

Organic Whole Cane Sugar, Paraguay

PRONAT S.A.



GENERAL INFORMATION

In Paraguay, our whole cane sugar Sucanat is produced by our partner Pronat. This small sugar mill is located in picturesque Maciel, about 3 hours South-East of the capital Asuncion.

Mr. Vicente Escobar, the founder of Pronat, has long followed Pronatec and the development of Sucanat, which was originally commercialized by Pronatec. His vision became to produce a Sucanat using a gentle process that would preserve the nutrients of the sugar cane to the highest extent possible. Through a lot of trials and the testing of different designs Mr. Escobar finally was able to produce the first Sucanat in 2006. At that time he was using an open fire method to cook the sugar cane juice. However, to achieve a higher, more consistent quality a more gentle heating process was required. Mr. Escobar developed a system where water vapour is providing the required heat. Finally, in 2009 the first products from the pilot plant could be shipped to Europe and the factory, as it is today, got completed in 2010.

Throughout all these years the project was closely supported by Pronatec, and Pronat now produces exclusively for Pronatec.

The sugar cane is sourced from small farmers in the region of Maciel, who depend on this cash crop for their income. Pronat and Pronatec support these farmers in the formation of a producers cooperative to increase the knowledge of farming practices and to raise income levels. Thus, the farmer organisation ASOC Iturbe (Asociación Agrícola Cañera Orgánica de Iturbe) with about 400 farmers was established.

LOCATION

The region of Maciel has ideal conditions for growing sugar cane. Rainfall is abundant and no artificial irrigation is necessary.



Maciel Paraguay

PRONATEC'S CONTRIBUTION

Synergies are created: Pronat concentrates on its strengths relating to sugar production, while PRONATEC focuses on a global marketing strategy.

The long-term relationship creates trust among consumers and producers and ensures continuity.

PRONATEC is close to the farmers and the sugar factory and can therefore pass on information to the customers first hand.

PRONATEC and Pronat constantly exchange ideas about the requirements of consumers on the one hand and producers on the other hand.

Substantial investments in the production plant can be implemented with a long term view.

PRONATEC lends its expertise in regards certification and import requirements.



CERTIFICATIONS



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