



PROMESA

BOTANICALS OF PARAGUAY · HEALTH WITH PURPOSE

STAKEHOLDER PRESENTATION · OCTOBER 2026

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

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With ADRA Paraguay · the Paraguayan State · IDB Group · private investors



THE CHALLENGE

The plants grow here; the value leaves the country

66 %

poverty among Indigenous peoples, three times the national rate

≈ 800

traditional medicinal species ('yuyos'); Paraguay is the home of stevia and yerba mate

1 %

single tax on export maquila (Ley 7547/2025)

42,000 M

USD global herbal supplement market (+9 % a year)

- Guaraní communities sell their plants **to middlemen, with no contract, at the lowest price** and with no quality control.
- Export barriers are about **quality**: smoke-drying contaminants, heavy metals, ethylene oxide. An **industrial plant** solves them.
- No botanical supplement plant with EU/US-recognised GMP certification has been identified in Paraguay; power costs ≈ USD 0.05/kWh.

THE IDEA

Buy fairly, process to the highest standard, sell worldwide

1 • Buy

Plants from **Guaraní communities** and smallholders: **+25 %** over the market price plus a **15 % premium** for the community fund. Micro-credit repaid in plants.

2 • Process

GMP plant in Coronel Oviedo under maquila: heat-pump drying, milling, **steam sterilisation**, tableting and packing to EU/US standards.

3 • Export

PROMESA brand (4 formulas), **contract manufacturing**, bulk ingredients and services for local producers, so the plant is never idle.

USD 7.09 M

total project investment

USD 6.1 M

revenue in year 5

329

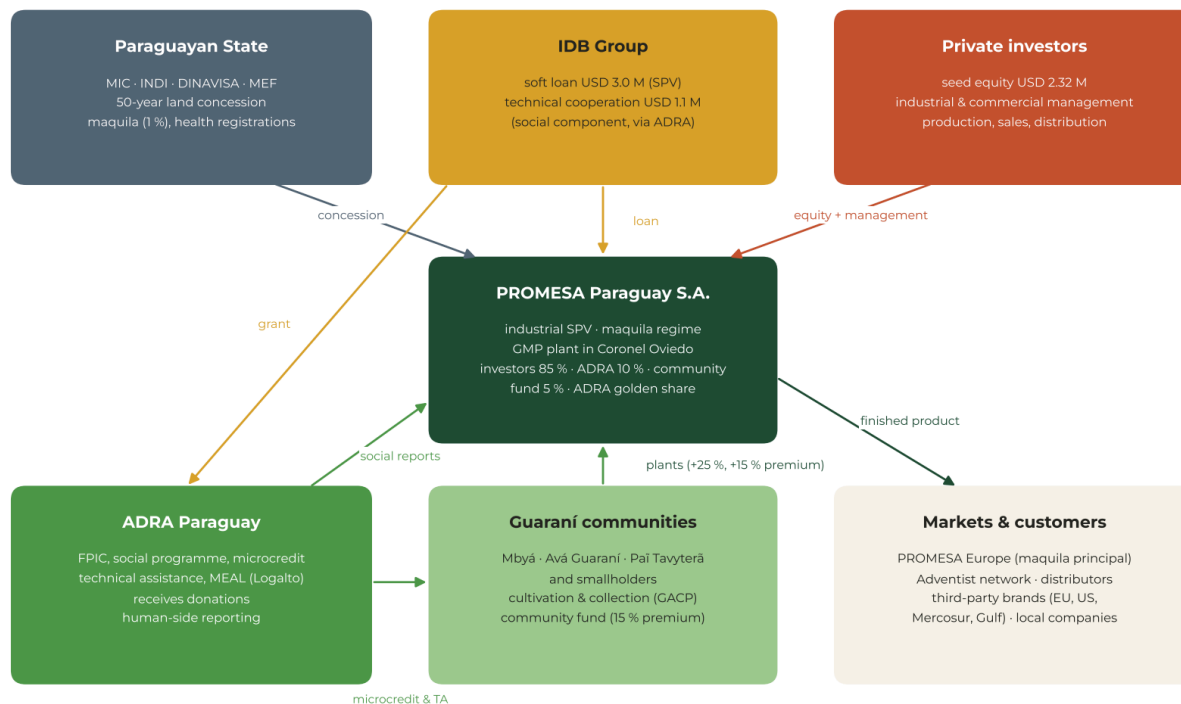
grower families

62

direct jobs

FOUR PARTNERS

Each partner does what it does best



- **Paraguayan State:** 50-year land concession, maquila, INDI and DINAVISA.
- **IDB Group:** soft loan of **USD 3.0 M**, repaid from commercial activity, and **non-reimbursable** technical cooperation of **USD 1.1 M**.
- **ADRA:** human and social side: consent, technical assistance, micro-credit, MEAL in Logalto, donations.
- **Private investors:** seed equity of **USD 2.32 M**; they run production, sales and distribution for a legitimate profit.

VALUE PROPOSITION

What each partner gives and gets

Partner	Contributes	Gets
State	Land (1.76 ha, 50 years), maquila regime, institutional support	Industrial investment, 62 jobs, USD 13.5 M of exports in 5 years, Indigenous development
IDB Group	USD 3.0 M soft loan + USD 1.1 M technical cooperation	Repayment from commercial cash (cover $\geq 3\times$ from 2031), impact measured in Logalto, ESPS 7 safeguards
ADRA	Social management, FPIC, micro-credit, MEAL, USD 0.56 M in donations	10 % of the company and a golden share over the social mission; a new GoodOne in Latin America
Investors	USD 2.32 M seed equity and industrial and commercial management	85 % of the shares; 31.3 % IRR and 3.9 $\times$ money in 5 years (base case); risk reduced by soft finance and ceded land
Communities	Plants, traditional knowledge, labour	USD 1,872 a year per family, community premium, credit, training and 5 % of the company

IT ALREADY WORKS

ADRA has walked this road before

GoodOne · Ghana

Social enterprise **owned by ADRA International** (2024). It buys cashews from farmers ADRA has trained for decades (over 10,000), **pays a premium** and **processes them in Ghana** instead of exporting them raw. Profits go back to the communities.

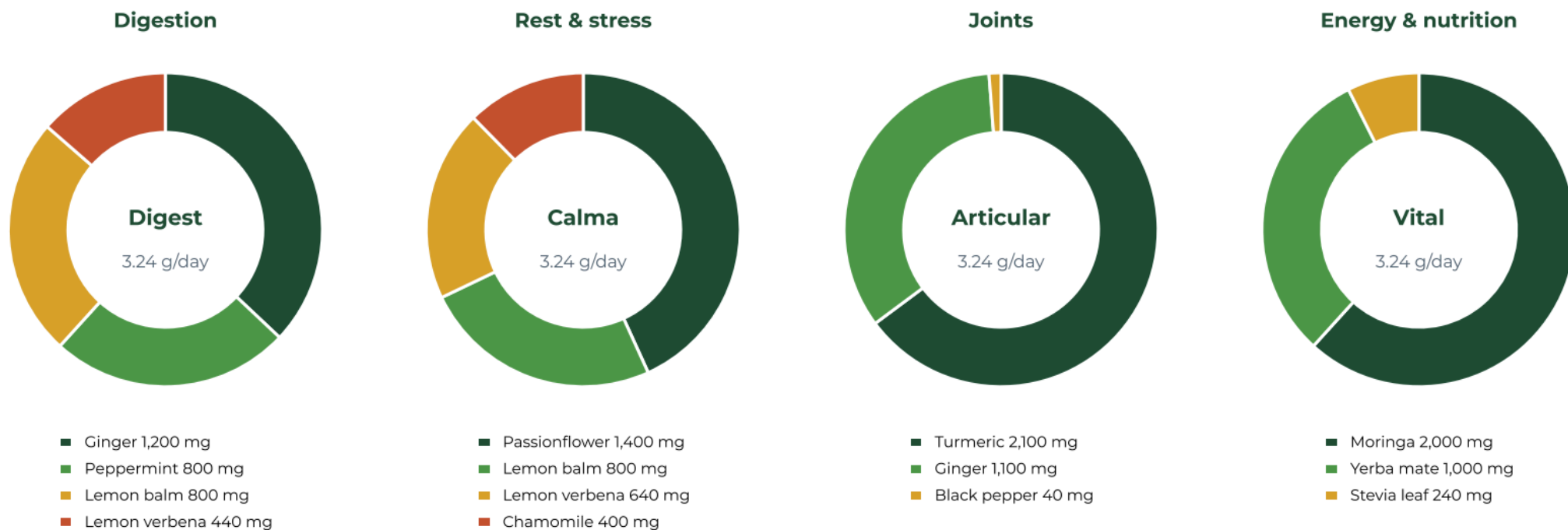
Cocoa · Solomon Islands

ADRA Solomon Islands and ADRA Australia improved fermentation, drying and quality in **eight villages**. A bar made from that cocoa won **gold at the Academy of Chocolate Awards** in London; farmers earn **quality premiums**.

PROMESA goes one step further: it makes the finished consumer product under GMP and separates the roles: industrial and commercial risk for the private investor; the human side for ADRA.

PRODUCTS

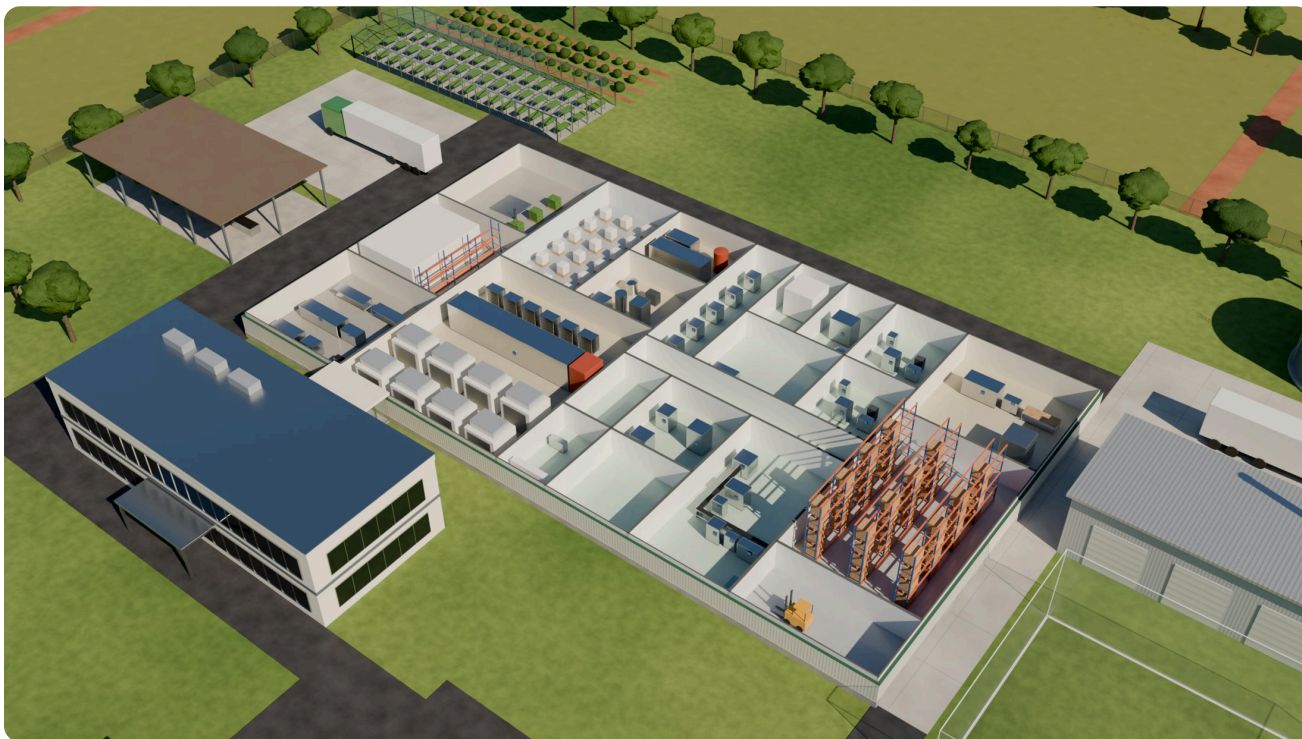
Four formulas made from plants grown in Paraguay



900 mg tablets, 4 a day, bottle of 120 (30 days). Doses consistent with European Medicines Agency monographs or clinical trials. **No disease claims:** sold on origin, quality and traceability.

THE PLANT

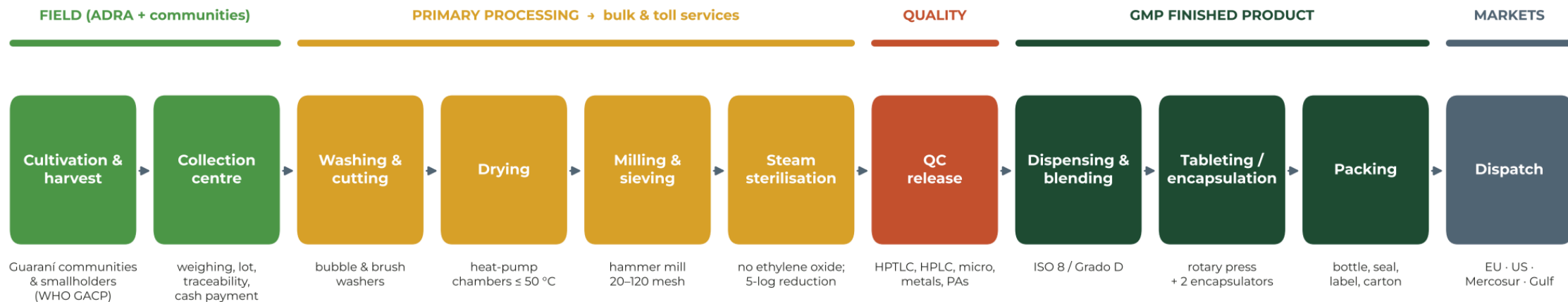
European-grade GMP in the Guaraní heartland



- **Coronel Oviedo (Caaguazú)**: Mbyá and Avá Guaraní communities within 150 km
- 1.76 ha site; **2,304 m²** building; 792 m² ISO 8 GMP core
- Heat-pump drying ≤ 50 °C, steam sterilisation **with no ethylene oxide**
- $\approx$ **1.7 M bottles a year** on one shift; HPLC/HPTLC laboratory
- NSF/ANSI 455-2, FSSC 22000, organic, halal
- Capex: **USD 3.85 M** (land excluded)

FROM FIELD TO BOTTLE

Full traceability in a single flow



237 t

of dried plants bought in 2032

94 ha

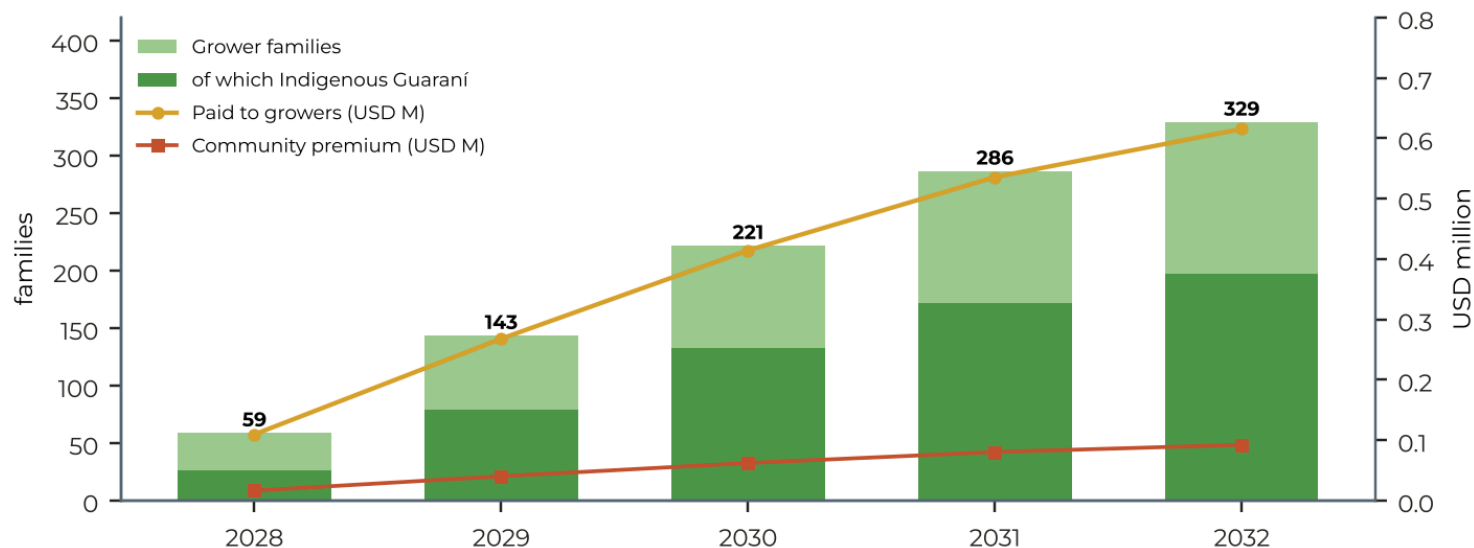
farmed by families, with no deforestation

1,080k

bottles made in 2032 (64 % of capacity)

HUMAN IMPACT

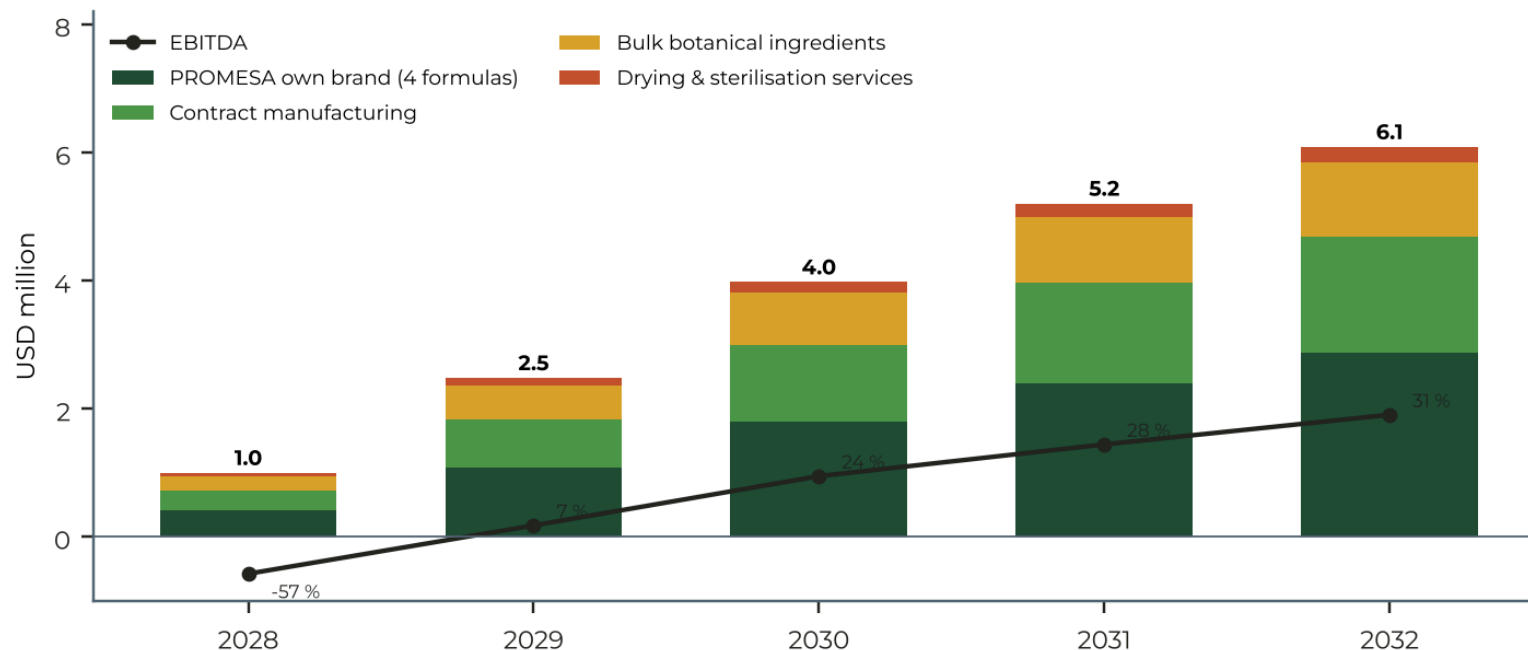
Fair income, consent and credit



- **No consent, no purchase:** FPIC under Decreto 1039/2018 and IDB ESPS 7, with INDI
- **+25 %** over the market price, paid in cash
- **15 % premium** for a fund the community controls (water, school, health)
- **Micro-loans** of ≈ USD 600 repaid in plants; USD 0.3 M fund
- **USD 1,872 a year** per family; USD 1.94 M paid in 5 years

FIVE-YEAR BUSINESS PLAN

Profitable from year 3, without relying on donations



USD 6.1 M

revenue in 2032

31 %

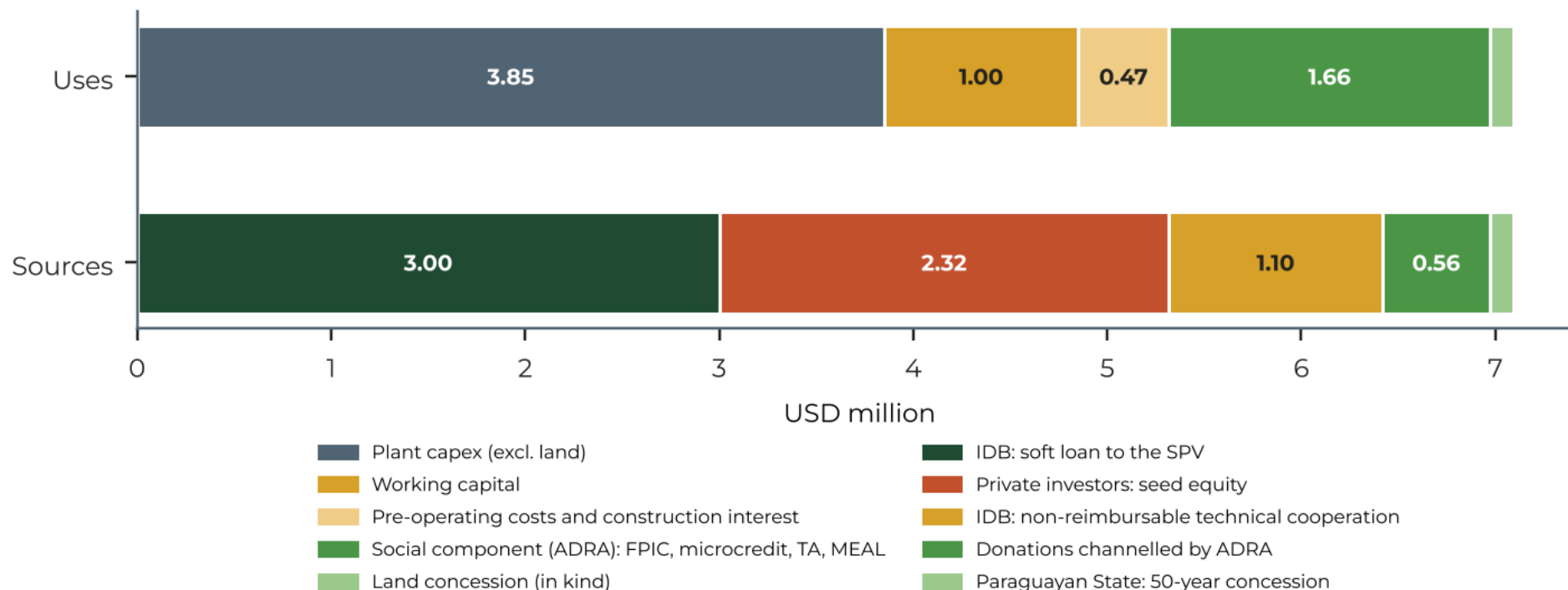
EBITDA margin in 2032

72 %

of sales are exported

FINANCING

USD 7.09 M from four sources



IDB loan: 12 years, 3 years' grace, 4.5 %. Dividends only with debt-service cover ≥ 1.3 and positive retained earnings. USD 1.0 M standby line (undrawn in the base case).

RETURNS AND RISKS

Good returns, with one risk to manage: sales

20.3 %

project IRR

31.3 %

investor IRR

USD 2.25 M

NPV at 12 %

3.3×

minimum debt-service cover
(2031–32)

Withstands

- Capex +15 %, farm-gate price +30 %, wages +20 %
- Commercial finance at 8.5 % instead of the soft loan

Conditions before building

- Purchase letters from 2–3 anchor buyers
- USD 1.0 M standby line
- Documented consent of the first communities

MONITORING IN LOGALTO

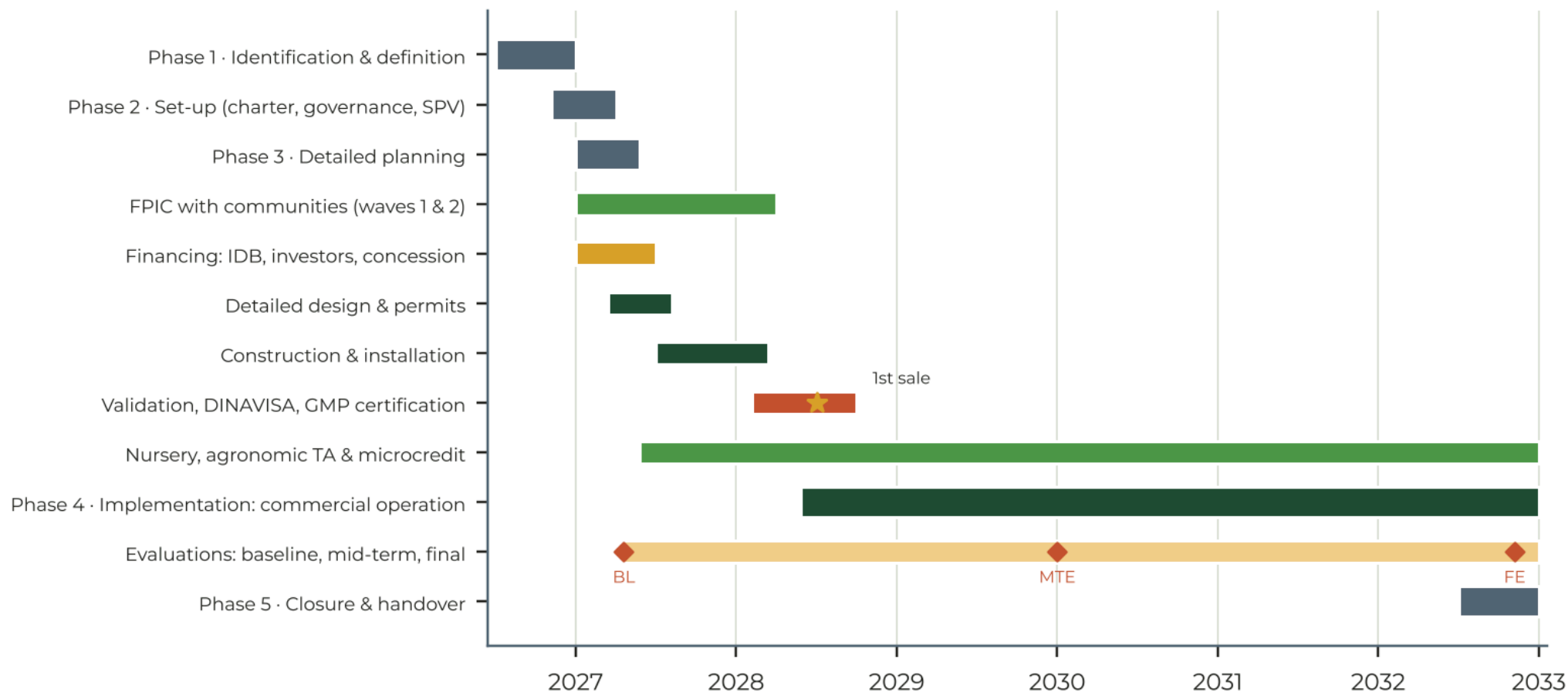
Every dollar and every family, measured

- Project DPro (PM4NGOs) logframe: **goal, purpose, 6 outputs**
- **30 indicators** with baseline, annual targets and breakdown by sex, people and community
- Logalto import template and mobile forms ready
- Quarterly reports; baseline, mid-term and final evaluations
- Grievance mechanism and feedback assemblies in Guaraní

Key indicator (2032)	Target
Grower families	329
...of which Guaraní	197
Cumulative payments to growers	USD 1.94 M
Cumulative community premium	USD 0.29 M
Communities with FPIC	20
Direct jobs (50 % women)	62
Annual exports	USD 4.4 M

TIMELINE

From consultation to first export in 20 months



What we ask of each partner

Paraguayan State

50-year land concession, maquila programme and a focal point at MIC and INDI

ADRA

Lead the social component and MEAL; USD 0.56 M donation campaign

IDB Group

Soft loan of USD 3.0 M and technical cooperation of USD 1.1 M

Investors

USD 2.32 M seed equity and commercial and industrial leadership

Next steps (Q4 2026 – Q2 2027): memorandum of understanding, public land in Caaguazú, project concept to the IDB, first dialogue with 6 communities, purchase letters.



PROMESA

BOTANICALS OF PARAGUAY · HEALTH WITH PURPOSE

Wellbeing for those who use it, a future for those who grow it

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