

IMG ENTERPRISES

SEVEN CORE VALUES

Our company culture is what makes us successful. Our culture is defined by our seven core values and by our shared higher purpose. Our success will come from our ability to hire and train employees aligned with our culture.

1. We communicate openly and honestly

We believe that honesty and integrity are fundamental to building trusting and lasting relationships. Our objective is to build strong relationships in all areas: with managers, employees, internal and external customers, vendors, partners, co-workers and team members.

We are transparent with our customers, vendors and employees. We have the courage to tell things the way they are because we trust in our ability to find win-win solutions.

We do not hide our mistakes, but rather talk about them openly and learn from them.

We believe that problems and/or mistakes are always more effectively dealt with if discussed upon occurrence, not long after the fact. We tell respectfully our supervisor, peers and employees what they might not like to hear if we think it is important.

We have the courage to express our difference and our problems. We accept and manage conflicts, for the benefit of making progress.

2. We believe in teamwork and respect for people



We should always be respectful of everyone: Employees, customers, vendors... Beyond respect, we strive to develop a genuine positive and caring attitude towards each other that allows for optimum communication and interaction.

We treat coworkers like family, extending trust and seeking each other's best interest. Our culture is about being a family business. The ownership family works here, but also numerous other families do. Family and family life is respected; we are understanding of the challenges of the work-life balance, and try to accommodate the processes and rules to fit our employees' needs. We know each other by name and genuinely care about co-workers on a personal level.

We value our diversity and each person's individuality. We believe that no one is perfect and that our strengths have corresponding weaknesses. We truly believe that none of us is as smart as all of us and that together, everyone can achieve more. We are self-confident but are humble enough to believe that we never have the best solution to offer and that the best solutions always come from teamwork.

We are accountable for our own mistakes and do not point fingers at others' mistakes. We realize that if we are not part of the solution, we are part of the problem. We take ownership of problems and work collaboratively to find solutions.

We believe in empowerment and not in Command-and-Control. We all have the freedom to implement creative solutions but we understand our limits of empowerment and know when to inform our supervisor or get others involved in the decision making process.

We always have a positive outlook but we are conscious of the "brutal facts".

We acknowledge that what is most important is not only what we do or what we say but also how we make other people feel. We believe in the power of strategic alignment and it is the responsibility of each employee to help the organization define a better strategy and communicate this strategy to everyone in the company.

We are very competitive with the outside world but we are cooperative within our organization. We realize that "there are no limits to what a team can achieve as long as we do not care who is receiving the credit". Our personal satisfaction comes from the success of the team and from our positive contribution to the team.

3. We are passionate about what we do

No matter how efficient we are, how much better we are getting... we will still need to work very hard to keep improving. We believe that there is no sustainable success without hard work, and that hard work is not sustainable if we do not have a passion for what we do. There is no limit to what we can accomplish when our personal mission and passion aligns with the company's mission and passion. What we do is hard work and this is why we need to love what we do.

4. We always propose a solution

We recognize that we are in business to fulfill real needs of real people. The purpose of our organization is to help our customers, vendors, growers and employees to be successful.

We expect every employee to deliver extraordinary solutions to our customers, both internal and external. We differentiate ourselves by doing something that is above what our customers expect. We do not want our customers to buy from us only because we have the best price, quality or availability. We want them to buy from us because we are the best long-term partner to provide innovative solutions which give them a competitive advantage in their own market.



We know our customers well and we align ourselves with customers who share our values. We might not be able to always deliver what they want but we always go the extra mile to satisfy them and propose a win-win solution.

We do not hesitate to be different and unconventional. We believe that it is important to differentiate ourselves from our competition and we always seek to offer unique solutions to our customers because we do not believe it is sustainable to compete mostly on price. Outsiders might think that we are unconventional because they do not necessarily understand our strategy. If our strategy is too obvious to understand, we believe that it might not be unique enough and therefore too easy to imitate and not sustainable. We believe that if we keep building positive differentiation with unconventional solutions, our competitors will never be able to catch up with us.

5. We embrace change, learning and innovation

Each of us wants to be the world's expert at what we are doing.

We always want to challenge ourselves and explore new territories as we are never satisfied with the status quo. We believe that good is the enemy of great and we never settle for "good enough". If we become too comfortable with what we are doing, we will not be able to respond fast enough to the changes requested by our customers.



We do not fear change. We encourage change and drive it. Change should come from all directions but mostly from the bottom up, from the people who are close to our products and to our customers.

Personal growth and professional growth should be aligned. We continuously seek new learning, develop new skills and discover our true potential.

6. We foster beauty, cleanliness and safety of our environment

We provide positive products that improve our health, environment and well-being.

We value the beauty of our work environment and we want to keep it safe for our employees and customers.

We are good stewards of our Environment and we diligently protect the quality of our air, land and water. We use chemicals responsibly and only as needed with the objective to protect our employees, our customers and the environment. We encourage third party audit and certification of our best management practices.

We realize that we do not own our land but that we are borrowing it from future generations.

7. We encourage entrepreneurial decision making

We encourage people to think outside the box and be innovative; therefore we encourage people to take risk. We are all aware that there is no certainty in business and that there is always some level of risk in any of our decisions, but we will not take risk that threatens our existence. We are not afraid to make mistakes as we learn from them. We realize that the best protection against risk is diversification and we always encourage diversification as long as it is aligned with our core business.

