

**Our mission is to;**

- 1- Build a financially sustainable and principled company**
- 2- Serve, empower and delight our health-seeking customers**
- 3- Create a challenging, empowering and rewarding work environment for our team members, leaders and advisors that over time provide opportunities for personal and professional advancement .**

### **Overview of our mission statement.**

- 1- *“Build a financially sustainable multi-faceted company.”***

#### **On being “financially successful”...**

As we recognize that we can serve no one if we are not financially sustainable, we make our financial success our first priority.. Definition of our sustainability comes from commonly understood and accepted business principles. These principles include basic guidelines like profitability percentages based on sales volume and yearly asset and valuation growth percentages. In the American free market economy it is essential that any business that expects to have success and longevity aim for and judge their success by these principals. Furthermore in order to fulfill every part of our mission statement we must be a financially sustainable company capable of maneuvering in the market place.

By no means however , does this mission mean that immediate financial gain is the only consideration in our business decisions.

Our goal is to deliberately deliver as many benefits to mankind as we can in the context of operating a financially successful business. Though this may seem misguided or overly idealistic to some, we do not feel this way. In fact we believe many of the benefits we deliver to those we serve directly and indirectly further ensure our financial success.

#### **On being a “principaled company”...**

We believe that there is only one way our company can be successful in every aspect of our mission statement. That way is to have every team member of this company subscribe to a few key principals and weave them into every aspect of the company.

Our success is enhanced by how well we can weave principles and values like respect, caring, trust, fairness, and teamwork into the fabric of our organization. We aspire to be an uplifting, empowering organization whose team members themselves are realizing the power of positive thinking and enjoying the rewards of contributing to a supportive, caring, and problem-solving team.

- 2- *“Serve, empower and delight our health-seeking customers.”***

#### **On “serving”...**

Our customers are the lifeblood of our business. Only by serving and delighting our customers do we have the ability to exist and manifest our mission . We go to extraordinary lengths to satisfy and delight our customers. We want to meet and exceed their expectations on every shopping trip.

Acknowledging biblical principles as well, we take guidance from the following scripture “Whoever wants to be great among you must be your servant, and whoever wants to be first must be slave of all. For even Jesus did not come to be served, but to serve.” (Mark 10: 43-45).

The philosophy of serving others is woven into every aspect of our business. We serve each other as teammates, we serve our leaders, leaders serve their employees, and we all serve our customers.

#### **On “empowering”...**

We believe that in today’s world of information that customers can become self-empowered to achieve better health by being more informed about many hidden issues regarding their health, like the variety of effective alternative medical modalities, hidden dangers of commonly consumed foods, benefits of fresh organic foods and supplements. We strive to offer more educational services to our customers every year through a variety of means like our educational seminars, health screening, nutritional consultations, ... and of course by continuing to pursue, more education and better training for our employees.

### **On “delighting”...**

Delighting our customers is in our mission, but does not have an easily explainable method by which it can be achieved. Delighting our customers comes from the fruits of our collective creativity and commitment to excellence as well as our own personal satisfaction with our profession. If our team members are happy and delighted to be doing what they are doing, then it only stands to reason that they will inevitably delight the customers.

Some examples follow; 1-occasional and random gifts, or discounts, 2-diffusing and then delighting a disgruntled customer by empowering every employee to make on-the-spot decisions, 3-providing food samples, 4-keeping our produce fresh with good value and staying up on all the new products, 5-educating them with free lectures, classes, and support groups, 6-hiring and training friendly staff that share our customer service philosophy.

In accordance with our mission to serve and delight our customers, as well as grow our business, we regularly review our departments, store layout and functionality. In so doing we nurture an environment of innovation and creativity that hopefully yields an ever-improving customer experience.

3- ***“Create a challenging, empowering and rewarding work environment for our team members, leaders and advisors that over time provide opportunities for personal and professional advancement.”***

### **On challenging...**

Pilgrims is a challenging place to work because we expect every employee to do his/her best, continually improve, be a positive member of the team and to always provide excellent customer service. Being an ambitious company, there are often new projects that require extra effort and creativity. There are challenges inherent to a mission which calls for continual improvement.

### **On empowering...**

Our success is dependent upon the collective energy and intelligence of all of our team members. We strive to create a work environment where motivated team members can flourish and succeed to their highest potential. We appreciate effort and reward results.

The first step to empowering our employees is to always select employees who share our values. We then strive to meet their individual needs because our success depends on the satisfaction, effort, and commitment of each employee. Our leaders support and try to energize all employees to continuously improve customer satisfaction and productivity. This will be accomplished by creating an environment of genuine care, trust, respect and teamwork through training, education, empowerment, participation, recognition, rewards, and career opportunities.

We make efforts to provide clear job descriptions and to employ organized systems. Having organized systems to harness employee concerns or creative input empowers employees by making it clear when and where their input is expected and therefore doesn't leave their concerns unanswered which can lead to a devastating sense of dis-empowerment.

We are supportive to our employees professionally and personally, but do so within boundaries. There is a limit to the amount of time and effort we will invest in an employee to improve their job fulfillment and workmanship. We don't want to allow anyone to hold others back for too long.

### **On “rewarding... and personal advancement”...**

We appreciate effort and reward results (see employee handbook for more on this).

The relationships and self gratification that comes from helping other people solve their health problems is an important part of the sense of reward that our employees feel.

Because our company provides a safe, supportive, and empowering work place personal rewards also come from overcoming self-constructed limitations that are revealed in the challenging work environment.

### **On “professional advancement”...**

By way of our mission to continually grow there is opportunity for professional advancement as new and higher paying positions are created.

### **President's Vision – Joe Hamilton**

My vision is for Pilgrims to experience continual growth and overwhelming success. I see our

success as a result of our commitment to our customers and to each other. Our success will be the pride of every team member not because we have merely figured out a way to make money, but more importantly that we will have found a sustainable way to do a great service to humanity.

My vision is for Pilgrims to be the company people turn to when they think about health. I would like Pilgrims to be the place that thousands of people credit as the place that served as an instrumental turning point on their road to better health. Whether we were the place that redirected them to another naturopathic professional, or whether we were able to solve their problems directly with the products in our stores, I would like us to have been instrumental.

We are uniquely positioned to not only be a source for our customers to purchase natural foods and supplements, but to also be the greatest information resource as well. I have a great deal of genuine concern for our customers and empathy for their troubles. It is our job and our honor to help them on their road to better health.

From the way we care for our employees, to each other, to our care for our customers, to our care for our like-minded farmers, health care workers, and our environment, I see Pilgrims as a catalyst for change and an example of a principled and sustainable company. It will be my greatest pleasure to someday see our company serve as an example, of such a company, for others to learn from.

*I have read this mission statement and understand it to the best of my ability, and will deliberately make efforts to extend this mission in all facets of my employment with Pilgrim's Nutrition.*

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Employee Signature

Date