



PEOPLE FIRST

- Our people are the foundation of our success
- A safe work environment is everyone's priority
- Invest in our people's potential to enable greater contributions
- Recognize great work

OUR CUSTOMERS KEEP US IN BUSINESS

- Impress our customers with exceptionally high standards
- Everyone is accountable for customer satisfaction
- Stand firm on animal welfare, food safety, and quality

DO WHAT'S RIGHT, NOT WHAT'S CONVENIENT

- Operate with honesty and integrity
- Make responsible decisions with sustainability in mind
- Take ownership
- Embrace government compliance

COMMUNICATE, COMMUNICATE, COMMUNICATE

- Open and honest communication... early, often and to all levels
- If you don't know... ask
- Achieve together, celebrate together

BE A GOOD PARTNER

- Our suppliers are an integral part of our success
- Be fair in our dealings and expect the same
- Think partners over transactions

CONTINUOUSLY IMPROVE

- Keep the business healthy and profitable for our farmer owners and our people
- Find better ways to do things
- Create a culture where everyone shares their ideas



By families. For families.