



vineland  
RESEARCH & INNOVATION CENTRE

# Vision, Mission and Core Values

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# Vision and Mission

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## Vision

- A vibrant, prosperous and sustainable horticulture industry working with innovation to fill our world with fruits, vegetables, flowers and plants.

## Mission

- Enriching people's lives through science and discovery in horticulture.



# Core Values

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- Excellence: We bring the best science, the best people and the best approach to every challenge
- Integrity: We do what we say we are going to do
- Entrepreneurial Spirit: We accept risk to achieve results
- Openness: We embrace and manage change and are open to new ideas, wherever they originate
- Collaborative Approach: We partner to get results
- Impact-Driven: We set and achieve challenging goals and measure success by acres in the field and shelf space in the grocery store



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