



PROGRAMA COMUNITARIO  
**EL PORVENIR**

# Community Program

## Fire and Evacuation Drill

On February 2nd, 2016 a fire and evacuation drill took place in both packinghouses and El Porvenir lodging-house. These emergency drills have great importance since it helps to obtain a good formation in preventive and emergency situations, as well as to know the reaction and performance skills of our collaborators. This way, we can verify if the training was effective on people, the efficacy of the technical means and available resources, verify the time of response and the coordination of internal teams (brigadiers).

The periodic repetition of these Evacuation Drills have served and will serve, undoubtedly, to avoid major dangers in situations of real emergencies. Congratulations to all brigadiers for your excellent coordination!

### Content

#### Page 1

- Fire and Evacuation Drill

#### Page 2

- GAP's & PPE Training Course
- Birthday Celebration of Our Founder

#### Page 3

- Executive Team



### TIPS

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





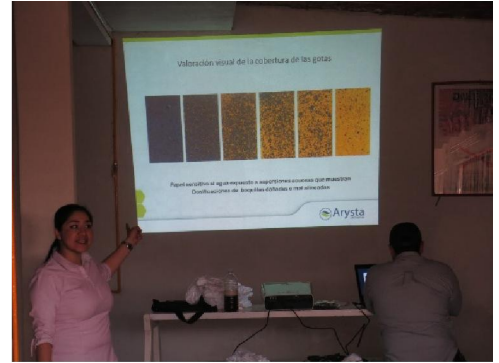
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# Community Program

## “Good Agricultural Practices and Personal Protective Equipment” Training Course

On February 9th, 2016 the Engineer Angélica Rojas Ramírez, Stewardship Coordinator from Aryzta Company, carried out a training course about “Good Agricultural Practices and the Correct Use of Personal Protective Equipment” directed to a group of 77 collaborators.

The main purpose of the PPE, is to prevent diseases and accidents that could alter the health of workers in the performance of any job duty, because of this at Agrícola Daniel Cárdenas Cevallos, we take very seriously the timely delivery of all PPE needed by our collaborators.

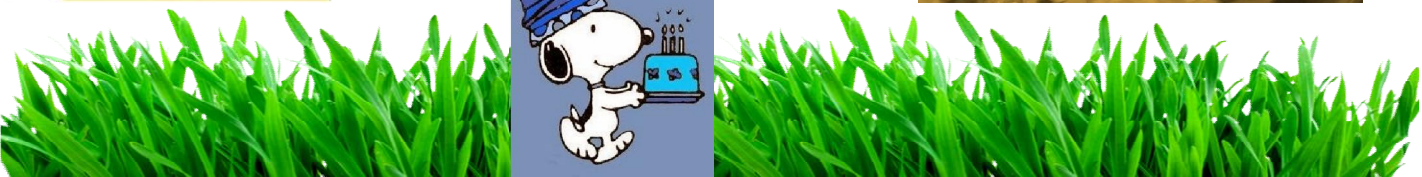


## Birthday Celebration of Our Founder

### TIPS

- Remember that all things have a solution.
- See in each difficulty an opportunity to learn.
- Discard all negative thinking.
- Help others.
- Remember that failure does not exist.

On February 8th, 2016 we had the pleasure of celebrating the 85th birthday of our dear founder, Mr. Daniel Cárdenas Izabal. Mr. Cárdenas: Look around you and contemplate all you have achieved, the new sap that enters strongly and that has been born thanks to the fruit of your harvest. Yet, you still have a lot to give us; your experience and your wisdom still have much more to offer. ¡Happy Birthday!





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# Community Program

## 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

Phone: (52) 667-715-2362

E-mail: [central2@tricar.com.mx](mailto:central2@tricar.com.mx)

## 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



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