

**KONO**

Pure taste of New Zealand

The core values of Kono



## Kono values

**Rangatiratanga, Kaitiakitanga, Maanakitanga, Whanaungatanga**

*Integrity, Guardianship, Hospitality, Relationships*

The core values of Kono are derived from our unique identity and Māori culture. They underpin everything we do.

The values unite us and ensure we act with integrity and commitment. Although the core values are ancient, they continue to have relevance in a changing world.

They are the constants that bind people, land, water and natural resources together.

## What do the values mean?

Kono is a Māori company. We provide the highest quality food and beverages. The land, water and natural resources that are the lifeblood of Kono are the responsibility of the Māori families who are the traditional owners of those resources.

Because of this, our core values and the language we use to describe them are derived from Te Ao Māori – the Māori World.

The word 'Kono' describes a traditional woven flax basket used for holding and presenting food. Kono represents the best of Māori culture. This culture is encapsulated in the values of Kono.

This document explains the core values of Kono. It illustrates our commitment to implementing the values in all aspects of our work.





## Rangatiratanga

[Integrity]

*Ko te piko o te māhuri, tērā te tupu o te Rākau.*

*The way the sapling is shaped, determines how the tree grows.*

The value of Rangatiratanga (integrity) is grounded in the aspirations and ideals of the ancestors of those Māori families who created Kono. Kono is part of a legacy that reaches back hundreds of years. Our people are remarkable in their ability to create opportunities for growth and success by utilising our natural environment.

The responsibility within Kono to be great and act with integrity is immense. We have come a long way and there is still much to achieve. In order to accomplish our aspirations we must act consistently with the core values of Kono.

## Leadership

We are innovative, adaptable and passionate about what we do. We expect to be successful and we work hard as a team to produce results.

We harness the talents of our people to ensure the sustainable use of our land, water and natural resources. We will continue to grow our success as an organisation through nurturing and supporting our people to reach their full potential. This is the essence of great leadership.

## Integrity

The best people are part of Kono because they are passionate about it and because of our compelling vision to be the best indigenous food and beverage company in the world.

Our people act with integrity towards each other, our customers and our associates. Everything we do enhances the mana (reputation) of Kono and by association our families and communities.

## Quality

We value our reputation for providing premium products to the world. We are proud of our ability to provide products of exceptional quality.

Our products and services enrich the lives of our customers and make life enjoyable.

It is important to us to act sustainably as we produce, develop and provide products. In everything we do, we act consistently with the values of Kono.

We understand our customers make choices based on quality. They also understand the impact their choices have on the environment. We want them to know they have made the right choice with Kono.

