

CEEI-071 - Organizational Vision (of the Morning star)

Our Vision

To be an Olympic Gold Medal performer in the tomato products industry. To develop and implement superior systems of organizing individuals' talents and efforts to achieve demonstrably superior productivity and personal happiness. To develop and implement superior technology and production systems that significantly and demonstrably increase the effective use of resources that match customers' requirements. To provide opportunity for more harmonious and prosperous lives, bringing happiness to ourselves and to the people we serve.

Colleague Self-Management

For Morning Star colleagues to be self-managing professionals, initiating communications and the coordination of their activities with fellow colleagues, customers, suppliers and fellow industry participants, absent directives from others. For colleagues to find joy and excitement utilizing their unique talents and to weave those talents into activities which complement and strengthen fellow colleagues' activities. For colleagues to take personal responsibility and hold themselves accountable for achieving our Mission and shaping the Tomato Game.

Clarity of Vision

For Morning Star colleagues to develop a clear vision of perfect results and how their personal commercial mission relates to achieving our customers' tomato product requirements. To achieve demonstrably superior efficiency in the use of environmental resources to create our products. To measure and present our performance in the context of perfect results and to use this vision to drive our decision making and actions.

Creative Advancement of Technology

For Morning Star colleagues to develop significant, creative technological advances in tomato production methods. Only when we achieve this, will we dedicate additional, significant resources to expand production or produce different products.

Values

To work with fellow colleagues, customers, suppliers and industry participants within a framework of solid integrity and openness in pursuit of voluntary and mutually beneficial transactions and relationships. To maintain our facilities in a clean and orderly condition with a pleasant appearance.

- The Morning Star Company