

## Vision

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Food is an essential source of energy and strength. We are proud to help bring power and energy to human endeavors everywhere. Our vision is to become the 'Kitchen of the World', a goal that means establishing ourselves as the place people turn for their nourishment and the resources they need to prepare it. It means consolidating our position as a company people trust, knowing they can find an abundance of safe and healthy food whenever they need it.

## Mission

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Our mission is to apply our advanced farming technologies and specialization in China and become the preeminent agri-food business, from feed to final processed food products, recognized all across Asia for our passion in creating products of unsurpassed quality and nutritional value.