



Mission

To grow our business by fostering long-term mutually beneficial relationships with our people and our customers

Vision

Gardewine will remain the acknowledged transportation and distribution leader in its core Manitoba market and continue to earn share in the new markets it serves in Western Canada and Ontario. Customers in all markets we serve will seek us out to take advantage of the unmatched value offered by our extraordinary people, our innovation and performance, and our uncompromising dedication to customer satisfaction.

Core Values

Fundamental to our continued success are the core values that have guided our progress since our founding:

PEOPLE will always be the source of our success and their safety and health will always come first.

However large and complex our business may become, the work is still done by people dealing with people. We will recruit, train and retain the most talented people in our markets and develop future leaders from within our ranks. None of us can ever settle for doing less than our very best and we can never stop trying to surpass what already has been achieved.

CUSTOMERS are the reason we exist.

Our customer focus requires that we earn and retain the respect, confidence and loyalty of our customers by serving them so that they will benefit from their association with us. We develop and maintain relationships rather than just executing transactions, and if we fail to provide total satisfaction, we forfeit the right to that customer's business.

We are PERFORMANCE-DRIVEN.

Profitable growth that builds shareholder value is also a key objective. We approach our business with a focus on results, a sense of urgency and a healthy dissatisfaction with the status quo. We have set a bold goal of growing 10 % each year and will share our success with our people.

INTEGRITY in all that we do and say.

We are committed to doing what is right, without exception. Every decision we make, and every action we take, must follow the highest ethical standards. Our customers expect nothing less from us, and we expect nothing less from ourselves.

COMMUNICATION will be open, honest, direct and candid.

We will share the information needed to do our jobs and everyone will know exactly what is expected. All employees will be appropriately informed in the vital aspects of our business so that they fully understand the consequences of their actions and decisions. We will listen to our customers and do everything in our power to meet their every need, exceed their expectations, and help ensure their ongoing business success.