



A MESSAGE FROM OUR CEO

At Martin's Family Fruit Farm, we often refer to our Mission of *Growing for Healthy Communities* and our values of Passion, Partnership and Sustainability. I thought it would be good to provide a little more detail about what this looks like for us at Martin's.

Growing for Healthy Communities

This is our 'DNA' at Martin's, and it defines our existence. Our mission and values are our long-term guide for everything we do. They anchor us through evolving strategic and business cycles and do not change over time.

We believe that a healthy lifestyle includes both physical and emotional wellbeing. Small changes can lead to remarkable results. They enable individuals to lead healthy, positive, and balanced lifestyles. Our commitment is to model healthy living, positively impact our circles of influence, and contribute to healthy communities at every level.

Values

Our values are the unchanging filter and non-negotiable accountability standard.

Passion: We are passionate about what we do, take pride in creating healthy and safe products, are committed to building a strong and supportive work environment, and are dedicated to the community.

Partnership: The success of the apple industry depends on teamwork and trust, open and honest relationships with stakeholders, responsive and reliable service for customers, and thoughtful collaboration within the industry to make it stronger and more vibrant.

Sustainability: Corporate innovation, adaptation and careful management of resources are required to provide maximum value for partners and long-term stability for the company. Whether you are a Consumer of Martin's apples and apple products, a Retail partner, a Grower partner or a Supplier to Martin's, we thank you for putting your trust in us and we look forward to providing you the best of our extended Martin's family.