



PROGRAMA COMUNITARIO  
**EL PORVENIR**

# Community Program

## Multifunctional Sport Court Inauguration Event

On November 23rd, 2015 the multifunctional sport court Project was inaugurated in the Acapulco lodging house, event in which our social work crew, collaborators and their children, as well as special guests from our company and the Farmer's Association of the Culiacan River (AARC) participated.

This Project was dreamed, managed and implemented by our founder Mr. Daniel Cárdenas Izábal and the El Porvenir Community Program Executive Team. It is a tremendous satisfaction for us to see our children, young people and parents enjoying life in a healthy way throughout sports. We are very grateful with each and every person who took part in different ways, working to conclude this project successfully.



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## TIPS

- Enjoy each day
- Do enough exercise
- Eat well
- Drink water
- Simplify your life
- Rest enough
- ¡Laugh louder! 😊





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## Mexican Revolution Day Memorial

On November 20th, 2015 the children participated in a parade celebrating the Mexican Revolution Day Memorial, dressing as the revolutionary characters of our homeland. They also performed typical regional dances. ¡Viva México!



## Day of the Dead Celebration

On November 2nd, 2015 our children from the lodging houses celebrated the traditional day of the dead, paying tribute and giving offerings to the dead.

### TIPS

- Washing hands frequently.
- Washing and disinfecting fruits and vegetables
- Preparing food with boiled water.
- Checking the expiry date of food.





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## Executive Team Members

### General Director

Daniel Cárdenas Cevallos

### Supplier Development Country Manager

Nicole Hucke López

### Administrative Manager

Erik Gerardo Martínez

### Quality Assurance Manager

David Reyes Ceja

### Special Projects Manager

Alejandro Robles Arredondo

### Social Responsibility Coordinator

Yadira Soto Cervantes

### Our Social Workers:

Liliana Cosset Germán González  
Teresa de Jesús Zúñiga Rodríguez  
María Rebeca Félix Tapia

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## AGRÍCOLA DANIEL CÁRDENAS CEVALLOS

**Mission :** To produce the best quality vegetables to satisfy our clients, fulfilling the objectives of profitability of the shareholders. To be at the forefront in the use of technologies to be competitive at a global level, while maintaining decent jobs and continue to be leaders

on issues of social responsibility, food safety, and security in all our logistic chain.

**Vision :** To be a quality company and world-renowned adding value to our products. With objectives and clear policies, fair margins of profitability and organizational values which form part of our lives. With very clear goals in production, without leaving aside the continuous improvement of the quality of life of our workers and maintaining healthy relationships with suppliers to promote improvements in costs in social and ecological aspects.

**Values:** Commitment, consistency, teamwork, continuous improvement, justice and loyalty.

## Strategic Alliances

**AFOMAC, IAP**



Asociación Pro Formación y Orientación de la Mujer



COMISION NACIONAL DE LOS DERECHOS HUMANOS MEXICO



Pro-Familia de Jornaleros IAP



ASOCIACION DE AGRICULTORES DEL RIO CULIACAN

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