

<b>MS VI.P</b>	<b>UNTERNEHMENSPOLITIK</b>	<b>VI.P</b>
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## 1. Corporate culture

### Awareness

The Val Venosta Valley is a cultivation area with climatic advantages. This is expressed in a very good quality and high quantity. Our small-structured member farms produce mainly apples, but also other fruit and vegetables on their land.

The exclusive sale of apples from a geographically protected cultivation area is guaranteed by our mark of origin (PGI). Other products with our own brand bear the South Tyrol quality mark. We stand for high product quality, which is produced, stored and processed in the Val Venosta Valley/South Tyrol.

### Business ethics

We maintain a policy of open communication with the public beyond the boundaries of the company. We strive to conduct ourselves in a manner that protects the environment, health, quality, food safety and data. In addition, we are committed to complying with international standards, as well as applicable binding legal and regulatory frameworks. Fair and transparent business practices are important to us. We accept our responsibility to be an important employer in our region.

### Continuous improvement

We are not satisfied with the current situation. We are constantly striving to improve. By optimising our processes from cultivation to shipping, we try to avoid mistakes. This company policy is regularly discussed with all involved parties and checked for appropriateness. All employees are informed about our company policy. Outsiders also have insight into our corporate policy.

## 2. Quality and Efficiency

### Customer orientation and customer satisfaction

We achieve customer satisfaction through the high quality of our products and a professional service. We strive for a long-term business and trust relationship with our customers, in and outside Europe. The continuous supply of key customers throughout the entire sales season is an important cornerstone in this regard. The customer's opinion of our quality is important to us. We want to fulfil the defined requirements in by complying to customer specifications and regulations.

### Food safety culture, product quality, product legality and product authenticity

We stand for a healthy product that is produced and processed in an intact environment. We take legitimate complaints from customers and consumers seriously. To ensure food safety and product authenticity, we respect the applicable laws and standards of hygiene and food safety management systems. We pay maximum attention to the careful production and processing of our products at all stages of the process. Our traceability system ensures that the product flow is traceable at all stages of the process.

### Profitability and technological progress

In order to optimise the economic returns of our producers, it is important to remain efficient and cost-sensitive along the entire value chain to remain efficient and cost-sensitive. Our member farms invest in modern fruit growing and try to secure production in various ways. The cooperatives store, sort and package the agricultural products using the latest technology. In this area we want to be perceived as pioneers in our sector.

## 3. Members and employees

### A secure future for our members

Our aim is to ensure a secure future for our company and for the associated farms through economic and sustainable production. We want to achieve this by raising awareness and informing farmers, and by paying them for the fruit and vegetables they deliver to us.

### Employee satisfaction

The satisfaction of our employees is very important to us. The creation and maintenance of a safe working environment and the consistent avoidance of accidents at work, damage to health and occupational illnesses through preventive occupational health and safety are the primary objectives of the company management. Our future lies in the hands of motivated and trained employees who are prepared to perform and think entrepreneurially. We promote their skills and qualifications through ongoing training. We strive for long-term cooperation with our employees, who identify with the company and its products, appreciate each other and provide high-quality services, and have a positive attitude towards customers, colleagues and members. Each individual employee contributes to the quality of our products and services through their personal performance.

The consideration of and compliance with social standards to safeguard and protect the rights of all employees regardless of gender, age, origin or religion is a basic prerequisite for this. The company management therefore

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endeavors to create an appropriate social and labor law framework and to ensure compliance with it. This means that official notification prior to recruitment, the employment of persons over a certain age, employment by mutual voluntary agreement, regulated working hours, equal treatment of employees, fair remuneration, freedom of expression, complaint and association, basic medical care where appropriate and regulated termination of the employment relationship are regarded as a matter of course.

## **4. Environment and sustainability**

The way we live and do business today influences the living conditions of tomorrow. We recognise this responsibility and incorporate it into our current decisions in order to maintain a "grandchild-friendly economy".

### **Climate protection**

As producers of fresh fruit and vegetables, we have the opportunity to be climate neutral. We want to strive towards this goal and take the necessary measures.

### **Conservation of resources**

In all our actions and activities, from cultivation to delivery, we try to respect the environment and nature aim to conserve resources. We therefore promote integrated and organic cultivation methods. We always try to reduce environmental pollution by appropriate means and by using the best available technologies. We view new developments and technologies in this field as very important leveraging effects for improvement. The use of environmentally friendly technology and packaging is strived for.

VI.P Gen. landw. Gesellschaft / VI.P coop. soc. agricola

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