporary, or episodic in nature. It can be evident or not in interaction with a barrier to hinder a person's full and equal participation in society.

Footnote:

1. National Disability Authority, Centre for Excellence in Universal Design (2020).[←]
2. Employment and Social Development Canada, "Summary of the Accessible Canada Act." [←]

Date: May 29, 2023

Accessibility Plan completed by: Julie Horne  
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