

Principles of our business policy

Val Venosta is a climatically advantaged apple cultivation area with a very high product quality. The V.I.P cooperatives are all characterized by their very high technological level of storage and processing structures. Our apples are commercialized all around Europe. Business relations with many clients have already existed for years.

- **Principle: customer satisfaction**

Customer satisfaction is one of the most important principles of our business policy and it is guaranteed with the high quality of our products and services. We strive for long-term business relationships and trust relations with our clients. Supplying key clients during the whole sales season constitutes a fundamental principle. The opinion of our clients about the quality of our products is very important for us. We would like to meet the different requirements defined in client specifications and rules.

- **Principle: secure future for our members**

Our aim is a secure future for our organization and for all the single businesses that form it. We try to reach this objective by sensitizing and informing our farmers and with payments that correspond to the quality of the delivered fruit.

- **Principle: employee satisfaction**

Our aim is a secure future for our employees and our organization. We know that our future depends on skilled and motivated employees characterized by their willingness to perform well and by business thinking. We try to have a long-term collaboration with our employees who identify with our organization, who respect each other, who perform well and who have a positive attitude towards our products, clients, colleagues and members. Every single employee and his/her performance contribute to the quality of our products and services.

- **Principle: conservation of the environment**

We try to respect and protect the environment during all our activities from cultivation to loading. As far as cultivation methods are concerned we strongly support integrated production and biological production. We basically have a positive attitude towards new developments in this field.

- **Principle: high level of food safety**

We stand for a healthy product which was naturally produced in intact surroundings. We take justified complaints of our clients seriously. By optimising our processes ranging from cultivation to distribution we try to avoid mistakes.

- **Principle: guarantee of origin**

We guarantee the sales of products exclusively from Val Venosta and therefore a high quality of products that are cultivated, stored and processed in Val Venosta. Thanks to marking and to our traceability system we can reconstruct the product flow in every single phase.

- **Principle: technological progress**

For guaranteeing our competitiveness we invest in modern and appropriate structures. We therefore see our future in the most modern storage and processing structures that enable us to protect our products and to maintain the quality in all processing phases.



- **Principle: compliance with social and legal provisions**

Our communication policy is characterized by an open attitude towards the public that goes beyond the organisation. We focus on behaving according to environmental and hygienic requirements.

Our organization consists of seven autonomous structures that are all characterized by their strong common identity. We are never satisfied with the actual situation and therefore constantly strive to improve ourselves. This quality policy is regularly discussed with all parties involved and checked for its adequacy. All employees are informed about our quality policy.