

What Drives Us



HARRIS FARM

Our Purpose Our Values Our Customers Woolworths © Coles LIVE BETTER LIVE BETTER Wind and Mind of the time of the control of the control



Production Facilities and Capabilities



DELIVERING FRESH SALADS TO AUSTRALIANS FOR OVER 35 YEARS



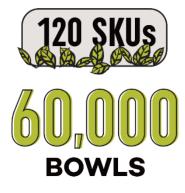


















Our Growers & Their Standards

















Our Value Streams













Household Penetration Leafy Salads

87.6%











Average Occasions

18











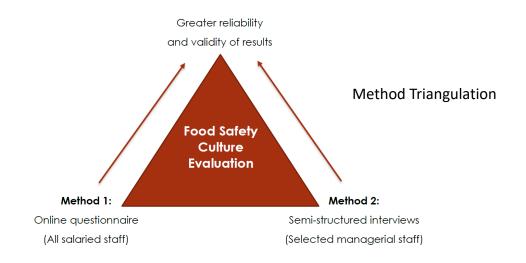


Food Safety Culture Measurement

















Survey access in lunch rooms



Survey



Strengths	Weaknesses
 Inexpensive 	o Clarity of questions across different languages & culture
o Gathering data is time efficient	o Complexity of questions
o Easy access via internet links	 Dishonest answers
 Anonymity 	Changing scale during survey
o No Pressure	o Repetitiveness of questions during survey
o Length of survey can vary	 Lacks ability to enable open responses
o Standardised	o Respondents trying to determine the correct outcome
o Easy analysis of data using standard software	o Survey fatigue
o Direct comparison between multiple sites	o Incomplete surveys
o Fast results	o Lacks personalisation

Stage 1 Doubt									Stage 2 React									Stage 3 Know									Stage 4 Predict									Stage 5 Internalise							
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Questionnaires





