



PROGRAMA COMUNITARIO
EL PORVENIR

Community Program

Spring Day!

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A parade performed by the children of our collaborators filled our fields with colors, in celebration of the spring day.

Spring reminds us of the importance of water, animals and our environment in general. Let's take care of the most beautiful thing we have, our planet.



Quote of the Month

YOU CAN CUT ALL THE FLOWERS, BUT YOU CANNOT KEEP SPRING FROM COMING.

PABLO NERUDA

www.magpie.ie





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Closing Ceremony of the AFYCC Program

Since 3 years ago, we have been carrying out the Physical Conditioning and Brain Connection Program (AFYCC) with the valuable help of Estrella Guía IAP, which is based in nutrition, mobility and early stimulation of boys and girls for their complete neurological development. Through its integral design and innovative method we have trained our personnel from the day cares to become therapists of the children of our collaborators.

It's a tradition already to organize a small closing ceremony each year at the end of the season, where people from all of our lodging houses get together. Competitions between children's team alliances are performed, dance choreographies are presented, as well as a small exposition of art works created by the boys and girls at their art and paint workshops. Also, acknowledgements were given to the teachers whom day by day give their best. We thank them for their great work! And of course, we also thank our supplier RockTenn (Gondi Group) for their incredible donation of 256 T-shirts for the team alliances of our boys and girls.





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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

Pro-Familia de Jornaleros IAP



ASOCIACION DE AGRICULTORES DEL RIO CULIACAN

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