



PROGRAMA COMUNITARIO  
**EL PORVENIR**

# Community Program

## Multifunctional Sport Court Inauguration at El Porvenir

On December 12th, 2016 a second multifunctional sport court was inaugurated in El Porvenir lodginghouse.

Cultural and recreative activities are very important for the development of people in general. They help to reduce the probability index of young people choosing vices like drugs and alcohol. By providing this type of recreational spaces, we seek that our collaborator's children have access to a better quality of life, feeling healthy and happy.

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### Quote of the Month

"To be a great champion, you must believe you are the best. If you're not, pretend you are."  
- Muhammad Ali

motivationintohabit | tumblr





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## Traditional Mass / Christmas Celebration

On December 12th, 2016 as tradition, a mass celebration was carried out. Also a christmas party was organized in the lodging houses: El Porvenir, Acapulco, La Cuchilla, Pantulis y Cafetal, where around 900 children assisted.







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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

Deysi Espinoza M. / Daniela Araujo C.

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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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