



VISION
MISSION
VALUES



FEBRUARY 2021



SHARED VISION COMPONENTS

WHY

**View on
Flowers & Plants**

Purpose

HOW

**View on
Culture**

Values

Behaviors

WHAT

**View on
Strategic Direction**

Mission

BU's and Functionals
Strategies

WHERE

**View on
Communities**

Sustainability

CSR Programs





WHY

Flowers are beautiful products that energize us and evoke our emotions.

Our purpose is to **inspire people** and **create a better, more beautiful world.**



HOW DO WE LIVE OUR PURPOSE?

Our Drivers



Committed to the success of
our customers and partners.



Passionate about unlimited
possibilities.



Focused on continuous
improvement.



Responsible for people,
communities and planet.

Our Behaviors

I empower others.
I take ownership.

I think beyond.
I innovate.

I deliver results.
I raise the bar.

I do the right thing.
I treat others with respect.
I practice sustainability.





WHY

HOW

WHAT

WHERE

WHAT | OUR MISSION

Be a leading breeder in floriculture by intimate customer understanding and innovative products & services that create sustainable value.





WHERE | CORPORATE SOCIAL RESPONSIBILITY



INDUSTRY LEADER

Building sustainable agriculture while improving our ecologic footprint.

This is shown through our actions:

- We continue to invest in healthy working conditions.
- We develop local communities.
- We leverage our innovation skills to create higher resistance in our products.
- We look for new, smarter ways to improve our logistics.



PROMISES

Our goal is to improve year-after-year in key corporate social responsibility elements that can be measured, evaluated and improved.



MEASURES

From the roots of the Dümmen Orange brand we promised to unite the people and the planet in a vibrant circle that is sustaining and sustainable.



WE PERFORM WHEN



EMPLOYEES

Are committed,
passionate,
focused and
responsible.



CUSTOMERS

Are successful
through the use of
our products and
services.



COMMUNITIES

Benefit from our
local presence and
sustainability.



CONSUMERS

Experience the
beauty of flowers
and plants.



PLANET

Purpose and value
creation go
hand-in-hand.



