



PROMESA

BOTANICALS OF PARAGUAY · HEALTH WITH PURPOSE

EXECUTIVE BRIEF FOR STAKEHOLDERS

The PROMESA Project

Promoting better health

Medicinal plants from Guaraní communities, bought at a premium, processed in Paraguay to GMP standards and exported as food supplements.



The project on one page

PROMESA is a development-cooperation project with a business engine. It **buys at a premium** the medicinal plants grown by Guaraní communities in eastern Paraguay, **processes them in the country** in a plant built to European and North American good manufacturing practice (GMP), and **exports finished products** —food-supplement tablets— under the maquila regime. Paraguay is the home of stevia and yerba mate and knows some 800 medicinal species; what it lacks is a certified plant so that the value stays in the country.

USD 7.09 M

total investment (incl. land in kind)

USD 6.1 M

revenue in 2032 (year 5)

31 %

EBITDA margin in 2032

31.3 %

5-year investor IRR

329

grower families in 2032

USD 1.94 M

paid to growers in 5 years

62

direct jobs

USD 13.5 M

exports 2028–2032

How it works

1 • Buy

+25 % over the market price and a 15 % premium for a community-managed fund. No purchase without free, prior and informed consent.

2 • Process

GMP plant in Coronel Oviedo: heat-pump drying, steam sterilisation, tableting and packing with NSF and FSSC 22000 certification.

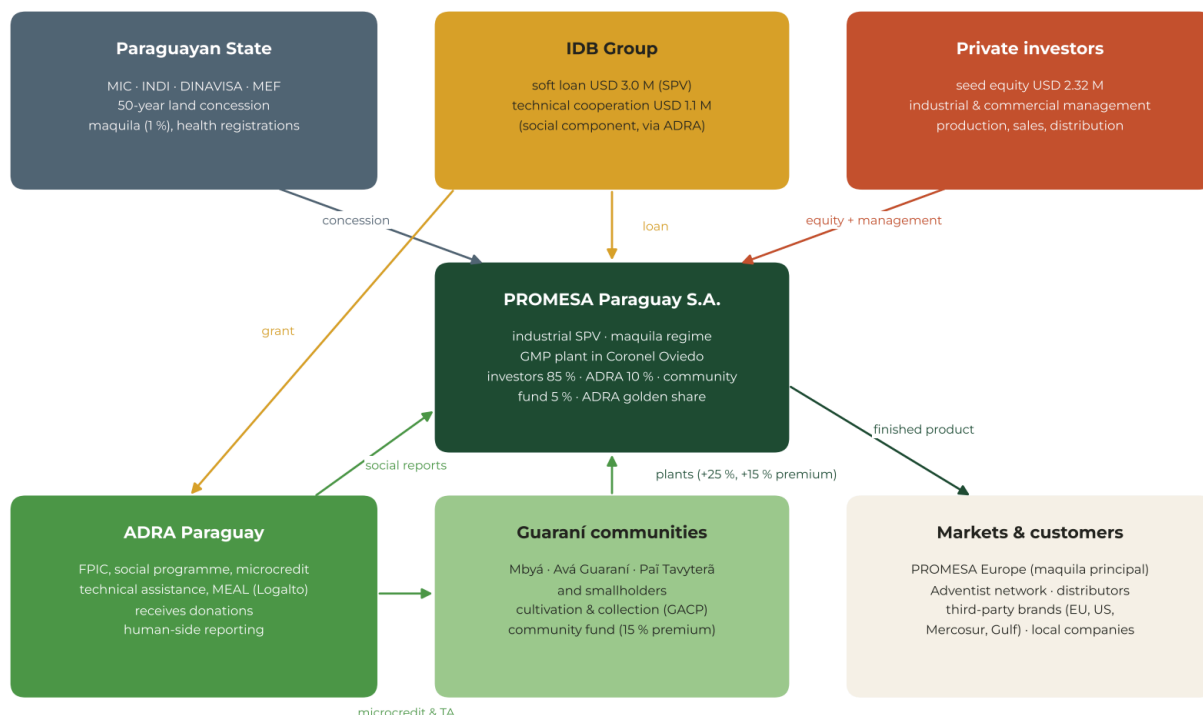
3 • Export

PROMESA brand (4 formulas), contract manufacturing, bulk ingredients and services to local producers.

Why now

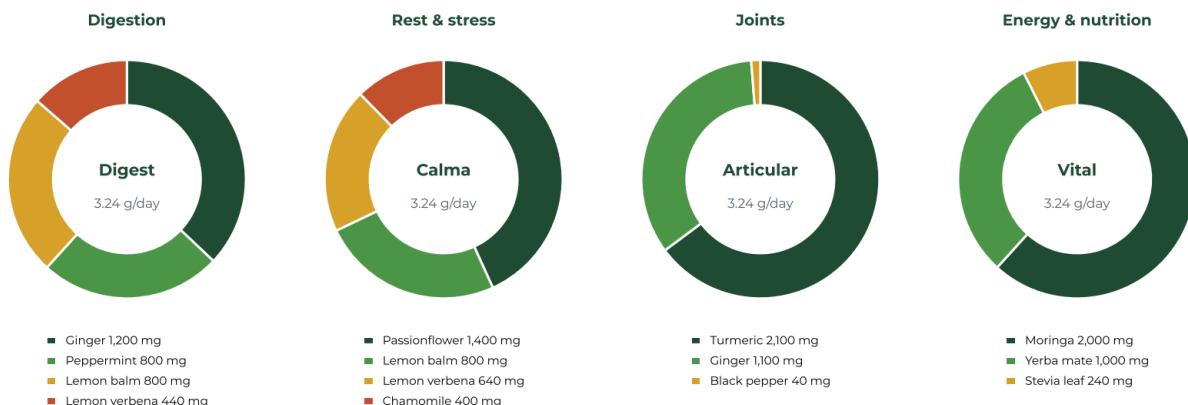
- **Market:** herbal supplements, USD 42 bn worldwide and +9 % a year; turmeric leads in the US and moringa is growing fast.
- **Paraguayan framework:** single 1 % tax on export maquila (Ley 7547/2025) and power at ≈ USD 0.05/kWh.
- **Proven model:** GoodOne (cashews processed in Ghana, an ADRA social enterprise) and award-winning cocoa from the Solomon Islands.

Four partners, each doing what it does best



Partner	Contributes	Gets
Paraguayan State	1.76 ha industrial plot on a 50-year concession; maquila regime; support from MIC, INDI and DINAVISA	Industrial investment, 62 jobs, USD 13.5 M of exports in five years and Indigenous community development
IDB Group	Soft loan of USD 3.0 M (12 years, 3 years' grace, 4.5 %) and non-reimbursable technical cooperation of USD 1.1 M	Repayment from commercial cash (cover $\geq 3\times$ from 2031); impact measured in Logalto; ESPS 7 safeguards met
ADRA	Consent, technical assistance, micro-credit, monitoring and reporting (MEAL), USD 0.56 M in donations	10 % of the company and a golden share over the social mission
Private investors	USD 2.32 M of seed equity; management of production, sales and distribution	85 % of the shares; 31.3 % IRR and 3.9 $\times$ money (base case); risk reduced by ceded land and soft finance
Guarani communities	Plants, traditional knowledge and labour	USD 1,872 a year per family, community premium, credit, training and 5 % of the company

Products and plant



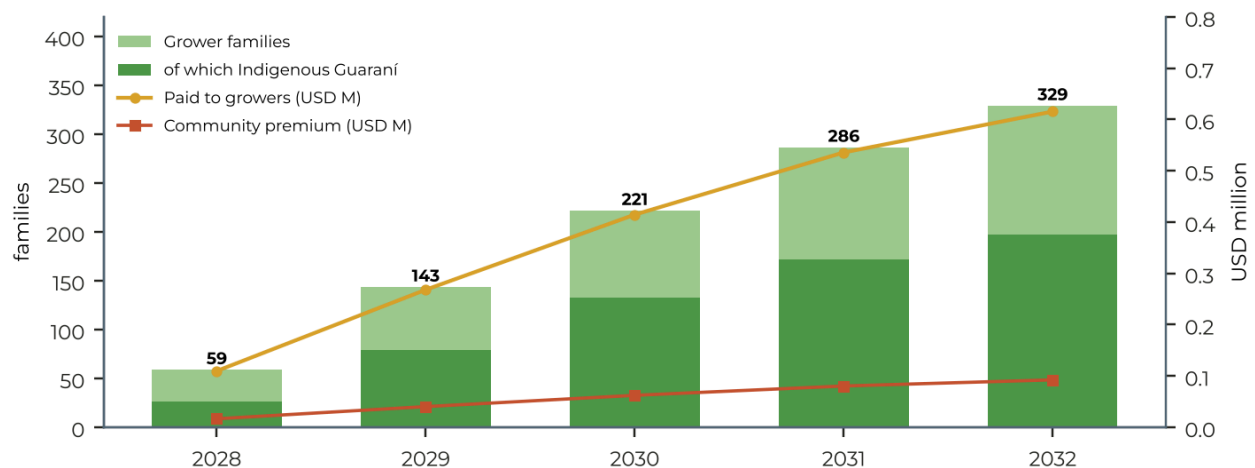
Product	Composition per daily dose (4 tablets)	Dose basis
Digest	Ginger 1,200 mg · peppermint 800 · lemon balm 800 · lemon verbena 440	EMA monographs
Calma	Passionflower 1,400 mg · lemon balm 800 · lemon verbena 640 · chamomile 400	EMA monographs
Articular	Turmeric 2,100 mg · ginger 1,100 · black pepper 40	EMA monographs
Vital	Moringa 2,000 mg · yerba mate 1,000 · stevia leaf 240	Controlled clinical trials

900 mg tablets, bottle of 120 (30 days). Sold **without disease claims**, on origin, quality and traceability, as the EU and US require.



- **Coronel Oviedo (Caaguazú)**, within 150 km of Mbyá and Avá Guaraní communities
- **2,304 m²** building, 792 m² ISO 8 GMP core
- ≈ 1.7 M bottles a year on one shift; 64 % used in 2032
- Steam sterilisation **with no ethylene oxide**; HPLC/HPTLC lab
- Capex **USD 3.85 M**, excluding land

Impact on the communities



Commitments

- **No consent, no purchase** (Decreto 1039/2018, ILO Convention 169, IDB ESPS 7)
- **Price +25 %** and cash payment at the collection centre
- **15 % premium** for the community fund
- Benefit-sharing for traditional knowledge
- Independent grievance mechanism

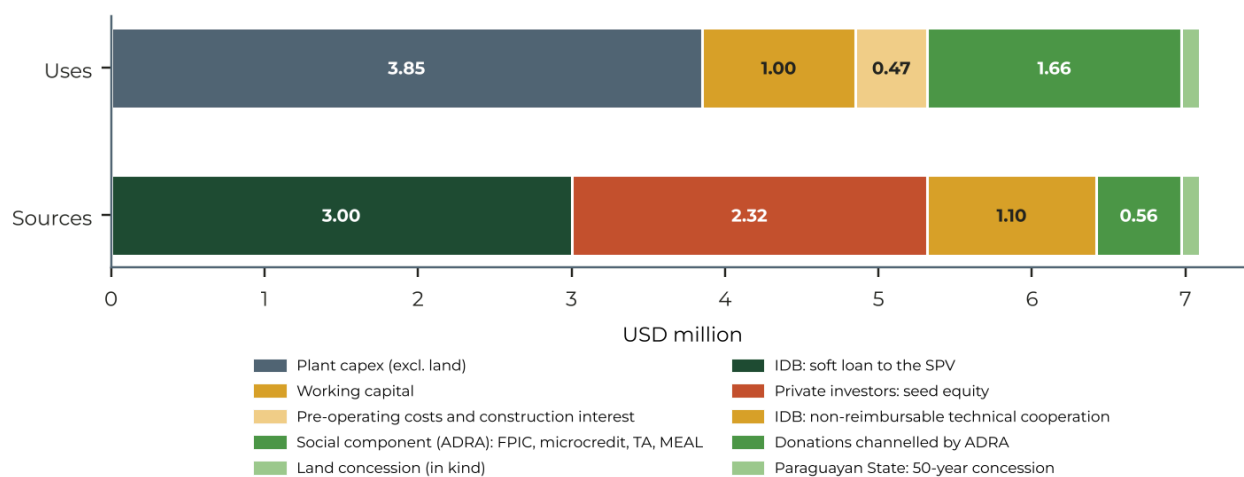
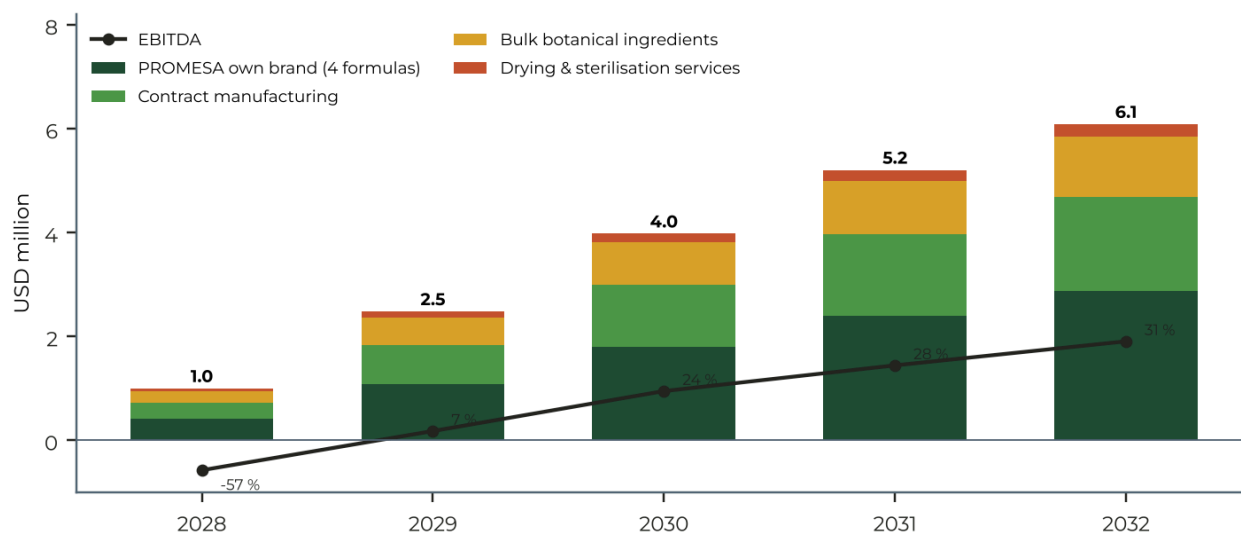
What changes

- **USD 1,872 a year** per family (3.6 months of minimum wage), 374 more than at market price
- **329 families**, 197 of them Guaraní, in some 20 communities
- **755 micro-loans** of ≈ USD 600 repaid in plants
- **USD 1.94 M** in purchases and **USD 0.29 M** in premiums in 5 years
- **62 jobs** at the plant, with a 50 % target for women



Illustrative image (Shutterstock).

Business plan and financing

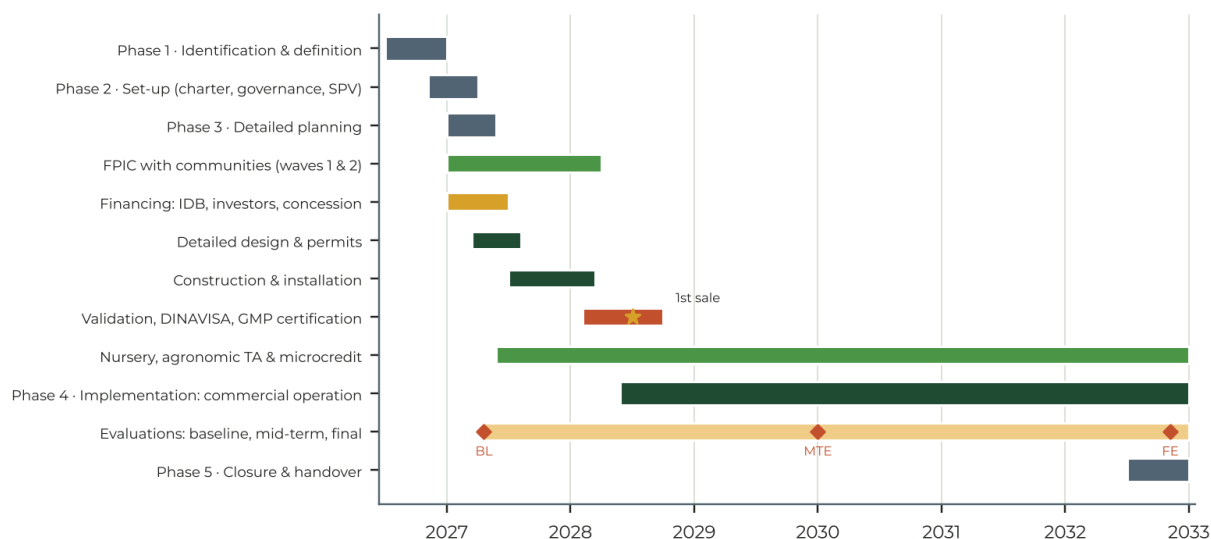


Indicator (base case)	Value
Revenue / EBITDA in 2032	USD 6.1 / 1.91 M (31 %)
Project / investor IRR (5 years, exit at 5× EBITDA)	20.3 % / 31.3 %
Project NPV at 12 %	USD 2.25 M
Minimum debt-service cover (2031–2032)	3.3×
Minimum cash balance	USD 0.28 M

Main risk: the pace of sales. With 25 % lower volumes the IRR falls to 2 %. That is why construction will not start without purchase letters from anchor buyers, a USD 1.0 M standby line and the consent of the first communities.

Monitoring, timeline and next steps

The project follows the **Project DPro (PM4NGOs)** methodology: a logframe with goal, purpose and six outputs, and **30 indicators** with baseline, annual targets and breakdown by sex, people and community, ready to import into **Logalto**. ADRA publishes quarterly reports, with independent evaluations in 2027, 2030 and 2032.



What we ask

- **Paraguayan State:** land concession (50 years), maquila programme and a focal point at MIC and INDI.
- **IDB Group:** soft loan of USD 3.0 M and technical cooperation of USD 1.1 M.
- **ADRA:** lead the social component and MEAL; USD 0.56 M donation campaign.
- **Investors:** USD 2.32 M of seed equity and industrial and commercial leadership.

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