



BRASFRUIT EXPORTAÇÃO E IMPORTAÇÃO LTDA.

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MISSION STATEMENT

Brasfruit Exportação & Importação Ltda. is an organization dedicated to the future, to biodiversity, to sustainability and to social development. However, as a private enterprise, it must achieve reliable financial results that ensure its endurance and participation in the global market, assertively competing alongside Brazilian and international goods.

Active engagement in an increasingly selective and dynamic market requires innovations that differentiate our products, processes and the way that we appeal to our internal and external stakeholders.

External players mobilized by the conservation of the planet and striving to improve quality of life are constantly evolving to source the right products, from a social and environmental point of view. Internal stakeholders represented by company employees require better opportunities for cultural, social and economic growth, as well as access to more efficient training, recreation and preventive health experiences.

To this end, Brasfruit describes its mission, vision and values in strict accordance with present-day standards and the natural progression of market resources.

MISSION

To produce high quality fruit products in compliance with health and environmental principles, sustainability and justice so as to ensure the satisfaction of internal and external stakeholders, thus providing the best commercial terms and upholding the interests of producers and employees with transparency and consideration, while complying with all fair trade values and requirements.

VISION

To be an organization that is regarded as a benchmark in national and international markets, steadily operating with an emphasis on social and environmental responsibility.

VALUES

Our customers are the ones that measure the quality of our goods. Our survival depends on satisfying the needs of our clients, partners, shareholders and community, while at the same time exercising our core values:

- ✦ Ethics;
- ✦ Transparency;
- ✦ Competencies;
- ✦ Dedication to excellence, quality and return on capital;
- ✦ Preservation of the environment;
- ✦ Professional and social advancement of our employees;
- ✦ Ongoing improvement of our processes.