

## CASA RUIZ, S.A. - COMPANY INFORMATION

### General data

#### 1. Company Identification:

Name Casa Ruiz, S.A.  
ID R.U.C. - 2150-0002-038883 D.V. 50  
Street 4307 Ave. Central, El Huacal  
P.O.Box 4-066  
City Boquete  
Province Chiriqui  
Country Panama  
Telephone +507 720-1000  
Telefax +507 720-1292 (fax 17:00 – 7:00)  
e-mail casaruiz@cwpanama.net

#### 2. Established as:

Coffee Processing and Exporting Company, later on expanding to growing and Roasting activities representing vertical integration.

#### 3. Legal Status:

Private company with limited liability.

#### 4. Capital Paid Up:

USD413,880.00 - (within vertical integration USD510,132.00)

#### 5. Branch offices:

None

#### 6. Parent Company:

None

#### 7. Total Number of employees:

Management	8
Skilled Manpower	8
Semi-skilled Manpower	44
Apprentice	14
Total # of persons	74
Semi-skilled during crop season	up to 900 people.

#### 8. Countries where product is usually sold:

United States of America, Germany, Panama, Holland, Japan

#### 9. Principal exportable product:

Green Coffee Beans

#### 10. Actual availability to export:

Own production - around 10% of total capacity  
20.000 bags a year, with a variation of -5.000 or +5.000 depending on crop behaviour

#### 11. License Agreement:

none (there are only Private Label Agreements)

#### 12. Memberships:

The National Coffee Millers and Exporters Association of Panama (ANBEC)  
The Specialty Coffee Association of Panama (SCAP)  
The Specialty Coffee Association of Europe (SCAE)

#### 13. Bank Relations:

Banco Nacional de Panama, Casa Matriz, P.O.Box 5220, Panama 5, Panama,  
Tel. +507 2635151, Fax +507 269-2529, Boquete +507 720-1328  
Banistmo, Casa Matriz, Calle 50 y 77E, Apartado 6-3823, El Dorado, Panamá  
Caja de Ahorros, Ave. Central Oeste, Boquete, Chiriquí, Panamá  
Tel. +507 720-1021, Fax +507 720-1022  
Global Bank Corp., Casa Matriz – Suc. Calle 50, Apdo Postal 55-1843, Paitilla,  
Panama. Tel : +507 320-6200  
HSBC Bank Panama, Av. Domingo Diaz y Cl. C. Norte, David, Chiriquí, Panama  
Tel . +507 775-2103  
MultiCredit Bank, Casa Matriz, Vía España, Apartado 8210, Panamá 7, Panamá  
Tel. +507 775-3109, Fax +507 775-3177

## CASA RUIZ, S.A. - COMPANY INFORMATION

### ***Vision***

Casa Ruiz, S.A. has been established with the purpose of proving that in the business world, the application of the biblical Christian principles and the Judeo-Christian ethics promotes, contributes, and provides positive results that can be seen in the integral development of:

1. The stakeholders:

Suppliers, customers, workers, owners, investors, and colleges.

2. All levels of the coffee business activity:

- Growing: through the conscious and optimum use and management of available resources and the coffee itself.
- Industry: preserving the best characteristics of the original quality of the raw product.
- Trade: excelling in every task, providing satisfaction, and keeping consistency which complies with the expectation of the target markets, locally and in the foreign ones.

### ***Mission Statement***

In Casa Ruiz, S.A. we are committed to create a direct and positive impact on the regional coffee industry through

- An integral approach for development,
- The transfer of up-to-date available technology, and
- The acquisition and transfer of know-how and knowledge; promoting, at the same time, a fair distribution of the financial benefits within all the coffee activity participants.

### ***What business are we in?***

High quality coffee production, Coffee Processing and Exporting Company, being vertically integrated.

### ***Who are our customers?***

Everyone who appreciates a high quality cup of coffee and attaches great value to the environmental and social aspects of the production of that cup of coffee. This includes wholesalers, retailers and final customers.

### ***What are we in business for?***

At Casa Ruiz, S.A. we are committed to create a direct and positive impact on the regional coffee industry through:

- An integral approach for development,
- The transfer of up-to-date available technology, and
- The acquisition and transfer of know-how and knowledge; promoting, at the same time, a fair distribution of the financial benefits within all the coffee activity participants.

By this means we try to produce a high quality coffee while being a positive impact on the community we live in.

### ***What sort of business are we?***

Our family owned coffee producing company focuses on presenting the highest quality possible, depending on all the factors that create a high quality coffee. In order to to it, transfer of knowledge is promoted at all levels.

**CASA RUIZ, S.A. - COMPANY INFORMATION**  
**CREATING OPPORTUNITIES BY SERVING**

**Let's do the right thing choosing the best over the good.**

**THE RUIZ CORPORATION**

This functional group provides an integral approach and a common vision for the many activities that keep a strong correlation within the high quality coffee activity.

Main groups which conform the coffee activity for the corporation are:

- growing,
- green processing,
- roasting
- packaging, and
- distribution.

There are small entities within each of these elements that can be divided by closed-family controlled, semi controlled or shared, and management responsibility services, being the most in existence the closely-held family small business units which are interdependent within the corporate function.

**Corporate Foundation**

The bases of the group philosophy that has served since the beginning as the driven and cohesive force are expressed through the Basic Beliefs, Corporate Mission Statement, and Organizational Philosophy.

**Basic Beliefs**

As a framework to perform all the activities related to the creation, development and integral growth of the corporation, these are the cornerstones of the organization:

We believe

That there is One Almighty, awesome, righteous, just, pure and merciful God who cannot be neither approved anything that goes against these natures.

We believe

That Human Beings are God's ultimate perfect creation so we must:

- Respect each other basic Human Rights,
- Protect and defend the principles of individual freedom, equal opportunity, and the right to improve,
- Pursuit righteousness, fairness, and justice in everything we do among all of us.

We believe

That we have been blessed with life, nature, and resources which we must use wisely for the well-being of ourselves and the well-being of our future and fellow generations, keeping in mind an always-thankful attitude.

We believe

That one day it will be required of us to present ourselves before the Almighty and give an account about:

- Our entire life behaviour and attitude,
- Our heart's unseen desires, and
- Our deep inner and real motives for every decision we have made in life.

We believe

That we are not home yet, so every day is a step toward it.

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### ***Corporate Mission Statement***

The organization is committed to:

- PROMOTE spiritual, social, economic, and physical development among the group of stakeholders.
- ENCOURAGE and aim to maintain an environment of integrity, honesty, and fairness in everything that is done and in every decision that it is made.
- PROVIDE a place where people can be empowered to become elements of development themselves.
- CREATE an environment of progress for the local people and community.
- DEVELOP the proper and better use of the resources that have been entrusted to us.
- MAINTAIN an integral balance between all the available resources.
- KEEP a constant search for improvement in whatever is being done.
- KNOW, UNDERSTAND, AND EXCELL in every basic and related daily activity.
- STRIVE FOR OFFERING every-day-high-quality services within and between the organization and the surroundings.
- WORK based on a long-term approach.

### ***Organizational Philosophy***

Set of values and guidelines used for accomplishing the organization's mission.

#### ***Values:***

- PEOPLE are the dynamic element that builds and keeps the organization's image, reputation and existence.
- PRODUCTS are the tangible result of our efforts, produced or manufactured to better serve our customers and they represent the organization's itself in the environment.
- PROFITS are the overall result of our activity as an economic entity within the market, being a direct representation of how well we are serving it. Profits conform the foundation for the organization's survival, growth, and improvement.
- PRINCIPLES are the intangible elements which build the needed and required environment for development, based on the knowledge and understanding of them.

#### ***Guidelines toward our:***

- CUSTOMERS - we exist because of them, so they are the goal of our service and the always-present element in our minds.
- EMPLOYEES - being a group that depends on the interdependent relationship for dynamic, efficient, and effective existence, it is required proper respect, integrity, and trust among the individuals in an ever learning environment.
- SUPPLIERS - we cannot survive without having basic, proper, and quality inputs in the system, so it is required a good understanding of their products intrinsic characteristics so they can be maximized.
- PROJECT PARTNERS - because we cannot have all the resources needed, we work with project partners in a variety of level and settings. Because of their willingness to

## **CASA RUIZ, S.A. - COMPANY INFORMATION**

be part of the projects, we must communicate and keep a commitment to do as well as we can possible do.

- **INDUSTRY** - we will look for market niches which will enhance the worth of the organization, the people involved, and the present and future products or services to offer.
- **COMMUNITY** - as part of a community, our efforts are directed to provide alternatives and ways by which the community will make progress, will project an impacting image, all these to provide a tangible and intangible direct benefit to its members.
- **QUALITY** - is to do the things according to the best that can be achievable. It has to do with the work within the organization, the process of manufacturing products, the acts of providing services, the decisions that conform the management activity, and the result of all these by the existence of satisfied stakeholders.
- **ADVANCEMENT** - in order to keep up with what is required to maintain quality performance, integral improvement becomes the heart of the organization's dynamic.
- **INTEGRITY** - is the unseen activity that keeps activities interwoven within the organization and between the organization and the environment.
- **ACCOUNTABILITY** - as part of a dynamic system, we are accountable to each other within the organization and with the environment, making sure that whatever is not well done will be corrected and what is well done will receive the right support.

### ***Casa Ruiz in the industrial column***

In the industrial column Casa Ruiz plays an important part, it controls a representative part of the chain and one of the most important functions in the chain is producing coffee.

The function of Casa Ruiz, briefly stated, is that the coffee is grown and prepared for both the rest of the participants of the chain and the final consumer. As one can see when following the different routes of the coffee and the labour / information, there are several functions that Casa Ruiz fulfills in this chain.

- First of all, it provides a working space for many pickers, who depend on this seasonal source of income.
- Secondly, Casa Ruiz adds value to the product first by promoting the creation the product, the growing phase.
- Thirdly, the raw product is treated in such a way that it is ready for selling or further treatment, the green processing phase.
- Fourth the preparation of the product for customer use by roasting and packaging. This last part is mainly used to serve the national market and some individuals all over the world.
- Finally, Casa Ruiz is a facilitator for others that are in the chain or want to be in the coffee chain, by sharing knowledge through training, consultancy, or by carrying out facilitating activities.

The majority of the international trade is done in green beans; this is because of cost efficiency, clients' demands, market opportunities. Most of the international clients prefer to roast and package by themselves. They create their own blends with coffees from all over the world.

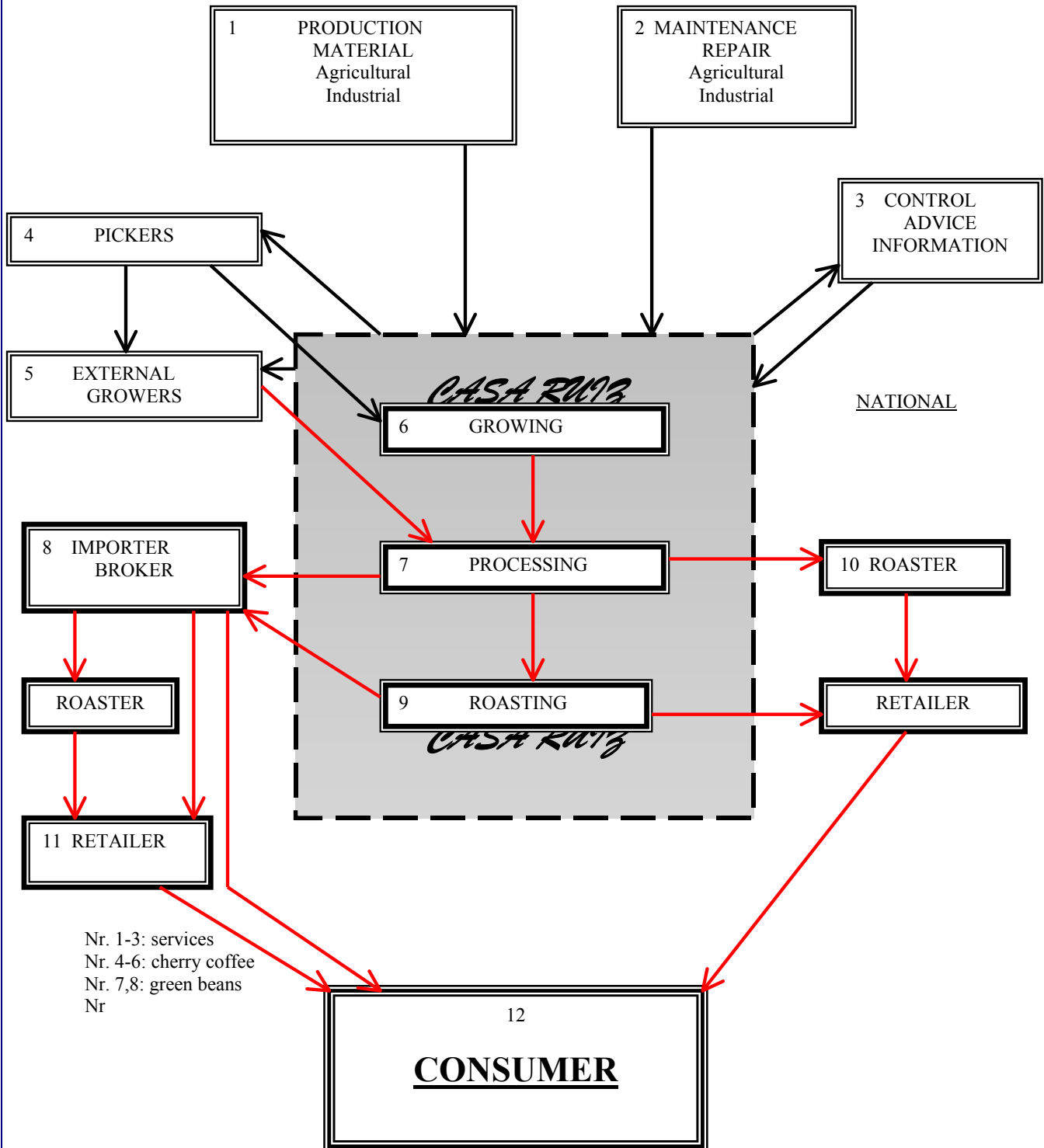
As a result most of the coffee that is going to the international market, leaves the chain after the third function.

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## BUSINESS COLUMN

→ = COFFEE

→ = LABOUR/ADVICE/INFORMATION/MATERIAL



Nr. 1-3: services  
 Nr. 4-6: cherry coffee  
 Nr. 7,8: green beans  
 Nr