

EXPECTATIONS

- GOVERNMENT

- CONTRIBUTION TO CANADA
 - JOBS/ECONOMIC ACTIVITY/REINVESTMENT IN CANADA
 - TECHNOLOGY TRANSFER (R & D)
 - CORPORATE CITIZENSHIP
- COOPERATIVE MANAGEMENT (CANADIAN)
- REASONABLE PROFITS/INVESTMENTS
- FAIRNESS TO EMPLOYEES
- FAIRNESS TO CONSUMERS
- SAFE OPERATIONS
- ENVIRONMENTALLY RESPONSIBLE
- RELIABLE INFORMATION SOURCE

- MEDIA

- CONTRIBUTION TO CANADA
- FAIRNESS TO CONSUMER
- ETHICAL/HONEST OPERATIONS
- ENVIRONMENTALLY RESPONSIBLE
- RELIABLE AND OPEN INFORMATION SOURCE