

# Who we are

**At NS Brands** – we're groundbreakers.

We are leading the fresh produce industry through unleashing the power of our people in order to transform the lives of agricultural workers.



## NS BRANDS STRIVES EVERY DAY TO:

**1** Be the **groundbreaking** leader of the produce industry through unleashing the power of people.

**2** **Serve** as powerful partners with our Associates to maximize effectiveness and ensure mutual success.

**3** Create **value** through giving our customers & consumers products they want and trust.

**4** Remain **committed** to social values and preserve our planet's resources for future generations.



## MEET OUR ASSOCIATES

**At NS Brands, our people come first, no matter what.**

We are transforming the lives of agricultural workers and in doing so, transforming the agricultural industry in North America. The reason NatureSweet® has such amazing products is because of its remarkable Associates. It starts with them. Every day they seize the opportunity to improve their lives personally, professionally and academically. NatureSweet® doesn't see its people as workers, they see them as extraordinary humans with infinite possibilities, capable of anything.



**31** hours of training per Associate  
Our Health and Safety system has improved by 60%

**0** incidents  
related to regulations, voluntary codes or the health and safety of consumers were reported in 2018.



**90%+** of our Associates  
make three times what is considered a livable wage, and we're continuing to increase that transformational percentage.

## WHERE WE WORK



## ACCOUNTABILITY

### EXCELLENCE

NatureSweet is the Groundbreaking leader of the produce industry driven through Unleashing the Power of People. Our commitment is to transform the lives of our agricultural workers, which includes everyone in our company, AND everyone who is impacted by our company such as our consumers, customers, suppliers, etc.

NatureSweet provides groundbreaking programs and benefits to our Associates, because we believe in the fundamental truth of "we reap what we sow". NatureSweet Tomatoes has received the Leadership 500 Excellence Award five times, and we were most recently recognized in 2018 for our executive coaching program.

We received two awards by LEAD (Leadership Excellence and Development) for our Unleashers Training 2nd place, and U PoP Sessions 1st place. We were also named one of the "2019 Best Companies to Work for in Texas."

### COMMUNITY BUILDING

Sustainability means more than just an immediate impact to the environment – it's also about creating sustainable communities for our Associates. We have created groundbreaking social responsibility programs that help our local communities grow and prosper by the hands & hard work of our Associates.

### EDUCATION

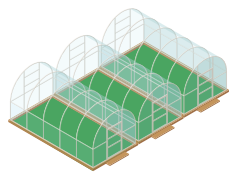
It's important to invest in our Associates' education, because that leads to both empowerment and greater job satisfaction.

We believe having the ability to read shouldn't be taken for granted, so we have reduced the rate of illiteracy within our workforce; though it is already low by industry standards, we're quickly approaching our goal to eliminate it within our company by 2020. We have implemented a program called INEA- (National Institute for Adult Education) at our Zapotlan facility, which offers literacy levels of Elementary School, Middle School and High School. Since 2005, we have had 835 students graduate from all levels of the program.

### TECH INNOVATIONS

In 2017, we started using artificial intelligence to better control pests and diseases in our greenhouses.

This new technology will eventually improve our yields by 20%, and it's better for the environment and our consumers. We've also moved to the Globally Harmonized System of Classification and Labelling of Chemicals.



2-4%

**OUR WEEKLY HARVEST HAS ALREADY GROWN 2-4% THROUGH USING AI.**

### QUALITY CONTROL & CONSUMER SATISFACTION

We measure the taste, size and sweetness of our products.

We're committed to exceeding our customers' expectations, and we evaluate their satisfaction through market research, surveys and tasting events. In 2018, consumer's complaints decreased by 27% as compared to 2017.



32.2%

**OUR CONSUMER PRAISE INCREASED BY 32.2%**

## RECOGNITION AND CERTIFICATIONS

### NON-GMO PROJECT VERIFIED



Because of our innovative production process and how efficient we are, we don't need to modify our tomatoes – they're naturally delicious. To achieve this certification, we passed strict laboratory tests performed by a certified third party and an audit of our growing processes.

### EFI CERTIFICATION



We received certification from the Equitable Food Initiative (EFI) because we demonstrated safety and responsibility towards our Associates. Being EFI Certified cultivates a healthy, safe and sustainable produce process by combining food safety, pesticide management and fair treatment. We are now certified at all NS Brands, Ltd. Mexico sites.

### AMERICAN CHAMBER OF COMMERCE MEXICO



We're part of the American Chamber of Commerce of Mexico, AC, a non-profit organization that aims to promote trade between Mexico and the United States based on business ethics, corporate social responsibility and free trade.

### SQF CERTIFICATION



SQF is a food quality and compliance management system based on analyzing risks and critical control points.

### UNIVERSITY OF ARIZONA COLLABORATION



This year, University of Arizona Agricultural and Biosystems Engineering Department students made four visits to our Willcox facility.