



FRUIT

MISSION, VISION, VALUES

Mission: To improve people's health by facilitating their access to healthy and tasty fruits and vegetables on a seasonally adjusted basis, while contributing to improving the status of the communities that benefit from our import activity.

Vision: To be considered by our customers as a reliable and efficient supplier actively involved in the positive evolution of their business, and by our suppliers as an efficient and creative distributor, capable of contributing differentiating elements to the operation that guarantee the fulfilment of the objectives set.

Values:

- **Trust:** Relationships with our suppliers and customers are the foundation of our business, which is why we strive to strengthen the trust they place in us, thanks to our professionalism and dedication.
- **Continuous improvement:** We seek innovation and new opportunities to improve the quality of our products and services.
- **Work team:** Our greatest strength. Knowledge, experience and involvement are the keys to our success.
- **Ethical commitment:** Reliable. Committed to regulatory compliance.
Transparent in our operations, but handling information confidentially.
- **Safety:** Our products are backed by excellent food safety, quality control, logistics and service support, designed to ensure that the safest and best tasting fruit and vegetables reach our customers.