

# Family, farming, and the future: The McCain family's entrepreneurial success story

For CMG, the McCain family stands as a shining example of excellence in family business. As a recent example, McCain's CEO, Max Koeune, has been named the Globe and Mail's [Corporate Citizen of the Year](#), a testament to the family's remarkable leadership and the company's global impact.

With operations spanning 160 countries and producing one in four fries globally, the McCain name is synonymous with quality and innovation. The family's strategic investments in production capacity and acquisitions have diversified its frozen food offerings, while its commitment to sustainability has positioned McCain as a leader in addressing sustainable farming challenges. The skillful way McCain navigated challenges and found a balance between growth and sustainability earned Koeune recognition as the 2024 Corporate Citizen of the Year.

Under the leadership of the McCain Operating Company Board, chaired by Scott McCain, the family continues to drive innovation and champion sustainable agriculture on a global stage. As Royal Bank of Canada CEO Dave McKay stated, "We don't have many global champions like [McCain] in Canada [...] We need to create more McCains in this world," providing a blueprint for other family businesses seeking to marry profitability to purpose.

