

DEFINITION

Our customer charter provides information on who we are, what we do, and how we do things, to achieve the highest standard of conducting business.

Here customers and growers will find information on the standards of service to expect, what to do if something goes wrong, and how to make contact.

OUR CUSTOMER CHARTER

The Agrico Customer Charter tells you about:

- WHO WE ARE
- OUR VALUES
- WHAT WE DO
- OUR CLIENTS
- OUR SERVICES
- OUR COMMITMENT TO YOU
- OUR SERVICE GUARANTEE
- ORDERING SEED PROCEDURE
- COMPLAINTS PROCEDURE
- OUR COMMUNICATION STANDARDS
- HOW WE WILL BE ACCOUNTABLE
- HOW YOU CAN HELP US
- HOW TO CONTACT US

About Agrico

'Agrico UK Ltd' is a specialist breeder and supplier of high grade seed potatoes for pre-packers, processors, seed merchants and branded operations worldwide.

Through our sister company 'Agrico Research BV' in Holland, Agrico breed new and innovative potato varieties to bring to an ever changing market.

Agrico UK choose varieties that cater for the domestic consumer preference, and that grow well in the UK climate. By working with a carefully selected team of growers on a technical level, we then multiply these varieties up to sell seed potatoes commercially to customers in the table, chipping, crisping and processing industries.

Although a subsidiary of Agrico Holland, a Dutch farmer owned cooperative, Agrico UK operates independently to accommodate for the home market, but has the advantages that come from being part of a larger organisation.

In summary we are:

A producer of high grade seed potatoes

A licensee for the production of Agrico potato varieties across the UK

A leading exporter of seed potatoes in the UK through parent company 'Agrico Holland'

Contracted to grow over 1,100 Ha of conventional and organic seed

A supplier of certified Scottish, English and Dutch seed, collectively marketing approximately 45,000 - 50,000 tonnes a year

OUR VALUES

Our aim is to deliver the highest quality seed potatoes to our customers in a reliable and sustainable way. To achieve this we will **always listen** to our customers and growers, be **honest, accessible, friendly** and **visible**. We will always be **fair** and act with **integrity**, to create a business everyone can be proud of.

WHAT WE DO

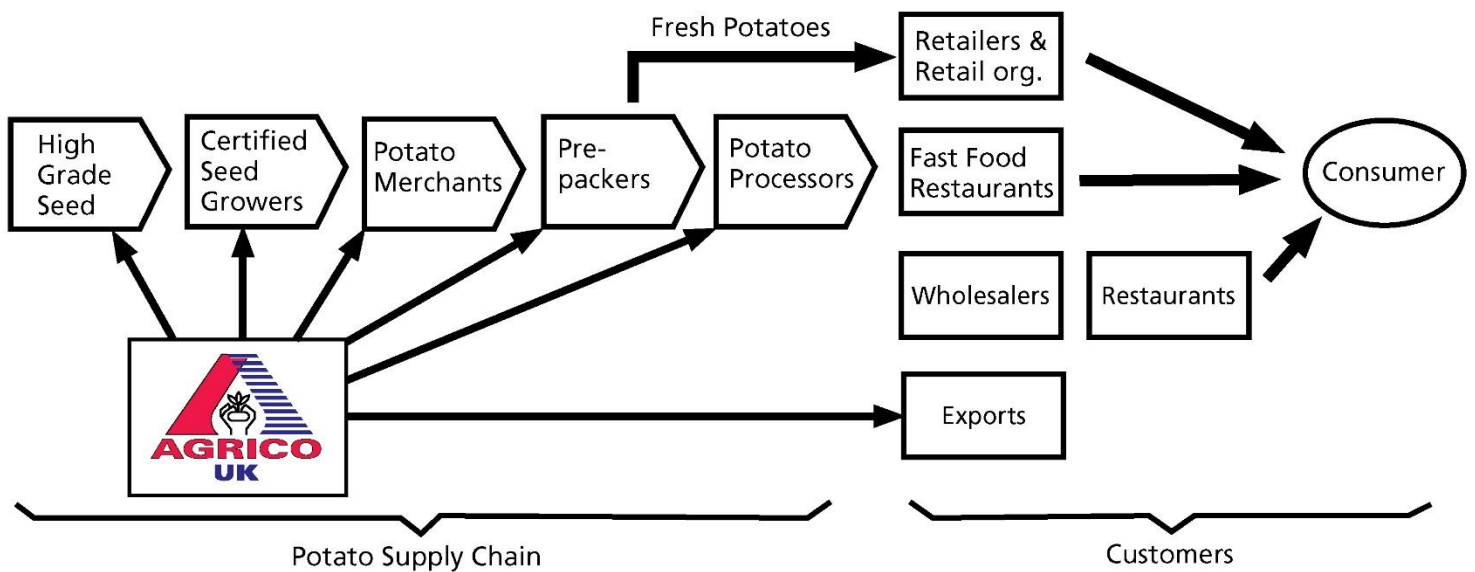
Potato Breeding

The 23 strong team at our breeding and research company 'Agrico Research BV' makes continuous efforts to develop new varieties that are healthier and stronger to meet the needs of growers, consumers and the processing industry. They do this with six professional breeding companies and 35 private growers. It takes more than ten years to develop a new potato variety, by carefully crossing parent plants. Every year we start with 170,000 unique seedlings, and after many years of trials, evaluations and selections, just a handful of new varieties are produced that meet our strict quality requirements.

Start the Potato Supply Chain

We have a crucial input into the potato production chain.

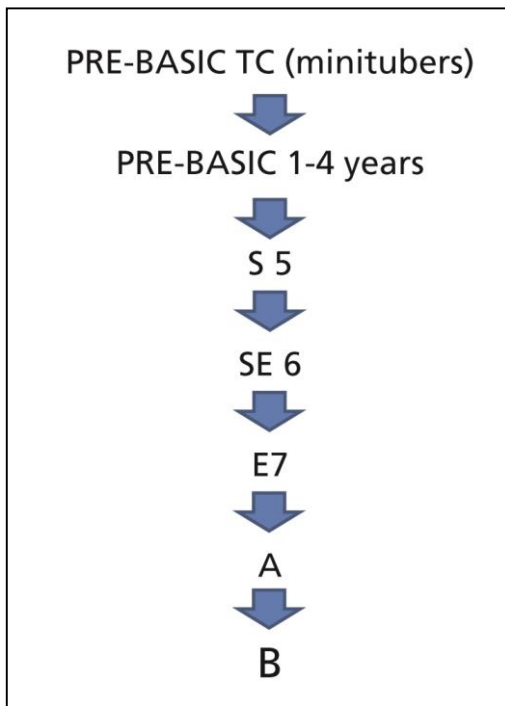
AGRICO SUPPLY CHAIN DIAGRAM



Multiply potato varieties

Agrico multiply their potatoes over a period of many years to create enough quantity of seed to sell commercially. We do this by working with our officially approved growers through the Seed Potato Classification Scheme (SPCS). All stages of production are to 'safe Haven' and FERA standards in the process as follows:

GRADE MULTIPLICATION PATHWAY



Assist growers

Throughout the multiplication process and the growing of Agrico ware varieties, we offer assistance to growers to help them with agronomy advice by our experienced field personnel. Including:

- Planting
- Production throughout the growing season
- During Harvest
- Storage handling and grading guidance relevant to the market.

Sell seed potatoes

Once the multiplication process is completed we market and sell our seed potatoes (conventional and organic) to our customers, often through contracted agreements.

Provide after sales service

We provide a courteous and efficient after sales service to ensure customer satisfaction is met.

Potato ambassadors

We also act as ambassadors to the potato industry with a natural commitment to UK seed production.

OUR CLIENTS

Our clients and stakeholders are customers, growers, members of our pool committee, and the community.

OUR SERVICES

- Potato breeders
- Potato seed suppliers (including organic seed)
- Import Dutch Seed Potatoes into the UK
- Export UK grown seed to many countries throughout the world
- Agronomy advice for Agrico varieties
- Grading and storage facilities available at our Castleton site with a total storage capacity of 6,000 tonnes of potatoes at any one time. Half of this can be held in ambient storage, with the other half being kept in our two cold stores. We offer long term storage on behalf of our supplying growers all the way through to June if required.
- Work on a pool price system for our seed growers to give them fair and consistent financial returns
- Form contracts where appropriate
- Possibility to form exclusivity agreements with customers on certain varieties
- Provide a thorough after sales service

OUR COMMITMENT TO YOU

We are committed to respecting our customers and growers to ensure they are completely satisfied with the service and products they receive. We do this by:

- Providing courteous, timely and adequate responses to all inquiries
- If we say we will do something then we will do it
- Be honest at all times
- Give our customers accurate information on planned seed stocks. Should stocks be lower than originally anticipated, we will give you sufficient notice

and look to resolve the situation as best we can

- Be visible in the industry and look to meet customers and growers regularly
- Investigate any complaints quickly and professionally in accordance with our complaints procedure
- If we make a mistake, we will apologise and fix it
- The terms and conditions of our contracts will be clear and fair, and we will respect all contracts and agreements made
- Welcoming all feedback, good or bad and take all comments into consideration
- We will provide a copy of our Customer Charter to all our customers and growers and display it on our website
- Our marketing and advertising material will be clear, accurate and honest.

OUR SERVICE GUARANTEE

We will be accountable for our actions, and conduct ourselves in an honest and professional way.

ORDERING SEED PROCEDURE

If you would like to order some seed potatoes from us, this is how to proceed:

- (1) Contact the Agrico sales team to discuss your requirements. If you are satisfied then an order can be placed.
- (2) Within a week of receiving the order, we will issue a sales confirmation note which includes all agreed costs. We will send this to the customer, and if requested an information fact sheet on the variety detailing its characteristics and suggested agronomy advice.

NOTE: There is a £10 a month 'Spring Premium' fee to pay for storing customer seed stocks in Agrico storage facilities in the months of January, February, March and April

- (3) Agrico ask customers for 4 weeks' notice when they would like their seed delivered or collected. Customers must complete and return a delivery form which we will send them. It specifies contact details and the delivery address.
- (4) We then issue grading and dressing instructions to the grower to prepare the order

- (5) The seed grower then informs Agrico that the seed has been inspected and is ready for uplift or delivery if Agrico are undertaking the haulage.
- (6) Within a few days of receiving the seed consignment and in any case no longer than 7 days, we encourage all customers to empty potato bags into dedicated seed boxes or trays. These should be stored in adequate storage conditions to allow air to circulate around the seed potatoes to prevent any deterioration in seed quality. Seed must be stored at the appropriate temperature until planting.
- (7) Under the British Potato Trade Association terms & conditions, customers have 14 days in which to make a complaint upon receiving their order.

COMPLAINTS PROCEDURE

We recognise that sometimes things can go wrong. If you do have a complaint, contact us straight away and we will look to resolve the problem quickly and efficiently.

Seed complaints

All Agrico seed of UK origin is sold under the current BPTA Terms & Conditions covering the sale of seed potatoes, copies of which are attached to every seed contract/sale. If you have a complaint about your seed delivery, this is the procedure to follow:

- (1) Under the British Potato Trade Association terms & conditions, customers have 14 days in which to make a complaint upon receiving their order.
- (2) As soon as a problem / defect is noticed, register the complaint with the merchant / agent you purchased the seed potatoes from & request Agrico are notified straight away.
- (3) Communicate the complaint in writing by either email, letter or fax and include any photos that may be relevant.
- (4) We will investigate the complaint & register the findings in our internal database.
- (5) Should there be a requirement to do so, we will send one of our experienced agronomy personnel to inspect the seed under complaint as soon as possible (normally within 3 days of the complaint being raised). They will then make a full and comprehensive report to the Agrico management team.
- (6) We will then call and write to the customer, to update them on the handling of the complaint and work with them to negotiate a mutual resolution.

OUR COMMUNICATION STANDARDS

The following tables describe our Communication service standards:

Telephone

Service Principles	Service Standards
Our telephones will be answered promptly	
We will be courteous, professional and helpful	
We will be accessible by telephone during business hours.	We will respond to your telephone messages within one (1) business day, but preferably sooner
	Our recorded messages will be current and give appropriate contact details during absences.
We will use telephones as a preferred method of communicating	Speaking directly with customers and growers is more personable and is important to us. We will call you, rather than only emails.

In Person

Service Principles	Service Standards
We will be punctual	If a meeting has been arranged for a specified time, we will be punctual, with a courtesy call if running late
We will be courteous, professional and helpful	We will be neatly dressed and well presented
Record all meetings	Minutes of all formal meetings will be taken by Agrico staff and written up and delivered to the client within 1 week. All action points will be followed up quickly.

Written Communication

Service Principles	Service Standards
We will respond to your correspondence promptly	We will reply to all correspondences timely using the most appropriate contact method – (e.g. via telephone, in-person or in-writing)
We will be courteous, professional and helpful	We will provide accurate, helpful and timely responses that are relevant to your needs

	We will identify ourselves and provide contact details in our written correspondences
	We will record all of your correspondences on our database and filing system
We will be accessible in writing	We will use out-of-office E-mail messages when away from the office, and provide you with alternative contact details

Our Information

Service Principles	Service Standards
We will provide clear, accurate, helpful and consistent information	We will regularly review and update information to ensure it is current
Newsletters	We will email and send a hard copies of our newsletters to all customers and growers
Website	We will keep our website regularly updated

HOW WE WILL BE ACCOUNTABLE

We undertake to:

- Monitor our performances against the standards set out in this Charter
- Be open to feedback on our performance, and suggestions for improvement from our customers and growers, and make adjustments based on the information received
- Provide explanations when our products or services do not meet acceptable standards of quality, timeliness or accuracy
- Formally review the standards set out in this Charter once a year and make modifications where appropriate in light of your comments and in response to ongoing changes
- Independently review our Charter at least every three years by inviting comments from clients and stakeholders as part of the monitoring and review process.

HOW YOU CAN HELP US

We welcome your views and comments as vital in helping us to monitor and improve our services to you

We may occasionally seek your input through customer surveys that assess our performance.

HOW TO CONTACT US

Our normal office hours are **9am - 5pm Monday to Friday** but if you leave us a message outside these hours we will get back to you as soon as possible.

For all reference enquiries:

	Agrico UK Limited
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Agrico UK Contacts

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