



## LA FELSINA - Paraguay

### Sugar mill

LA FELSINA has been supplying PRONATEC with certified organic raw cane sugar since 1998. The joint venture between the two companies, which has been cultivated over so many years, not only involved large investments in production facilities, but also the exchange of important findings relating to organic cultivation.

LA FELSINA was founded in 1928 by the Zanotti Cavazzoni family, who began producing sugar, rice and coconut oil in Guarambaré, 35 km south from Asunción. In the mid-1990s, the sugar mill took a chance on the production of organic sugar. In 1998, after three years of transition, the sugar mill started producing certified organic sugar. Today, LA FELSINA holds all major organic and fair trade certifications and produces high-quality raw cane sugar which is sold in Europe exclusively by PRONATEC.

Since 2002, LA FELSINA has been working closely together with ASOCACE (Asociación de Cañicultores Orgánicos de la Zona Central), a sugar cane producers' organisation with more than 200 smallholders and 500 harvesters, established with the support of PRONATEC. Since 2004, both LA FELSINA and ASOCACE have been Fairtrade certified. Fair for Life (FFL) certification followed in 2010. The certification means that smallholder cooperatives receive a better price as well as fair trade premiums for their sugar cane. The premiums are used for tillage services as well as community projects such as building schools or improving local infrastructure or healthcare.



### LATEST FAIRTRADE PROJECTS

- **Tillage services ASOCACE** – ploughing of 110.50 ha of sugar cane fields
- **Supporting various charitable projects** in the region

Here's how LA FELSINA supports local smallholder families

- **Higher incomes** thanks to the organic/Fairtrade premium and Fairtrade minimum price
- **Higher yields** thanks to production support (tillage services), organic fertiliser, training and harvest support
- **The entire region benefits** from valuable community projects

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## La Felsina at a glance

- Family-run organic sugar production since 1998
  - 300 employees, 300 harvesters
  - Fairtrade certified since 2004
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During sugar production from May to December, LA FELSINA employs about 300 people. Additionally, LA FELSINA creates jobs for some 300 harvesters and 50 people who transport the sugar cane to the sugar mill, making LA FELSINA a major employer in the region. While the producers' main crop is sugar cane, they also grow food for their own consumption or to generate some additional income.

Besides Fairtrade projects, which are financed by Fairtrade premiums, LA FELSINA supports various charitable projects, such as **Conin Foundation**, which seeks to defeat child malnutrition, as well as **Dequení Foundation**, which protects kids through education and keeps them away from the streets. It also partners with **Juntos por la Educación**, which seeks to turn public education into a national cause.

PRONATEC and LA FELSINA have been working together as a joint venture since 1998. This has involved not only large investments in the production facilities but also the transfer of extensive technical know-how and expertise in organic agriculture. Thanks to its close collaboration with PRONATEC, LA FELSINA has been able to establish a stable long-term basis for the small farmers with organic and fair trade sugar. Their long-term partnership creates trust among consumers and producers alike and ensures continuity. PRONATEC is not only close to the farmers but also to the sugar factory and can therefore pass on information to the customers first-hand. What is more, PRONATEC and LA FELSINA constantly exchange ideas about the requirements of consumers on the one hand and producers on the other hand.

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## Our products

SYRAMENA® raw cane sugar:

- Special Light
- Golden Light

The crystalline raw cane sugar SYRAMENA® is an ideal substitute for beet sugar.

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