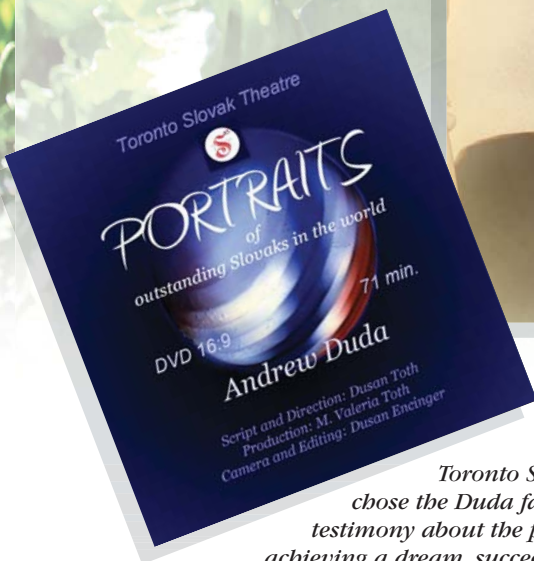




LIVING OUR VALUES 2014

We at DUDA are blessed to be able to set aside ten percent of our after-tax profits to share with organizations that support our communities and those in need. Of this ten percent, a quarter is designated to our business units to support their local charities. The remaining three-quarters is split equally among three Duda family philanthropic foundations to pass along to the charities they support. In this edition of Living Our Values, we offer a sampling of how DUDA, through its employees and business operations, has shared its blessings throughout the year.

David J. Duda
President and CEO



Toronto Slovak Theatre chose the Duda family to provide testimony about the possibility of achieving a dream, succeeding in new circumstances, and persevering with faith in God as part of "Portraits of Outstanding Slovaks in the World," a documentary series produced for post-Communist Slovakia viewers on Slovak Television.

faith

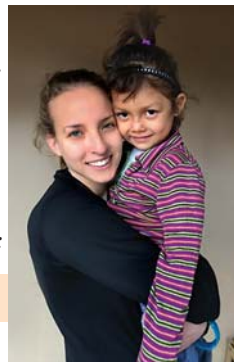
in the Lord who richly blesses us all

- This year, due to a "charitable budget" surplus, The Viera Company had the happy pleasure of awarding extra funds to the Brevard County Schools Foundation to support Viera schools.
- Giving is a decision particularly close to the Duda family's heart. At its summer gathering, the Duda Family Council organized a family fundraiser to support the Brevard Zoo's Wild Side Summer Camp program, raising \$2,500 to give ten at-risk children a summer to remember.



To build awareness for the fight against hunger in America, with support going to national nonprofit Feeding America as well as local food banks and associations, Duda Farm Fresh Foods partnered with the animated film Cloudy with a Chance of Meatballs 2 through special product packaging and movie premiere events.

Members of the Duda family travel regularly to Honduras to volunteer at the Children of Love orphanage. At its January family gathering, the Duda family raised enough funds to send supply-filled backpacks for each child at the center.



Faith in the *goodness* of people

■ The Viera Discovery Center organized their Annual School Supply Drive for children at Devereux Florida's Viera campus, a residential hospital for developmentally disabled children and adolescents.

■ The Shawn Joseph Metcalf Scholarship Fund held its annual golf tournament at the Duran Golf Club in Viera. \$15,000 was raised to help children attend St. Luke's Lutheran School. DUDA is among the annual sponsors and participates on the event committee and in the tournament.



With a donation of DUDA-grown sod, women from DUDA, The Viera Company and its subsidiaries along with Duda family members installed sod and landscaping for future homeowner Anita Gibson. The annual Habitat for Humanity Women's Build project has become a tradition for the group who laid 12 pallets of sod in just over an hour.

responsibility to our Customers

■ Collaboration companywide and with the fresh produce industry, along with DUDA innovation and technology, met the standards and timetable required by Duda Farm Fresh Foods' customers to launch the Produce Trace-back Initiative (PTI), which is intended to trace back every case of fresh produce that is handled or sold to the field from which it was harvested.



Special events held in Viera throughout 2014 organized by The Viera Company brought the community together as it celebrated its 25-year anniversary. 2014 also saw an upturn in the sale of new homes in the community, as well as renewed attention from commercial interests.

■ Approximately 138 acres of land south of and adjacent to the Brevard Zoo was donated by The Viera Company to serve as a buffer for zoo-related activities. The Brevard Zoo was community-built on land donated by DUDA, 56 acres plus an additional 21 acres of wetlands.



Employees at Belle Glade celebrate 40 years of service.

- As we celebrate all of our employees and are thankful for their service to the company, we are especially grateful for those who have been employed for 40-plus years! In 2014, several employees celebrated their 40th anniversary with DUDA, and one employee celebrated 50 years!

responsibility to our Employees

- DUDA was among those who supported the enhancements to Civic Park in LaBelle. The \$10,000 contribution helped provide a newly-equipped playground for children of all ages and an outdoor fitness facility for parents and adults.

In a unique way to express gratitude to Cocoa Ranch sod employees, Sod Division General Manager Tommy Temple caught and then fried up enough fish to feed 50. All DUDA locations hold employee appreciation events annually.



An annual tradition, children from each grade at the Glades Day School in Belle Glade have their photo taken at DUDA's Belle Glade farm. DUDA's support of this school over the years has benefitted children of many employees.

- DUDA's Annual Communication Meetings expanded in 2014 to include the company's Visalia, California location. Senior company leadership presents a state-of-the-company report at the meetings to all salaried employees.



DUDA continues its support of the new Lutheran Services of Florida Sellow Belle Glade Excel Charter School in Belle Glade, which offers a tuition-free education to children in the community.



Employees from Belle Glade and Wellington purchased, wrapped and delivered Christmas presents for 108 children, ages newborn to 15 years, in DUDA's migrant housing from "Santa's Sleighs" - gaily decorated wagons pulled by John Deere tractors.





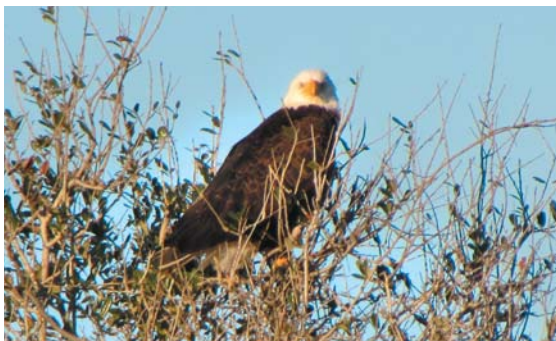
The Duda family held its annual event in Viera, celebrating the community's 25th anniversary. Those attending recreated an historical photo of the family defined by generations; in this case, the third, fourth, fifth and sixth generations.

responsibility to our Shareholders

- To strengthen DUDA's ownership base, the company established a partial liquidity redemption program for owners to use on an annual basis.
- This summer, at DUDA locations across the country, 12 high school- and college-aged Duda family members participated in the summer employment program for family, gaining not only valuable work experience, but also appreciation for the company, its many operations and the work accomplished by its employees.
- Currently, four members of the fifth generation of the Duda family are completing a program in which they are assigned to several different areas of the business. The introductory rotational program is offered to Duda family members interested in working full-time for the company.

stewardship of the land and its resources

- A pledge of \$5,000 was made to the Everglades Research Center in Palm Beach County to help fund additional research in farming and best practices.



Through the efforts of the team at the Duran Golf Club in Viera, the championship course joined the Audubon Cooperative Sanctuary Program for Golf Courses (ACSP) after receiving certification in Environmental Planning.



When Viera is complete - some 30 years from now - over half of the land area in the master-planned community will remain undeveloped or will be open space as preserved, managed or protected land. A major portion of this land will be the 5,258-acre Viera Wilderness Park. The first phase of this park, containing 760 acres, was established this year.

integrity

in our business conduct

- DUDA was honored for its community involvement, philanthropy and contributions to the history of Central Florida by the Maitland Art & History Museums at its Evening in the Grove. The annual gala fundraiser included silent and live auctions. DUDA-donated items helped raise over \$76,000 for the museums' educational programs in art and history.
- The Salinas California Rodeo held its third annual Veggie Mascot Race for Fight Hunger Night. Duda Farm Fresh Foods' mascot, Cindy Celery, joined other produce companies to raise needed funds for Ag Against Hunger.



DUDA employees across Florida pitched in to help members of the Florida Fruit and Vegetable Association's Emerging Leaders class collect non-perishable items for a food drive to support seasonal farm workers through Redlands Christian Migrant Association.

Successful efforts by employees at DUDA's LaBelle citrus operation to manage the effects of citrus greening have positioned DUDA to share its practices with others to help restore the citrus industry back to health. This outreach grabbed the attention of Florida Ag Commissioner Adam Putnam (left) who visited the location to see for himself just how others in the industry might recover.



strength

from diversity

- DUDA's diversified business structure is strengthened by four pillars representing its equally capable business enterprises: the fresh produce company; agricultural operations and land management; a fully-integrated real estate company; and a commercial properties portfolio.
- To meet the desires of its customers for quality fresh celery products, Duda Farm Fresh Foods' celery breeding program conducts research in five states to develop improved proprietary varieties, including organic varieties for which demand is increasing.

the need to grow



Over the past year, the company fulfilled its commitment to strategic growth in its agricultural operations with the reintroduction of a sugar crop in LaBelle, as well as replanting juice orange trees in the LaBelle groves (left). In addition, farmland was purchased in southern California (above) that will build on the company's fresh and fresh-cut celery program.



As sponsor of the annual Citrus and Celery Cook-off at the Taste of Oviedo, Duda Farm Fresh Foods presents Professional Taste Awards to five entrants whose recipes will be featured on the company's website. At age eight, Tiana West was the youngest ever to receive the award.

The Mission of DUDA, a diversified Land Company, is to grow...

- Christian Faith and Business Integrity
 - Land Values and Vibrant Communities
 - Families, People & Relationships
 - Healthy Food Products
 - Sustainable Wealth and Balanced Financial Returns
- ...for Future Generations

DUDA

The company's priorities for charitable donations reflect those of its founders: organizations and institutions that provide meaningful services for our employees and our industries. These include faith-based organizations, educational institutions and programs, youth organizations, agricultural education and research, agricultural worker outreach programs and other non-profits that serve a critical need for our employees, their families and communities. In addition to the donations mentioned on the previous pages, this list highlights some additional organizations we contributed to in our fiscal year 2013-2014.

- | | | |
|---|--|--|
| ■ Ag Against Hunger | ■ Gove Elementary School | ■ Rancho Cielo |
| ■ Alliance on Aging | ■ Harry Chapin Food Bank | ■ Rockledge High School |
| ■ American Cancer Society | ■ Health First Foundation | ■ Running Zone Foundation |
| ■ American Red Cross | ■ Hendry County Gives Back | ■ Salinas Jaycees Foundation |
| ■ Belle Glade Chamber of Commerce | ■ Hope for Warriors | ■ Seminole County Cattlemen's Association – Junior Rodeo |
| ■ Big Brothers/Big Sisters | ■ Hope Helps | ■ South Florida Fair |
| ■ Black Gold Jubilee | ■ John and Katherine Duda Foundation | ■ St. John the Evangelist Catholic Church |
| ■ Boys and Girls Club | ■ Joshua Foundation | ■ St. Luke's Lutheran Church and School |
| ■ Calvary Chapel of Melbourne | ■ Junior Achievement of the Space Coast | ■ The Center for Produce Safety Foundation |
| ■ City of Hope | ■ LaBelle Little League | ■ The Committee for Sober Grads |
| ■ Clewiston Christian School | ■ LaBelle Youth Livestock & Agricultural Exhibitions | ■ The Haven |
| ■ Devereux Foundation | ■ Leadership Palm Beach County | ■ Titusville YMCA Family Center |
| ■ Down Syndrome Foundation | ■ Lutheran World Relief | ■ Toth Dramatic Arts |
| ■ Edinburgh Lions Club | ■ Melbourne/Palm Bay Area Chamber of Commerce | ■ University of Arizona Foundation |
| ■ Florida Polytechnic University Foundation | ■ National Czech & Slovak Museum & Library | ■ University of Florida Everglades Research & Education Center |
| ■ Florida Specialty Crop Foundation | ■ National Steinbeck Center | ■ Viera Charter Schools |
| ■ Florida State Fair Authority | ■ Navidad Medical Foundation | ■ Viera Suntree Little League |
| ■ Genesis House | ■ Produce for Better Health Foundation | ■ Wellington Children's Theatre |
| ■ Glades County Youth Livestock Show | | |



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