



THE BORDEN DIFFERENCE

The Borden Difference is our identity; it is our guide for growth and stewardship of the Borden brand. By continually aligning what we do – as individuals and teams – to The Borden Difference, we will help our customers win, be able to invest in our people and ensure our success.

VISION

What future do we want to create together?

We see a day when Borden is the undisputed dairy leader.

MISSION

What difference do we make for our customers?

We help them win.

SIGNATURE STRENGTH

How are we different from our competitors?

We are the most service-oriented dairy company.

CORE CAPABILITIES

What organizational strengths do we need to continually develop to deliver the value we promise?

People First culture that makes us the best place to work

Customer and channel intimacy that deepens relationships

Consumer-driven products and brand that enable pure joy

Integrated, farm-to-store network that delivers the right product, at the right time, at the right price

Continuous improvement in everything we do

CORE VALUES

What behaviors are critical for our success?



- Put others first.
- Find joy in helping others.
- Treat others as they wish to be treated.
- Go the extra mile.



- Do what you say you'll do.
- Commit personally to group results.
- Share what you know.



- Improvise and find a way.
- Proactively examine all perspectives.
- Be curious and learn from anyone, anywhere.



- Show your optimistic, contagious desire to be the best.
- Set stretch goals and keep score.
- Get it done.



- Enjoy the journey.
- Celebrate success – others' and our own.
- Appreciate each other as people, as more than just co-workers.