



PROGRAMA COMUNITARIO
EL PORVENIR

Community Program

Trashtag Challenge

Since 45 years ago, every April 22nd it is celebrated the Day of the Earth. We think that every day is a good day to honor, to take care and to spoil our home, the planet Earth.

So, on March 23rd, 2019 a trip to The Drum Beach in Navolato was organized to gather the trash and try to clean up the area. In representation on the company David Reyes and Nicole Hucke assisted to the event.

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EARTH DAY
MAKE EVERYDAY



Quote of the Month





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Recreation and Education

Last month some visits were programmed to diverse places where the children of our collaborators strengthened the principles of recreation and education. Every child needs to get involved in games and activities that favor their development: to climb, to run, to roll, to walk, to swim, to dance, to skate, to sing, to play musical instruments, to do things with their own hands, to work and to play with sticks, stones, sand and water, to construct, to raise domestic animals, to do gardening and get in touch with nature, to do scientific simple experiments, to play games in teams, to carry out activities in groups, to have adventures, and to express their emotions turns them into being part of a healthy society by having good values. Because of this, our company encourages activities where children can go out of their house lodgings and live these experiences. In this occasion, they went to a theme park, to the movies, to the theater, and to the central library of the Autonomous University of Sinaloa. It is always a pleasure for the team of social responsibility to be able to contribute in the organization and participation of these activities that the company coordinates each year.





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Executive Team Members

General Director

Daniel Cárdenas Cevallos

Director of Food Safety and Regulatory C.

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:

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María Cecilia Díaz Villegas

Imelda Tapia Landeros

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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



ESTRELLA GUÍA IAP



COMISION NACIONAL DE LOS DERECHOS HUMANOS MEXICO



Pro-Familia de Jornaleros IAP



ASOCIACIÓN DE AGRICULTORES DEL RÍO CULIACÁN

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