



PROGRAMA COMUNITARIO
EL PORVENIR

Newsletter El Porvenir Community Program

Volume 7 n° 7

May 27th, 2015

“Tell me and I forget,
teach me and I may
remember, involve
me and I learn” -
Benjamin Franklin

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.

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Children's Day Celebration

On April 30th, the social responsibility team organized the Children's Day celebration in our Day Cares: El Porvenir, Pantulis, Cafetal, Acapulco y La Cuchilla. There were piñatas with candy and competitions with gifts for the winners. It was a day of a lot of fun!



Training about Human Rights and Good Treatment

On May 11th, the State Commission of the Human Rights carried out a training session regarding people's human rights and the good treatment that must be promoted in the working environment. Managers and supervisors of different areas assisted. The objective of the NCHR is to create channels and mechanisms of participation that allows everyone to take an active part towards their own rights, and when facing a situation of violation to be able to denounce it.



AM11-36 MAY/11/2015

Remodeling of Day Cares in the Field Lodgings Pantulis and La Cuchilla



At the beginning of April, the Pantulis and La Cuchilla Day Cares were completely remodeled and equipped. Now, they have better furniture, teaching materials, air conditionings, as well as more comfortable rooms and offices. We consider important that our worker's children can have access to learning materials and necessary equipment, to be able to develop themselves educationally and socially.



Closing of the School Year 2014-2015

Thanks to the Coordination of our Social Responsibility Team and the CONAFE Teachers, on April 16th it was carried out for the first time, the closing of the school year 2014-2015. 12 kids graduated from preschool to begin their first grade in elementary school next year. Around 200 people assisted to this event.

Stanza of the Poem

"The Teacher's Prayer" By Gabriela Mistral.

"Let me make my brick schoolhouse into a temple of the spirit. Let the radiance of my enthusiasm encircle the humble playground and the bare classroom. Let my heart be a stronger column and my goodwill a purer gold than the strong columns and finest gold of the wealthy schools."

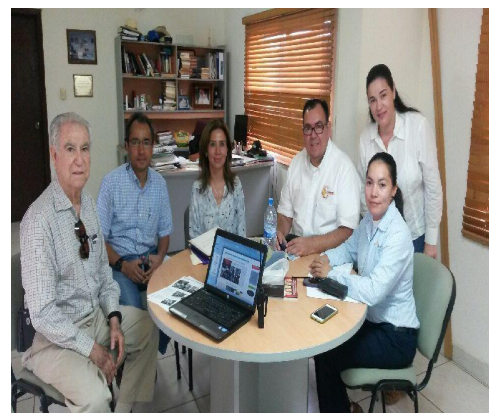


Meeting between the Executive Team and the Priest Raúl Izábal

On April 21st, a meeting was carried out with the Priest Raúl Izabal, to get to a cooperation agreement between our company and the church he represents, where the Priest Avigail Bernal will also take part.

The objective is to give talks to promote the spiritual development of the youth and their parents, throughout workshops, retreats, concerts, and party celebrations such as the Youth Easter. These talks will take place in the Company's church once a week.

On the picture it can be appreciated from left to right to Mr. Daniel Cárdenas Izabal, Mr. Erik Gerardo Martínez, Ms. Lilia López Cenicerós, Priest Raúl Izabal, Mrs. Gracia Cárdenas Cevallos, and Ms. Yadira Soto Cervantes.



Members of the Executive Team

General Director
Daniel Cárdenas C.

Social Projects Director
Lilia López C.

Administrative Manager
Erik Gerardo M.

Quality Assurance Manager
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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.

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



COMISION NACIONAL DE LOS
DERECHOS HUMANOS
MEXICO

