



Newsletter El Porvenir Community Program

Volume 6 n° 6

April 27th, 2015

Objective: Having skilled agricultural workers, with knowledge, values and appropriate attitudes that raise the productivity of the company over a period of five years.

Tips on How to Help the Environment:

- Switch off anything that uses electricity.
- Unplug devices when possible.
- Run your air conditioner sparingly or not at all.
- Don't use electronic exercise machines.
- Conserve water.
- Recycle all you can.

Content:

Field Trip to the Science Center	1
Meeting with Eleven Rivers Growers	1
Visit to the Museum MIA	2
Recycling Program	2
Holy Week Mass	2
Executive Team	3
Alliances	3

Field Trip to The Science Center in Culiacán

On March 27th, 27 outstanding students from our five houselodgings went on a field trip to the Science Center. This center is an interactive museum where students can enrich their education on subjects such as: Natural science, technology, environment and math. We strongly believe that solid and accesible educational programs are pillars of changing and improving communities. Education is something that every person is entitled to.



The Executive Team Meets with The Eleven Rivers Growers Organization

The meeting was held on April 15th, 2015 where we explored ways to work together to implement innovative social programs in our field house lodgings. We thank Raymundo Elizalde and Luz María Chombo for sharing with

us their knowledge about new social responsibility programs that can help us enhance our Community Program and the decision making process.



Visit to the Interactive Museum about Addictions (MIA)



The battle ground for fighting substance abuse has no boundaries, so we are determined to increase community understanding of substance abuse by

conduction education and awareness programs. At the museum the children and youth received information about drug addictions where they learned about the dangers faced by the consumption of substances. Also, through interactive systems (In a fun and educational way) they could virtually see the world of addictions, get to know each one of them, and the damage they cause in human health.



Recycling Program in Action!

Starting on March, we implemented a new recycling program by supplying codified containers in all day cares and administrative offices. The program aims to collect as much as possible waste such as: Plastic, cardboard, paper, cans, batteries and electronics.

All collected materials are being delivered on a weekly basis to the "Operación Ambiente" institution.



Mass Oficiated in Celebration of the Holy Week

For the first time on April 2nd, 3rd and 4th, 2015 120 field workers celebrated the Holy Week assisting to the mass oficiated by the Priest Avigail Bernal Machado. Different activities were carried out during that week where everyone participated enthusiastically.



Members of the Executive Team

General Director
Daniel Cárdenas C.

Social Projects Director
Lilia López C.

Administrative Manager
Erik Gerardo M.

Quality Assurance Manager
Nicole Hucke L.

Special Projects Manager
Alejandro Robles A.

Social Responsibility

Coordinator
Yadira Soto C.

Phone #: (52) 667-715-2362
E-mail: central2@tricar.com.mx

¡We are on the Web!
www.tricarsales.com

AGRÍCOLA DANIEL CÁRDENAS CEVALLOS TRICAR

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 being 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.

Alliances:

SEDESOL
SECRETARÍA DE
DESARROLLO SOCIAL



Our Social Workers:
Liliana Cosset Germán González
Jesús Carmina Liera López
Teresa de Jesús Zúñiga Rodríguez
María Rebeca Félix Tapia



Our Main Markets

