

OUR BRAND



FROM SEED
TO SERVE. ENJOY.





ENJOY OUR:

BEGINNING • HERITAGE • LOCATION
PURPOSE • PROMISE • PERSONALITY • PRINCIPLES
CUSTOMERS • PASSION • PEOPLE • PRODUCE
PARTNERSHIPS • PLANET • POSITIONING



OUR BEGINNING

WHERE IT ALL BEGAN

In 1953, we were born by the patriarch of our business, Theo van Der Kaaij, together with his wife Sophie and their sons, Cor and Dirk, who shared a passion and a love of pure, fresh and delicious tomatoes.

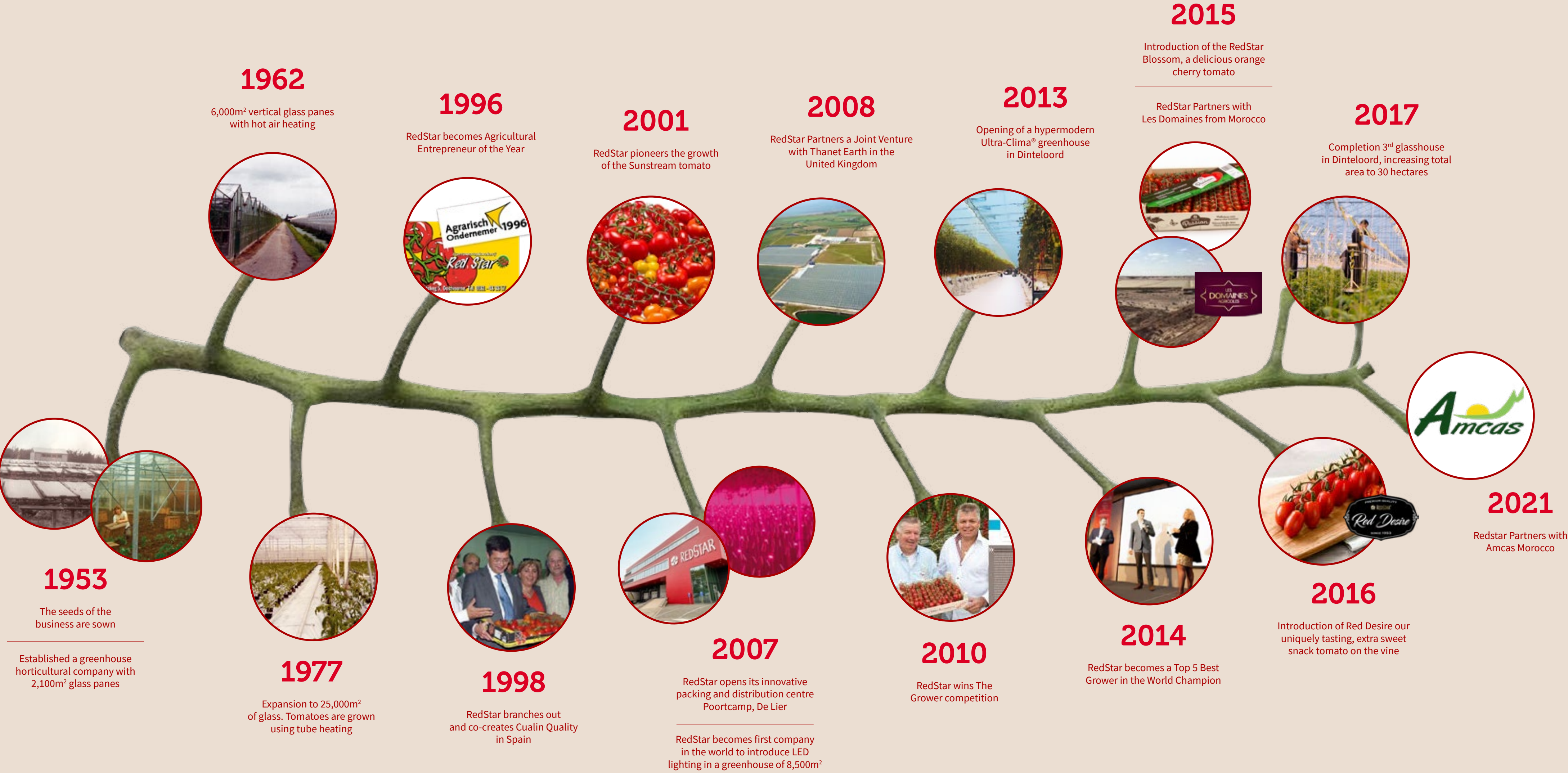
Today as complete specialists and experts in our field we remain committed to the passion of our founders ensuring that RedStar grows the best tomatoes in the business and nothing else.

For almost 70 years, we have been a purpose led business. A business that is driven every day on a quest to realise our full potential and become the best we can be. To leave a legacy that we believe stands up for what is right and what is good for our people, our produce and our planet.

Welcome to RedStar.
We think you'll enjoy being with us.



OUR HERITAGE



OUR LOCATION

REDSTAR IS A MAJOR
PLAYER IN THE MARKET

66 HECTARES

Owned in the Netherlands.

25 HECTARES

Partnerships in the Netherlands.

57 HECTARES

Partnerships in Morocco.

26 HECTARES

Owned in England.

€120 MILLION +

Annual turnover.



- HQ** RedStar De Lier
Sales & Packaging
- 01** RedStar Voorne
27Ha
- 02** RedStar Dinteloord
29Ha
- 03** RedStar Luttelegeest
10Ha
- 04** RedStar Morocco
57Ha
- 05** RedStar England
26Ha

OUR PURPOSE

CREATE PURE JOY

Humans are driven by purpose, seeking meaning in their lives. RedStar is no different.

We have been and always will be a pioneering, progressive and regenerative business. We seek to become the best we can be. We want to leave a legacy built on our expertise and kindness.

A legacy that we believe stands up for what is right and what is good for our partners*, our produce and our planet.

At RedStar, we believe that everyone should have healthy and fulfilling lives.
We strive to Create Pure Joy.

*Every single person and company in our value chain: Colleagues & Customers, Retailers, Consolidators, Food Service / Wholesalers (specialist traders) and Consumers.

A woman wearing a red jacket and a grey cap with a green brim is looking upwards. In the background, there are green tomato plants with several ripe, red tomatoes hanging from the vines. The scene is outdoors, likely in a greenhouse or field.

OUR PROMISE

TOMATOES THAT STAND THE TEST OF TASTE

We care and obsess about growing beautiful, healthy and naturally good regenerative produce that always look and taste great.

The difference is in the taste. Our tomatoes are always sweet and juicy – time after time, every time. That's why we're proud to say our tomatoes stand the test of taste.

OUR PERSONALITY

EXPERT AND KIND

We inspire, motivate and champion all our value chain partners to do more, to be more and have more. We want to leave a legacy of shaping the future of tomatoes.

At the heart of our business enabling people to feel secure, nurtured and taken care of. Inspiring others to believe in themselves.



OUR PRINCIPLES

RESPECTFUL

Respectful of our Partners,
our Produce and our Planet

We embrace:
Integrity,
Empathy,
Care.

OPEN

Open and honest in building
trusted relationships

We act:
Transparently,
Ethically,
Collaboratively.

INSPIRING

Inspiring fresh ideas and
fruitsteps for growth

We are:
Pioneering,
Progressive,
Regenerative.

Our RedStar
Principles

=

RedStar
Growth



INSPIRATIONAL



OPTIMISTIC



OPEN



PASSIONATE



EXCITING



PROGRESSIVE



JOY



OUR CUSTOMERS

TOMATO LOVERS EVERYWHERE

As a brand we are the trendsetter in pure, fresh, tasty tomatoes.

We focus on reaching out to tomato lovers the world over - those who grow tomatoes, package, sell and love to eat them all year round.

We're for all those passionate about tomatoes, quality, sustainability, our planet and taste.



OUR PASSIONS

OUR FOUR Ps OF PASSION

Be a great place to work where our people partners enjoy what they do every day and are inspired to be the best they can be.

PEOPLE

PRODUCE

Bring to the world quality, regeneratively grown tomatoes that satisfy people's desires, demands and needs all year round.

Nurturing, feeding and forging a network of likeminded partners and building open relationships that inspire mutual respect and loyalty.

PARTNERS

PLANET

Being a responsible and regenerative growing business that does no harm and makes a positive climate contribution.

WE VALUE OUR PEOPLE

To help us grow the finest tomatoes requires brilliant people. That's why we create great working conditions, provide opportunities and support for everyone at RedStar.

We want our people to be proud to work for us and attract the best new recruits.

We also value the work we do with our partners. Together, we create the right conditions to develop, innovate and grow.

The efforts we put into what we do, ensure our customers get great quality and value every time.



OUR PRODUCE

EVERY TOMATO MATTERS

Like a good coffee, a fine wine or freshly baked bread, the best ingredients always produce the best results. That's why we're committed to investing in the best methods and skills it takes to grow the finest tomatoes. We grow with pure joy.

Our ambition is to replicate the perfect balance of nature in agricultural production to create the perfect RedStar tomato.



OUR PARTNERSHIPS

TRUE PARTNERSHIPS ARE OPEN, RESPECTFUL AND MUTUALLY REWARDING

Real partnerships can only be achieved where there is transparency, togetherness and trust. This is the bedrock of RedStar's value-based partnership position with colleagues, suppliers and customers.



OUR PLANET

OUR PLEDGE TO THE PLANET

The price our customers want to pay for their tomatoes shouldn't cost the earth. But the price they pay for a RedStar tomato shouldn't cost us the planet. That's why we're 100% committed to the environment through regenerative growing methods and practices, cultivating the best quality tomatoes that our customers keep coming back to us for.





OUR POSITIONING

THE MOST TRUSTED NAME IN TOMATOES

RedStar is highly regarded and strongly positioned as a market maker and a major player in the tomato market. We use our purpose of Create Pure Joy to strengthen our brand positioning as the most trusted name in tomatoes. An open, progressive and responsible grower of fresh, tasty tomatoes, all year round.

FROM US, TO YOU



RedStar.nl