

Ingenio Azucarero LA FELSINA



SYRAMENA® Organic raw cane sugar from Paraguay

General information

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 1999, after three years of transition, the sugar mill started producing certified organic sugar of different qualities.

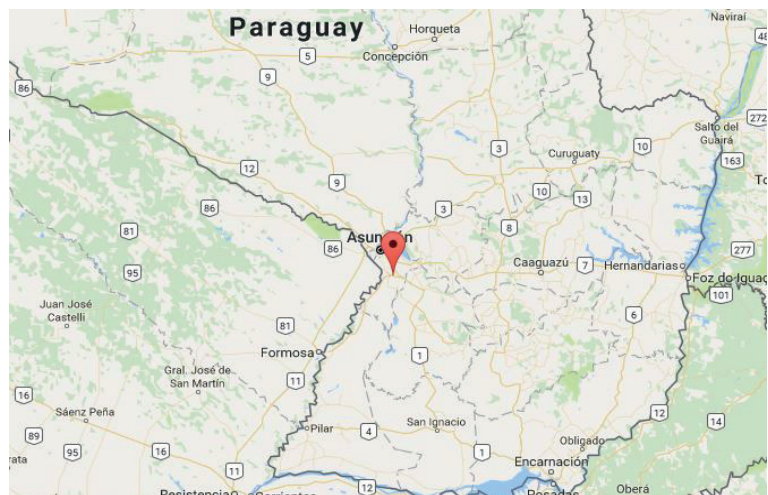
During sugar production from May to December the sugar mill employs about 280 people. Additionally, 300 harvesters and 50 people who transport the sugar cane to the factory work for LA FELSINA, making the sugar mill a major employer in the region.

Products

SYRAMENA® raw cane sugar:

- Special Light
- Golden Light
- Molasses

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



Certificates

Bio Suisse, EU-Bio (EG 834/2007), NOP (USA), Demeter (biodynamic), Naturland, JAS (Japan), FLO Fairtrade, Fair for life (FFL), Kosher, HACCP, BRC





Our commitment

PRONATEC and the Paraguayan sugar mill 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 and organic know-how.

- 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 FELSINA 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.



Social Responsibility:

La Felsina supports schools in Guarambaré for education in music, dance and theatre.

PRONATEC transfers the Fairtrade premiums directly to the farmers organisation ASOCACE.

Today, LA FELSINA holds all major certifications and produces high-quality raw cane sugar, sold exclusively by PRONATEC. In addition, LA FELSINA and the sugar cane producers' organisation Asociación de Cañicultores Orgánicos de la Zona Central (ASOCACE) are Fairtrade certified since 2004 and FFL certified since 2010. Consequently, the smallholders receive a pre-mium for each Fairtrade and FFL delivery, which is used for charity projects.

Investments

In the last year La Felsina has invested about 1 mio USD in the following projects:

- New roof of washroom (damaged after a big storm)
- New generator imported from Italy
- New french centrifugal with the latest technology
- Replacement of old pipes by new inox pipes

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