

2017

# LIVING OUR VALUES



*In thanks for a donation to benefit the pediatric transport team at the Arnold Palmer Hospital for Children, Oviedo employees were invited on a tour of the facility and then gathered in front of a special pediatric ambulance used by the team for critical care transport.*



**"During fiscal year 2016-17, we wrapped up our 90th anniversary festivities with a celebration of giving that involved all of our operations and locations. Employee teams across the company identified giving projects to support their local communities and DUDA matched their giving efforts up to \$1,000 per project. It was wonderful to see our values expressed through our employees in such a tangible way. Throughout the rest of the year, we multiplied and shared our blessings in many other ways. This report is a summary of how DUDA lived our values as a company and as an employee team."**

*David J. Duda*

David J. Duda, President and CEO

- ▶ **INTEGRITY IN OUR BUSINESS CONDUCT**
- ▶ **FAITH IN THE LORD WHO RICHLY BLESSES US ALL**
- ▶ **FAITH IN THE GOODNESS OF PEOPLE**
- ▶ **RESPONSIBILITY TO OUR CUSTOMERS**
- ▶ **RESPONSIBILITY TO OUR EMPLOYEES**
- ▶ **RESPONSIBILITY TO OUR SHAREHOLDERS**
- ▶ **STEWARDSHIP OF THE LAND AND ITS RESOURCES**
- ▶ **STRENGTH FROM DIVERSITY**
- ▶ **THE NEED TO GROW**

**DUDA®**



● To honor DUDA's purpose (To multiply and share God's blessings) during the company's 90th anniversary celebration, employees at DUDA locations across the country organized philanthropy projects to support areas of need in their communities. In addition to donations made by employees, location projects were also eligible for company-matching funds. Here's a list of how our locations and employees supported their communities:

▼ The Belle Glade, Florida, location made a monetary donation to Glades Community Organization, Inc. and provided 100 soccer balls for the Glades Youth Soccer Organization.



▲ Oviedo, Florida, employees had a month-long donation drive for food and toiletries for Second Harvest Food Bank of Central Florida. They wrapped up their giving with a volunteer shift to deliver collected donations and sort frozen meat at the distribution center so it could be delivered to local families in need.



● LaBelle, Florida, employees contributed to a Christmas Food Drive for St. Matthew's House, an organization that feeds, clothes, and shelters homeless men, women, and children.

● In June, Duda Farm Fresh Foods shared over 2,000 Dandy® Celery and Peanut Butter Snack Packs with attendees to the Uncorked Food and Wine Festival in Cocoa, Florida, which also featured on-site demonstrations by celebrity chefs. Duda Farm Fresh Foods sponsored Master Chef's season seven winner, Shaun O'Neale, who presented a Spicy Salmon Crudo that featured Dandy® celery and radishes.



● Salinas, California, employees had a canned food drive for the Food Bank for Monterey County.



● Since 2011, employees at The Viera Company have donated gift cards to buy Christmas presents for the youth at Devereux – a child welfare and behavioral healthcare organization located within the Viera community – and 2016 was no exception.



▼ In June, the Duda family gathered for its annual Duda Family Meeting to grow as one family making an eternal difference. Learning, interactive fun and philanthropy were some of the highlights of this weekend-long event.



▲ Wellington, Florida, employees donated supplies to two Belle Glade organizations: Lighthouse Café, that feeds people in need, and Ella's Closet, that offers families parenting and childcare classes to earn "Ella Dollars," which they can use to purchase baby supplies and clothes.

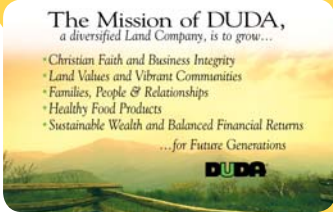
● The Lake Placid, Florida, location donated and delivered some of its own quality sod for improvements at the local Lake June Baseball/Softball Complex.



● Bentonville, Arkansas, employees donated to Lorre's Kids – affiliated with the Junior Auxiliary of Clarksville – by collecting Christmas gifts for under-privileged and at-risk kids.



▼ Employees located in Viera, Florida – from Ranches and real estate operations – pooled their resources for a "Welcome Home" project for Family Promise of Brevard and collected donations of home goods to put in to "starter baskets" for formerly homeless families.



WITH PRIOR YEAR EARNINGS AT A RECORD FOR DUDA, fiscal year 2017 was a special giving year due to the giving away of ten percent of our after tax earnings from the prior year. With blessings multiplied into profits from all of the company's business operations, DUDA was able to give some special, one-time gifts to the following organizations: Viera YMCA's capital fundraiser, University of Florida Foundation for the Wedgworth Leadership Program, Florida Specialty Crop Foundation for their Emerging Leaders program, Western Growers Foundation for their Careers in Agriculture program, Brevard Schools Foundations, Werner College for their Ag Education Program, Redlands Christian Migrant Association, Girl Scouts of Citrus Council for STEM Education Center, Produce for Better Health Foundation, and Project Oviedo for capital funding for a Boys and Girls Club.

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 in this report, this list highlights some additional organizations we contributed to in our fiscal year 2016-2017.

American Cancer Society • American National Red Cross • Boy Scouts of America – Council 27 Sequoia • Boys & Girls Clubs of Greater Oxnard and Port Hueneme • Brevard Family Partnership • Brevard Rescue Mission • Brevard Zoo • California Agricultural Leadership Foundation • California Giant Foundation • Cancer Patients Alliance • Central Coast YMCA • Central Florida Council Boy Scouts of America • Charity Challenge, Inc. • Compassion International, Inc. • Eastern Florida State College Foundation, Inc. • Florida Future Farmers of America Foundation, Inc. • Florida State Fair Authority • Food Share, Inc. • Frontier Elementary • Genesis House, Inc. • Glades Central High School • Glades County Youth Livestock Show • Glades Day School • Gove Elementary School • Gulf Citrus Growers Association Scholarship Fund, Inc. • Habitat for Humanity of Brevard County, Inc. • Harmony Farms, Inc. • Harry Chapin Food Bank of Southwest Florida, Inc. • Hendry County 4-H Association • Highlands County Ag-Venture, Inc. • Highlands County Family YMCA • Hope Helps, Inc. • Junior Achievement of the Space Coast • Keep Brevard Beautiful • LaBelle High School • LaBelle Junior Pro Basketball • LaBelle Little League, Inc. • LaBelle Middle School • LaBelle Youth Livestock and Ag Show • Lake Howell High School • Lake Placid Travel Softball, Inc. • Lake Placid Youth Baseball • Lead Brevard, Inc. • Monterey County 4-H • Monterey County Fair Heritage Foundation • Natividad Medical Foundation • Orange County 4-H Association • Our Lady of Guadalupe Parish School • Power of Pizza Charities, Inc. • Rancho Cielo • Redeeming Life Outreach Ministries • Rockledge High School Project Graduation • Running Zone Foundation, Inc. • Salinas Jaycees Foundation • South Florida Agricultural Foundation, Inc. • South Florida Fair • Space Coast Science Education Alliance, Inc. • Space Coast Symphony Orchestra • Squad Mission Possible, Inc. • St. Bonaventure High School • St. John the Evangelist Catholic Church • St. Luke's Lutheran Church and School • Students for Eco Education in Agriculture • The Children's Hunger Project, Inc. • The Ferdinand & Anna Duda Foundation, Inc. • The John & Katherine Duda Foundation, Inc. • The Joshua Foundation, Inc. • The Viera Lions Foundation, Inc. • United Negro College Fund, Inc. • Viera Charter Schools, Inc. • Viera High Project Graduation • Viera-Suntree Little League • Yuma County 4-H Leaders' Association



► Duda Farm Fresh Foods partnered with the popular media and education brand "The Produce Mom" in a promotional giveaway to help benefit youth baseball and softball teams. The promotion gave Duda Farm Fresh Foods the opportunity to provide nutritious snacks to young, aspiring baseball and softball players nationwide while promoting chances to win big-league prizes. Regional winners included a team from Kansas, Georgia, California and New Hampshire. The grand prize winner was a team called The Drillers from Michigan.



▲ In January, Duda family members joined together for their biennial visit to a DUDA operation to learn more about the business they own together. This year's field trip took place in Viera, which involved a tour of the thriving community, visits to Viera Builders homes, a round of smash golf at Duran Golf Club, dinner at the club's Tradewinds Restaurant, and a special brick laying ceremony for each Duda household at the Duran Development Center.



● Since the average adult learns best from short, informative videos, DUDA launched a new learning tool for employees called Thinkzoom. The learning platform allows employees to access training, online education and compliance instruction in a form that meets their learning style and helps the company keep track of required and voluntary employee learning.

► Sammy Duda, senior vice president of national operations for Duda Farm Fresh Foods, volunteered his time and talents in the role of Chairman for the Western Growers Association.



▼ DUDA leadership visited UK-based, family-operated, global farming operation G's Fresh during the summer as part of a multi-year R&D trialing relationship. In addition to the exchange of intellectual property, this special business relationship also provides the sharing of best practices around marketing, recruitment, management training, and performance management.



● Duda Farm Fresh Foods participated in several Code of Conduct audits for a top customer. These voluntary audits helped Duda Farm Fresh Foods meet customer requirements and find opportunities for improvement.





▲ Oviedo employees and friends participated as a top fundraising team again this year at the "Fight for Air Climb" to raise funds and awareness for the American Lung Association.

- During the company's annual open enrollment meetings, employees were introduced to a new retirement option with the addition of a Roth 401(k) investment alternative.

► Duda Farm Fresh Foods sponsored the 2017 Tour de Fresh—providing snacks and refreshments for cyclists who were riding to raise funds to install salad bars in public schools. Salinas employee Shane Flynn participated in the event, raising \$3,000 in support of the San Bruno Park School District. In total, \$168,491 was raised – enough to provide salad bars for 50 schools.



▲ The company's food safety team was recognized in American Vegetable Grower for their use of mock recalls as a best practice for continuing improvements to its food safety program for Duda Farm Fresh Foods. Training is another best practice employed by the team. In June, employees from Florida and California attended Vulnerability Assessment courses put on by the Global Food Defense Institute to help strengthen location security measures.

- The Salinas, California, team adopted two families for the holidays, donating gifts and goods to ensure the families had a merry Christmas.



▲ A Christmas Toy Drive for 126 children who live at the on-site Belle Glade employee housing complex or attend the nearby RCMA Daycare Center was hosted once again by the Belle Glade location. Oviedo and Wellington employees also joined in the giving with donated and wrapped gifts delivered to Belle Glade before Christmas.



- Expanding DUDA's Wellness Program was the main topic for a new committee formed by the human resources department. The results from their research will be rolled out in fiscal year 2018.



- Another year of participation and support was offered to the Redland's Christian Migrant Association for their Christmas card fundraiser. Holiday art that is designed by students at RCMA centers across Florida is turned into cards and sold to buyers from the ag industry and beyond. The sales are then eligible for state and federal matching funds to help RCMA provide child care and education to low-income and farm worker families.



- After replacing the roof on Duda Farm Fresh Foods' 166,000 square-foot packinghouse complex in Belle Glade, Florida, marked and positive energy efficiencies have been achieved over the past year, which equate to a cost savings in the triple digits.



▲ *For the second year in a row, Todd Pokrywa, senior vice president of land use planning and development for The Viera Company, was invited to serve on the Orlando Business Journal's Doing Business in Brevard luncheon panel where local county business issues are discussed and future opportunities forecasted.*

- DUDA was recognized once again in the Top 10 category for earnings by privately held, central Florida-based businesses at the 2016 Orlando Business Journal's Golden 100 Awards.



- For the fourth year in a row, Duran Golf Club was recognized by the Golf Range Association of America (GRAA) as one of the top 50 Practice Ranges in the country. As such, Duran was once again featured in Golf Range Magazine as one of the 50 Best Public Courses.

- In July, DUDA realized the second segment of its Project GROW initiative with a "go-live" launch on the new Enterprise Resource Planning (ERP) system for Duda Farm Fresh Foods.



▲ *In August, Amy Duda Kinder, vice president of food safety and sustainability, and Jean Hamil, manager of food safety and environmental compliance, hosted a food safety sharing session with a team from Cambodia who were visiting the United States through the Cochran Fellowship, which sponsors the development of more sustainable and effective agricultural methods in middle-income countries and fosters positive trade relationships.*

- The company's employee development program was strengthened with the introduction of Individual Development Plans for salaried employees whose supervisors have recommended them as potential future leaders.

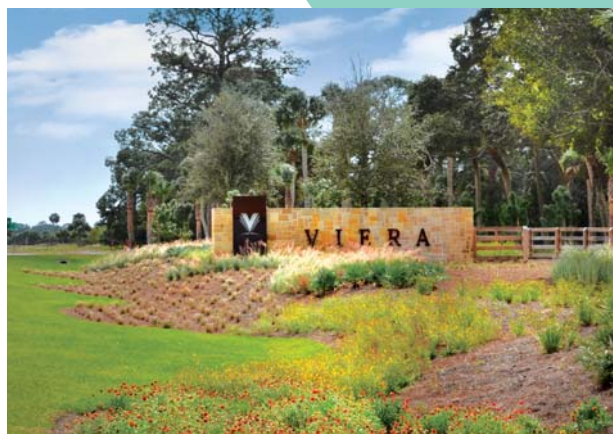


- Last October, a team of Duda Farm Fresh Foods employees joined a reported 856 runners to participate in the Produce Marketing Association's Fit 5k race held in Orlando. The race raised more than \$80,000 for the Center for Growing Talent by PMA, which provides scholarships and resources for future generations within the produce industry.

- Annual Communication Meetings are held at locations across the country to offer salaried employees an opportunity to hear a state of the company address from executive leadership. At the 2017 meetings, employees were taken on a video journey across the company to learn about the variety of jobs at DUDA.



▲ *Rick Alcocer, senior vice president of fresh sales for Duda Farm Fresh Foods, accepted the role of Chairman for the Canadian Produce Marketing Association - a role never before held by a non-Canadian.*



◀ *During its 28th year as a community, Viera continued its growth with the addition of another 6 new neighborhoods that are now home to new residents.*



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