



Haifa Group's Quality Policy

At Haifa Group we consider quality to be the seed from which our success grows, allowing us to be a Pioneer and world leader in our fields of operation.

A commitment to quality is rooted in each and every one of Haifa Group's employees. The company's management leads this commitment to quality, sets challenging goals and takes an active role in achieving them.

Quality is our commitment to the success of our customers

We see our customers as partners. Their challenges are our challenges and their success is our success. We employ our extensive knowhow and experience in order to provide tailor-made solutions to each customer by his needs and to ensure high quality, optimal and efficient response to our customers across the globe. Our customers' needs are a major consideration in the development of our products and services.

Quality is culture

Haifa Group's employees are a treasured asset. It is the doing of each one at his area of responsibility that enables us, as a group, to be pioneers and leaders. Together, we promote an organizational culture of quality and excellence, providing our employees with all of the knowledge and tools required for this. Awareness and precision on the part of each employee, combined with high quality teamwork, derives a whole that is much greater than the sum of its parts.

Quality is innovation

We are committed to developing products and services that will offer our customers innovative, cutting-edge solutions, allowing them to practice more efficient and more environmentally friendly agriculture.

Quality is safety

The quality of our products and their safe use is our highest priority. We implement this principle in practice, from design and development to field application. We

provide our customers with support and guidance, in order to ensure the safe use of our products. We align our actions and our products to regulatory requirements and mandatory standards and verify that we meet these demands. Haifa Group meets the most stringent standards of food quality and safety and continuously acts to strictly ensure that we meet these requirements, as well as the high standards we have set for ourselves.

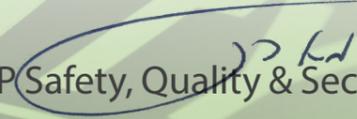
Quality is partnership

Our partners, the suppliers of goods and services with whom we do business, are required to align their activities with Haifa Group's high standards in all aspects of quality. We expect our business partners to consistently provide us with safe, high quality goods and services. We are committed to cooperate with our suppliers and to support them, in order to ensure reliable delivery of quality products to our customers.

Quality is continual improvement

We continuously act to improve our performance, and adopt a proactive approach for identifying opportunities and adapting our activities to the ever changing global market. This ensures our ability to continue being a source of high-quality products, knowhow and innovation for the global agriculture.

We, at Haifa Group, will continue to be a power source for the growth of our customers and the global agricultural industry. We are committed to continue sowing quality and, together with our partners, to reap success.


Mark Aviv - VP Safety, Quality & Security
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