



PROGRAMA COMUNITARIO
EL PORVENIR

Community Program

Construction of a Brand New Lodging-house at El Porvenir

During the off season months, 3 lodging-houses were demolished at El Porvenir, to begin the construction of brand new lodging-houses. Boosting decent housing programs is fundamental for our El Porvenir Community Program. We hope that these new lodginghouses will represent a true home for our collaborators and their families, by assuring them a better quality of life.



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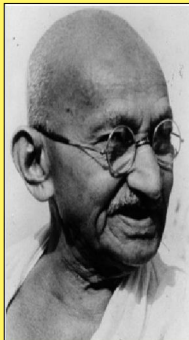
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Quote of the Month



Carefully watch your thoughts, for they become your words. Manage and watch your words, for they will become your actions. Consider and judge your actions, for they have become your habits. Acknowledge and watch your habits, for they shall become your values. Understand and embrace your values, for they become your destiny.

— Mahatma Gandhi —

AZ QUOTES





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Parade on the Celebration of The Mexican Revolution

The Mexican Revolution was an armed struggle that took place on November 20th of 1910, and that radically transformed Mexican culture and government. Today, it is usually referred to as the most important political and social event of the twentieth century in Mexico.

The objective of the young people was to move the dictatorship of Porfirio Diaz which had lasted more than 30 years. The workers dreamed about a legislation that could offer them a minimum of protection against the abuse of the powerful men.

As tradition, each year our collaborator's children participate in a parade to celebrate the Mexican Revolution at each of our daycare facilities.



**MERRY CHRISTMAS AND
HAPPY NEW YEAR!**

Although we might have lost an opportunity, new ones will come our way to cheer our heart. 😊





PROGRAMA COMUNITARIO
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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

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Our Social Workers:

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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



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