

Organic Sugar Paraguay

Ingenio Azucarero La Felsina



GENERAL INFORMATION

Organisation:

During sugar production from May to December about 190 people are employed by the sugar mill. Additionally, 300 harvesters and 50 people who transport the sugar cane to the factory, work for La Felsina. Consequently, the sugar mill is a major employer in the region.

HISTORICAL BACKGROUND

La Felsina was founded in 1928 by the family Zanotti Cavazzoni, who began with the production of sugar, rice and oil in Guarambaré, 35 km from Asunción. In the mid-90s, the sugar mill took up a chance in the production of organic sugar. 1999, after 3 years of transition, the sugar mill started producing certified organic sugar of different qualities.

PRODUCT (SUGAR)

SYRAMENA® raw cane sugar:

- Special Light
- Golden Light



Molasses

Various qualities with graded amounts of molasses ensure that our customers can purchase the ideal sugar for every purpose. Golden brown sugar, ground sugar and icing sugar complete the product range. The crystalline raw cane sugar SYRAMENA® is an ideal substitute for beet sugar.



A product comparison conducted by climatop shows that the climate impact of our organic raw cane sugar is about 40% lower than that of organic beet sugar from Switzerland or Germany.

LOCATION

Departamento Central, Paraguay



Guarambaré
Paraguay

Certificates: EU-Bio (EG 834/2007), Bio Suisse, Demeter (biodynamic), NOP (USA), JAS (Japan), Fairtrade (FLO ID Nr. 3199), Kosher, HACCP (Certification in 2009)



ACTIVITIES AND PROJECTS

Capital investments and improvements

- Expansion of warehousing capacity
- Improvements in the production process
- Reconfiguration of the packing/bagging line
- New sanitary facilities and changing rooms
- New protective work clothing for the full workforce
- Optimization of power generation
- Improvements at the evaporation crystallization units
- Purchase of two new tractors

PRONATEC'S CONTRIBUTION

- Synergies are created: LA FELSINA 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 LA FALSINA constantly exchange ideas about the requirements of consumers on the one hand and producers on the other hand.
- Substantial investments in production plant can be implemented with a long term view.



Thanks to the bio-dynamic cultivation of the sugar cane, the ground remains vital and the raw material grows in harmony with the environment.



More Information:

PRONATEC AG
Stegackerstrasse 6
CH-8404 Winterthur
SWITZERLAND

PHONE: +41 (0)52 234 09 09
FAX: +41 (0)52 234 09 19
E-MAIL: info@pronatec.com
WEBSITE: www.pronatec.com