



# Newsletter El Porvenir Community Program

Volume 3, nº 3

January 26th, 2015

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

### Points of Interest:

- \* To form the human capital.
- \* To form positive leaders.
- \* To improve the working and living environment.
- \* To raise productivity.
- \* To contribute in improving the quality of life of the entire population.

### Content:

Children's Play-grounds	1
Children's Play-grounds	1
Red Cross Activity	2
Donation	2
Medical Facility	2
Operating Team	3

## Construction of Playgrounds and Concrete Floors in the Courtyard of our Nurseries.

As part of our project, it was planned to build playgrounds for children of 6 years forward, as well as installing plastic playgrounds for the little ones. Today, we can say that this is already a reality. These playgrounds were installed in each one of our nurseries. Also, thanks to the support of Agrícola Daniel Cardenas Cevallos—Tricar, we were able to build 3 floors of concrete in the courtyards of three kindergartens. These areas will be used to practice the exercises of the AFYCC program promoted by I.A.P. Estrella Guía.



## Red Cross Volunteers Came to Play Activities with our Children



On January 4th, 2015 we had the pleasure to welcome the Red Cross volunteers in our field worker's lodging "Cafetal."

The children had the opportunity to meet the staff of Red Cross and learn from them all about prevention and treatment of accidents.

There were also activities for all ages.

During this activity, clothes and toys were donated to the kids in more need.



## Donation of Tricar Produce to the Non-profit Shelter "City of Children"

It has always been a company tradition to donate some of our agricultural products on a weekly basis to "Ciudad de los Niños", a shelter for minors who are cared for and educated by religious mothers who are carrying their service there. The products were delivered on January 6th, 2015.



## Construction of a New Medical Facility in the Field Workers Lodging "Pantulis"



## Members of the Operating Team

**General Director**  
Daniel Cárdenas C.

**Administrative Manager**  
Erik Gerardo M.

**Quality Assurance Manager**  
Nicole Hucke L.

**Social Responsibility Coordinator**  
Yadira Soto C.

**Project Coordinator**  
Alejandro Robles A.

**External Consultant**  
Lilia López C.

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

¡We are on the Web!  
[www.tricar.com.mx](http://www.tricar.com.mx)

## 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.

## AFYCC Program Collaborators:



## Our Main Markets

