

# The Viera Company Recognized for 30 Years of Outstanding Work

On August 20th, the Brevard County Board of County Commissioners recognized The Viera Company for its 30 years of outstanding work in developing the community of Viera.

"I want to thank The Viera Company for their foresight and vision in turning a ranch into the beautiful development we all recognize today that encompasses the Government Center, School Board, USSSA Stadium, The Avenue Viera, and subdivisions in a family-friendly environment. A perfect place to live, work, and play," says Brevard County Commissioner Curt Smith.

In the resolution awarded by the Brevard County Board of County Commissioners, the certificate states:

- The Duda family has owned and operated its "Cocoa Ranch" property as a cattle ranch and, later, a sod farm, since the 1940s.
- In August 1989, The Viera Company (formerly Duda Lands, Inc.) broke ground on the new mixed use and master-planned community of Viera, which means "faith" in the Dudas' Slovak language, and honors the faith that brought the Duda family to America from Slovakia and sustained them in difficult times.
- Over the last 30 years, The Viera Company has expertly and diligently executed the master plan envisioned by the Duda family to create the "new town" of Viera in Brevard County, which is recognized as a top 25 best-selling master-planned community in the United States.
- Since the community's groundbreaking, The Viera Company has invested more than \$175 million in infrastructure development for the construction of arterial and collector roadways that are a part of the regional roadway network, and which support, attract, and enhance both mobility and economic development efforts in Central Brevard County.
- Viera has grown into a thriving community providing significant economic impact to Brevard County by facilitating the development of over 12,000 homes, 10,000 jobs within 725 businesses, 3.5 million square feet of commercial and retail space, multiple places of worship, and is home to over 27,000 residents.
- Viera will continue to grow over the next 20-plus years into a community that further enriches the quality of life for all of the residents who call Viera home and provides an environment for Viera's businesses to thrive with future development potential of 31,000 homes, an estimated 25,000 jobs, approximately 7 million square feet of commercial and retail space, and about 70,000 residents at buildout.



An aerial view of the new  
Viera Town Center



Viera groundbreaking, 1989

In 1989, The Viera Company broke ground in Brevard County with plans of not only building homes, but creating a community. What began as Florida scrub and cattle pastures is now unrecognizable as a thriving, vibrant community that

continues to grow. The official recognition of Brevard County was affirming and encouraging to those at The Viera Company who pour so much into this master-planned community.

"The Viera Company team was honored to be recognized

with a resolution," says President Todd Pokrywa. "Such an accomplishment is the culmination of the hard work and dedication of many stakeholders, including the employees at The Viera Company past and present, along with the support of their families and the faith and commitment of the Duda family."

DUDA's COO Bart Weeks adds, "The growth and progress of The Viera Company has been an essential element to our overall strategic effort to diversify DUDA and has provided one more opportunity to live our values: growing a community and providing land stewardship."

Here's to another successful 30 years! ■



THE FAMILY. THE CELERY.

## THE LEGACY

*That Keeps Growing*



# Duda Farm Fresh Foods Participates in 2019 PMA Fresh Summit

In October, Duda Farm Fresh Foods hosted a booth at the Produce Marketing Association's (PMA) 2019 Fresh Summit Convention and Expo in Anaheim, California.

"There are a few key reasons why we participate in the PMA Fresh Summit," says Nichole Towell, senior director of marketing services for Duda Farm Fresh Foods. "It helps us strengthen our existing business relationships, establish new contacts for business opportunities, stay top of mind with key buyers

and industry leaders, and keep a pulse on an ever changing industry and consumer trends."

One way Duda Farm Fresh Foods is meeting consumer trends is by expanding its cooling and fresh cut celery facility in Oxnard, California. This expansion, a key topic of conversation at the summit, is planned in order to meet the demand for celery from foodservice operators, retailers, and consumers. It will provide Duda Farm Fresh Foods with a footprint for continued growth over the coming years and enhanced customer service with higher volume efficiencies.

On top of discussing this expansion, Duda Farm Fresh Foods also featured several recipes prepared by Executive Chef Todd Fisher at the event. Chef Todd prepared dishes that were inspired by the cultures and flavors of Southern California and that showcased the versatility of Dandy® produce, including celery, radish, grapefruit, and sweet corn.

Additionally, Duda Farm Fresh Foods participated in the Produce for Better Health (PBH) 2019 Education2Action Retail Dietitian event at the summit, hosting tours of their booth for 21 retail dietitians from 17 states and Canada, representing more than 10,000 stores.

This activity allowed participants to learn about and taste Duda Farm Fresh Foods' proprietary celery varieties.

To learn more about Duda Farm Fresh Foods and to view full recipes that were prepared for the PMA Fresh Summit, visit [dudafresh.com](http://dudafresh.com). ■



The Duda Farm Fresh Foods "Legacy Wall" display is pictured at the 2019 PMA Fresh Summit in Anaheim, California.



Chef Todd's PMA Fresh Summit creations included crispy baked chicken with Dandy® Super Sweet Corn waffles and Dandy® Celery juice match a lemonade to name a few.

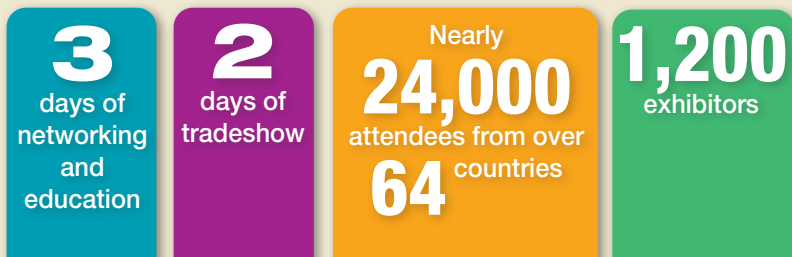
## What is the Produce Marketing Association (PMA)?

PMA is a trade organization representing companies from every segment of the global fresh produce and floral supply chain.

## What is the PMA Fresh Summit?

PMA Fresh Summit brings together grower-shippers, industry suppliers, promotional organizations, and more to present products, learn, and network.

## 2019 Fresh Summit at-a-glance:



***"I'm getting married!"***

– Cole Hendrix, Duda Farm Fresh Foods, Salinas

*"In the sod division, we have a new crop of supervisors that are smart and hard working. We will be handing over management responsibilities to these young professionals over the next ten years. We are excited to see sod continue to grow and prosper under their direction. This will be my 39th year with the company. I couldn't have wished for a better place to work."*

– Tom Temple, Duda Ranches, Lake Placid

***"I am excited*** to begin my second term as a member of and federal appointee to the USDA Fruit and Vegetable Advisory Committee. *I plan to run for chair!"*

– Kiley Harper-Larsen, Duda Farm Fresh Foods, Belle Glade

***"I am excited*** about hitting my five year mark with the company and am ***looking forward*** to expanding my scope of work here at Lake Placid in the coming year."

– Chris Johnson, Duda Ranches, Lake Placid

## **NEW YEAR, NEW HOPES, NEW GOALS:**

# what our employees see in 2020

*"I am so excited to have the opportunity to learn the sugarcane process and work alongside Duda Ranches' sugarcane division!"*

– Mary Wood, Duda Ranches, Moore Haven

***"I'm looking forward*** to upgrading equipment that will create better efficiencies in our radish house and modification of equipment that will improve output in the tray pack room."

– Roy Garcia, Duda Farm Fresh Foods, Belle Glade

***"2020 is going to be the year for change.*** I am focusing on improving all facets of my life both at work and on a personal level. The last few years were focused on fixes, the next year or so will be focused on improvements!"

– Frank Miranda, Corporate Offices, Oviedo

***"I am excited about expanding family relations so that family owners can be engaged and inspired*** even if they don't work for the company by keeping them informed about all the great work DUDA is doing."

– Valerie Mardle, Corporate Offices, Oviedo

As the New Year rises on the horizon, DUDA is excited for new developments and process improvements as it continues to strive for greatness. To help us kick off the New Year, we asked DUDA employees to share their reflections, feelings, and hopes for 2020. It's shaping up to be a wonderful year for both DUDA and its people. Take a look!

***"I'm committed and excited*** about the future of the Belle Glade location. We are taking intentional ***positive steps forward.*** It is an honor to lead such a courageous and loyal team."

– Sam Jones, Duda Farm Fresh Foods, Belle Glade

***"I have recently started the graduate program*** at UCF to obtain my master's in social work!"

– Kayla Wilson, Duran Golf Club, Viera

***"The Viera Vision*** magazine will be celebrating its 15th year and we will be adding two additional months to the publishing schedule. There is so much happening in Viera that we need extra issues to cover it all!"

– Stephanie Byrd, The Viera Company

***"I'm excited about the first commercial project outside of Viera Builders and The Viera Company. We have started work on the Brevard Zoo. It is only a small addition and remodel, but what it represents is huge!"***

– Kevin Graham, Viera Builders





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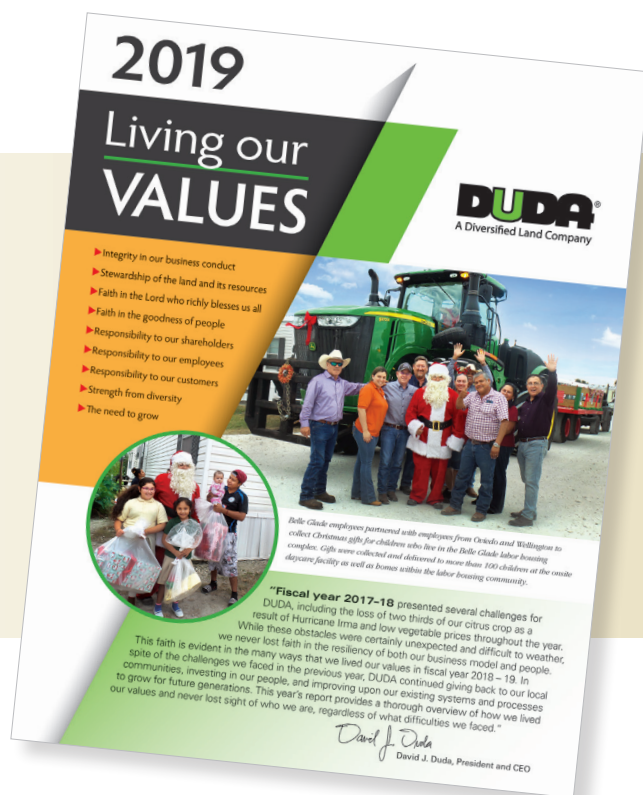
# A rich history of giving

## About this year's Living Our Values report

DUDA's purpose to "multiply and share God's blessings" is at the heart of everything the company does, in good times and in lean times. The 2019 fiscal year became one of DUDA's most profitable, enabling the company to give even more generously in the coming year and accelerating the timing of its giving distribution to the three Duda family foundations. However, Hurricane Irma's disastrous landfall in 2017, along with low vegetable prices, greatly affected DUDA's profits in the 2018 fiscal year, making it one of the company's most difficult years to date.

As a result of these challenges, it was not possible for the company to give its usual 10% of after-tax profits to charity. However, because DUDA is truly committed to multiplying and sharing God's blessings, leadership examined the budget for the 2019 fiscal year to see how the company could maintain its giving. It was decided to set aside a portion of the operating budget for charitable giving – implementing a minimum giving threshold for the future.

To learn more about DUDA's charitable giving during the previous 2019 fiscal year, check out the 2019 Living Our Values report inserted in this edition of *TeamDUDA*. This year marks the 13th year of consolidating DUDA's giving activities into a report including examples of how the company and its employees live DUDA's values. ■



**DUDA** is a family-owned, diversified land company with a variety of agriculture and real estate operations.

The company's mission is to grow Christian faith and business integrity; land values and vibrant communities; families, people and relationships; healthy food products; and sustainable wealth and balanced financial returns for future generations.



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