2019
Living our VALUES

- Integrity in our business conduct
- Stewardship of the land and its resources
- Faith in the Lord who richly blesses us all
- Faith in the goodness of people
- Responsibility to our shareholders
- Responsibility to our employees
- Responsibility to our customers
- Strength from diversity
- The need to grow

"Fiscal year 2017–18 presented several challenges for DUDA, including the loss of two thirds of our citrus crop as a result of Hurricane Irma and low vegetable prices throughout the year. While these obstacles were certainly unexpected and difficult to weather, we never lost faith in the resiliency of both our business model and people.

This faith is evident in the many ways that we lived our values in fiscal year 2018 – 19. In spite of the challenges we faced in the previous year, DUDA continued giving back to our local communities, investing in our people, and improving upon our existing systems and processes to grow for future generations. This year’s report provides a thorough overview of how we lived our values and never lost sight of who we are, regardless of what difficulties we faced.”

David J. Duda, President and CEO
In the spring, Duda Farm Fresh Foods launched a special DUDA employee-focused "Celerybrate Challenge" alongside their new Dandy® Fresh Cut Celery packaging. In honor of National Celery Month in March, Duda Farm Fresh Foods launched this initiative to help improve runtime efficiency, and increase product yields. This new equipment will contribute to the growth, consistency, and success of value-added Dandy® produce.

Duda Farm Fresh Foods is excited about the future. The company recently completed a four-year comprehensive renovation and layout (FFVA). The location also played host to a new large amenity, as well as to see firsthand how it continues achieving its aspirational goals of making Duda Farm Fresh Foods properly carry out and publish cattle, sugarcane, sod, and citrus operations, as well as to see firsthand how it continues achieving its aspirational goals of making Duda Farm Fresh Foods properly carry out and publish cattle, sugarcane, sod, and citrus operations, as well as to see firsthand how it continues achieving its aspirational goals of making Duda Farm Fresh Foods properly carry out and publish cattle, sugarcane, sod, and citrus operations.
Duda Ranches' LaBelle sod operation made a sod donation to help "make over" Veterans Memorial Park in LaBelle. The updated park, with fresh sod surrounding monuments to America's veterans, was reopened on Veterans Day in 2018.

The planting of more than 17,000 new lemon trees across 150 acres of land in LaBelle was completed in March. The trees, planted through a contract with Coca-Cola® for its Simply Lemonade® juice brand, are scheduled for their first harvest in the fall of 2020.

A new diverging diamond interchange (DDI) opened in Viera this summer at Interstate 95 and Viera Boulevard, bringing with it the promise of improved traveler safety and less congestion. The DDI, with its close proximity to USSSA Stadium, is also expected to help attract several new businesses to Viera.

Students of Class 8 of the Emerging Leader Development Program, presented by the Florida Fruit and Vegetable Association (FFVA), toured the celery seed research facility in Salinas to learn more about the science behind Duda Farm Fresh Foods' celery varieties. Cathleen Conley, a contract with Coca-Cola® for its Simply Lemonade® juice brand, are scheduled for their first harvest in the fall of 2020.

The Duda Family Council's June meeting set a record for attendance - 150 people - and continued the curriculum of Duda University, with business and ownership development sessions presented by DUDA leaders on key metrics and business strategy. The family also exceeded its fundraising goal for the Gary Sinise Foundation at the meeting.

The McElhaney sod operation donated sod for an Operation FINALLY HOME project for a Purple Heart recipient. The nonprofit organization is dedicated at building homes for wounded, ill, or injured veterans and their families.

DUDA continued its longstanding relationship with Glades Day School in Belle Glade by making two monetary donations to them this year. Employees Sam Jones, Kelly Teets, Perry Yance, and Eric Sandoval spent time with students at the school, speaking about local agriculture and the history of DUDA, before donating funds to the school and its baseball team.

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Twenty-five employees graduated from the DUDA Degree Program this year. The program, launched by DUDA's Human Resources department in 2018, helps educate employees on key business, technical, leadership, and collaboration skills through the interactive Thinkzoom learning platform.

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DUDA continued to support the Redlands Christian Migrant Association (RCMA) by purchasing cards from their annual Christmas card fundraiser. Card purchases are used to send Christmas greetings to business partners and associates, customers, shareholders, and friends of DUDA and its business units. Each card purchase is eligible for $16 in matching state funds.

The 10th annual Viera Wetlands Nature Festival, sponsored by the Viera Community Institute, was held in April 2019 at the Ritch Grissom Memorial Wetlands. The event played host to roughly 2,000 attendees who were able to receive wetlands tours and visit with vendors and exhibitors to learn more about the flora and fauna in the area.

The Viera Company sponsored the 2019 Blues & Barbeque CookOff & Family Fest in Melbourne, Florida, and participated in the 2019 Corporate Challenge barbecue cook-off, taking home first place. The event raised funds for the Eastern Florida State College Foundation, who provides scholarships to college students.

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