

- 1) California's agricultural products will be perceived around the world as the highest quality products in the world and will capture a premium in the marketplace because:
 - a. They are the highest quality products in the world (in actuality)
 - b. They are produced in the safest way assuring consumer satisfaction
 - c. They will be produced for supply chains that are the most reliable in the world, the safest in the world and the most transparent and traceable in the world

- 2) The biggest challenges to achieving this vision will be:
 - a. Access to low cost labor
 - b. Access to water
 - c. Speed in which all California farmers (producers) embrace this market-driven vision
 - d. Convincing the media to embrace our vision and support our efforts vs. portraying California farmers (the World's food suppliers) as irresponsible and unsafe food suppliers

- 3) Public perception will change by 2030 to truly believe (with confidence) that agricultural products from California truly are the highest quality and safest products in the world. Consumers of the world will actively seek products produced in California because we will have differentiated ourselves in the marketplace

- 4) A total commitment to understanding our role in consumer driven supply chains of the world's markets is a "must have" in our ag vision for California . California must transition into being a "best cost" producer focusing on food safety reliability and year-round product supply. We can't be a low-cost producer (in many agricultural products) due to lower labor and water costs in other production points of the world. Consequently we must control markets by winning the hearts and minds of consumers in each market we choose to supply by being consistent, safe and the highest perceived quality. Understanding our role in supply chains in a "must have."

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