

E X

P A N

S I O N



ANNUAL REPORT
2018

G
KEKÉN

R O

W

I N G

TOGETHER

WE ARE COMMITTED TO THE
COMMUNITIES IN WHICH WE OPERATE.
WE SEEK THAT OUR INVESTMENTS
HAVE A POSITIVE IMPACT THAT
FOSTERS ECONOMIC AND SOCIAL
GROWTH THROUGH JOB CREATION.



+ 25 YEARS WORKING WITH LOCAL COMMUNITIES

We facilitate access to funding sources and provide training, creating shared value and long-term business relationships, while developing self-sustaining programs for communities.

ANIMAL WELFARE

The company has a highly specialized veterinary technical department that promotes animal health. The spaces for breeding have the optimal conditions for the welfare of animals.

THE FARMS COMPLY WITH THE SPECIFICATIONS, ENVIRONMENTAL AND SAFETY REQUIREMENTS NECESSARY FOR THEIR OPERATION

SOCIAL DIAGNOSIS

Identification of specific needs and act efficiently focused on the promotion of education, traditions, health, hygiene and care for the environment.

33%

EXPORT
HIGHLIGHTING JAPAN, SOUTH
KOREA AND UNITED
STATES MARKETS

+350 USD

MILLIONS INVESTED
(2016-2020)
TO DOUBLE BUSINESS CAPACITY

503

MAXICARNE STORE
13% MORE THAN IN 2017



+300

ENTREPRENEURS ORIGINATED FROM THE MODEL OF SHARECROPPING
Peasants owners of disused land that are integrated into the productive chain during the fattening process of pigs.

+4,500

BENEFITED PEOPLE
• Health and physical activation
• Prevention of addictions
• Cultural programs

46

BENEFITED COMMUNITIES
In 24 municipalities of the state of Yucatán

28%

OF THE ENERGY USED IN THE BUSINESS
comes from a clean source

33%

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G R O W I N G

OUR SUSTAINABILITY STRATEGY
IS BASED ON THE DEVELOPMENT
OF COMMUNITIES, WITH THREE
FUNDAMENTAL PILLARS:

HEALTH AND ENVIRONMENT



EDUCATION AND CULTURE

TOGETHER



LOCAL DEVELOPMENT



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