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Vision
To be a leading regional plantation group.

Mission
To uphold the highest standards of performance in our plantations and agri-businesses.

Culture
We strive to:

• uphold the highest standards of professionalism and exemplary corporate governance to maximise the benefits for all stakeholders;
• respect the different cultures, gender, religion, human rights and dignity of our stakeholders;
• ensure the standard of our agricultural and milling practices is of quality that matches or exceeds others in the industry;
• create a conducive environment for team spirit among our employees to work towards a unified workforce; and
• be a responsible and respected corporate citizen with concerns for social, safety, health and environmental issues.