



# Newsletter El Porvenir Community Program

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March 26th, 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.

### Points of Interest:

- \* To develop the human capital.
- \* To create positive leaders.
- \* To improve the working and living environment.
- \* To raise productivity.
- \* To contribute in improving the quality of life of our field workers.

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## Conference Given by The Promoting Institution for Children and Youth I.A.P. (Private Assistance Institution)

On Saturday, March 21st, 2015 a conference was carried out about the importance of values, such as: Respect, honesty, responsibility, team work, humbleness, etc. This conference was led by **Miguel Ángel González Espino** which was focused especially towards middle and high school students. The exhibitor recommended them to follow these 3 steps:

1. To do exercise
2. To eat healthy
3. To read

64 boys and girls assisted in total.



## Conference About "How to Develop a Successful Attitude" Exhibitor: Jorge Lluch López

On Saturday, March 21st, 2015 also was carried out a conference focused on the adults about how to develop a successful attitude. They were told about the importance of having enthusiasm in whatever they do, and that in order

to be successful in life they must struggle always with a good attitude and without criticizing others.



## Trip to the Culiacán Zoo



On February 27th, 2015 our Social Worker Liliana Germán González took on a trip to the Zoo our 28 students who are currently receiving the economic incentive from El Porvenir Community Program.

They explored around the zoo and at lunch time they went to the "Isla de Oraba" park where they all ate pizza.

What a great day! :)

## Spring Day Parade



## Interview to the Parents of the Outstanding Students of Our Field Lodgings

On February 21st, 2015 diverse interviews were carried out to the parents of the students who benefit from the economic incentive that is given to them on a monthly basis. We wanted to know how much that incentive has helped them and for what it has helped them the most.

One of the interviewed mothers was Mrs. Beatriz Aguilar Cortéz. Her son's name is José Guadalupe Aldana

Aguilar and he goes in first grade of elementary school. Below are shown some of the questions made:

**How has your son benefited from receiving the economic incentive by having good grades?**

Beatriz: *I have been able to buy him school supplies and shoes.*

**How do you feel about receiving this economic help?**

Beatriz: *I feel very proud of my son and very thankful with this company.*

**What would you recommend to other mothers for their children to improve their grades and this way also be able to receive this help?**

Beatriz: *They should help their children with their homework and to attend all school meetings.*

## 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.

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## 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.

## El Porvenir Community Program Collaborators:



### *Our Social Workers:*

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

### Our Main Markets

