

WHAT ANCHORS US

Dainty Values



OUR MISSION

To craft delicious, convenient food for North American kitchens.

We lead with innovation, care deeply about our customers, and infuse everything we do with passion, creativity, and a dash of fun.

OUR VISION

Simplify mealtime, with high-quality, great-tasting foods people can trust, every day.

The values that anchor us



Customer First, Always

We listen, learn, and adapt—our customers inspire every bite.

Active listening, continuous improvement, flexibility, and smiles with every bite.



Entrepreneurial Spirit

We act boldly, move quickly, and embrace change as an opportunity.

Decisive, agile, resilient, and ready to learn through change and failure.



Driven by Curiosity, Guided by Passion

We approach every challenge with curiosity and a desire to learn. Our passion fuels innovation and continuous improvement in everything we do.

Be curious, inspire and elevate, lead through excellence, and stay compassionate.



One Team, Many Voices

Collaboration, inclusivity, and respect fuel our best ideas

Diversity, open doors, shared accountability, and a seat at the table for everyone.



Quality without Compromise

We're passionate about crafting food we're proud to serve at our own tables.

Quality is our reputation, our pride, and our organizational shield.



Celebrate the Everyday

Food should bring joy—we bring positivity, playfulness and fun into our work and products.

Love the work, find the positive, learn from setbacks, and keep facing the sunshine.

Dainty Imagery

Historic roots, Modern momentum.



The Anchor

Our founder started a ship agency business in 1866 called Robert Reford (still in existence). In 1895 Reford purchased the Thermopylae, a famous tea clipper, for Dainty to import rice from the Far East to Canada.



The Blue Poppy

Elsie Reford, daughter-in-law of Robert Reford successfully started growing the Himalayan blue poppy in Metis, Lower St. Lawrence. The public gardens are famous for this anomaly, akin to Dainty operating a rice mill in Canada.



TimeWise Checkmark

Within the TimeWise brand, it represents product quality while also serving as a playful expression of speed, echoing the movement of clock hands.

Lead with curiosity.
 Build trust with great service.
 Celebrate the everyday.