

Jerovia[®]

ORGÁNICO





Jeroviá Organic: seal of Quality

Our company, a bit of history:

We were born in November 2006 with the conviction of being a company focused on a triple bottom line where the axes economic, social and environmental coexists in equilibrium. So develop our work with passion for what is ours, the planet and our consumers.

Mission:

Market products, produced with consciousness and environmental responsibility and with an important difference in the welfare and consumer health. Organic Jeroviá goes beyond an ideological position against growing without pesticides: "Looking for a change of use with your body and your relationship with the planet"



What is Jerovia Organic?

Where the environmental and social issues have a balanced weight with economics. All with the goal of a better balance between us as a community and our relationship with the land. Finally, the most difficult and the news that appears as the biggest challenge for us is to convince the consumer that are not just words what we send, but the result of many human relationships, where we met people who have the same vision.



All our products are made of leaf of organic yerba mate, organic catuaba and organic sugar and comes from plantation that fulfill the standards for organic production of United States (NOP-USDA), the European Union (EEC 2092/91) and Japan (JAS) and certified by the German Company BCS ÖKO Garantie.

Ours products are also approved by the Paraguayan Foundation of Celiacs (FUPACEL) and Paraguayan Diabetes Foundation (FUPADI).



We join people who have our same vision. People who believe that a sustainable economy is possible, so we decided to establish, in conjunction with the “Moises Bertoni Foundation”, a market mechanism, through which the common goals of balancing economic, social and environmental, the explicit tangible throughout the value chain of products. The “Mbaracayu Mioses Bertoni School for Sustainable Development” is a self-sufficient school comprehensive training, a leader in excellence and innovation, transforming young, poor, rural women in entrepreneurs for sustainable development and active players to improve the quality of life of their community. It also seeks that the students acquire values and principles of accountability, honesty, love for nature and appreciation of universal and Paraguayan culture.

Through this agreement we have agreed a mechanism for Fair Trade, by which the products produced from the Foundation receive a premium price above the market price.



● Estamos orgullosos de colaborar con la Fundación Moisés Bertoni y su proyecto autosostenible del Centro Educativo Mbaracayú. El colegio es una revolucionaria iniciativa que busca estimular el espíritu emprendedor de jóvenes indígenas y Campesinas; así como la conservación de la Reserva de Biosfera del Bosque Mbaracayú. Visite a FMB en: www.mbertoni.org.py.

● We are proud to work with the Fundación Moisés Bertoni and the Mbaracayu Educational Center, a revolutionary self-sufficient school that seeks to stimulate the entrepreneurial spirit of young natives and peasants womans; as well as the conservation of the Mbaracayu Biosphere Reserve.

ORGANIC YERBA MATE



Know the yerba mate... and its benefits.

The word hierba is Spanish for grass or “herb”. Mate is from the Quechua mati, meaning “cup”. Yerba mate is therefore literally the “cup herb”, it was scientifically classified by the Swiss botanist Moses Bertoni, who settled in Paraguay in 1895, with the name *Ilex paraguariensis*, and places it within the medium shrub species, an evergreen member of the holly family and plant with medical properties. The plant is grown mainly in South America, more specifically in Paraguay, Argentina, and Southern Brazil. The plant is classified, according to Western herbal medicine, as aromatic, stimulant, bitter, aperient (laxative), diuretic, purgative, and febrifuge. Mate contains numerous vitamins and minerals. An invigorator of the mind and body, a natural source of nutrition, and a health promoter par excellence, Mate deserves the attention of every person interested in optimum health.

The Guarani are reputed to be the first people who cultivated the plant and have use it as a common ingredient in household cures. The first Europeans to do this were Jesuit missionaries, who spread the drinking habit as far as Ecuador. Nowadays, it has won many admirers in wide-ranging parts of the world. In modern Argentina and Paraguay, Mate tea has become a ritual in a manner reminiscent of coffee and tea use in Western and Eastern countries, and the natural use of Mate for healthful purposes has persisted.

Properties:

- **GASTROINTESTINAL PROPERTIES:** immediate improvement of the digestion and the constipation can easily be overcome by means of the use of the Mate.
- **EFFECTS ON THE NERVOUS SYSTEM:** The Mate possesses the ability to increase the alert and the mental sharpness without any collateral effect, such as the nervousness and the fears.
- **CARDIOVASCULAR EFFECTS:** The yerba mate contains many of the nutrients required by the heart for its growth and recovery. Besides, it increases oxygen supply to the heart, especially during the periods of stress or exercise.
- **EFFECTS ON THE IMMUNOLOGIC SYSTEM:** it helps the immunologic answer of the body to increase, stimulating the natural resistance toward the illnesses.
- **THERAPEUTIC PROPERTIES:** The yerba mate is basically a stimulating drink that eliminates the fatigue and promotes mental activity and physics. The hunger feels satisfied.

Composition of yerba mate (*Ilex paraguayensis*)

Composition General	Gr./100 Gr.	Minerals	Gr./100 Gr.	Vitamins	Mg/100 Gr.
Proteins	10.12	Phosphorus	0.28	C (Ascorbic Acid)	10.83
Glucose	0.51	Calcium	0.9	Piredoxina - B6	4.36
Saccharose	3.94	Magnesium	0.65	Riboflavin - B2	2.36
Starches	8.58	Potassium	1.18	Tiamine - B1	19.82
Crude Fiber	28.88	Iron	0.02	Niacin	9,68
Caffeine (Mateine)	1.02	Sodium			
		Total Ash	6.76		

The Yerba Mate contains 196 active compounds, 25 vitamins and minerals, 18 amino-acids and 11 polyphenols including Vitamin E is identified, the best known antioxidant.

In 1964, a group of investigators of the Pasteur Institute and of the Scientific Society of Paris has reached to the conclusion that the Mate contains practically all the necessary vitamins to sustain life.



ORGANIC YERBA MATE
TRADITIONAL 250g
Recycled cardboard pack

J001	784134100013
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ORGANIC YERBA MATE
TRADITIONAL 500g
Recycled cardboard pack

J002	784134100020
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ORGANIC YERBA MATE
PURE LEAF AGED 250g
Recycled cardboard pack

J011	7841341000471
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ORGANIC YERBA MATE
PURE LEAF AGED 500g
Recycled cardboard pack

J012	7841341000488
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ORGANIC YERBA MATE
PURE LEAF GREEN 500g
Recycled cardboard pack

J014	7841341000495
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ORGANIC SUGAR



Jerovia Sugar is dedicated to bringing the finest Fair Trade, organic and natural sugar to consumers.

Paraguay was the first country to engage in industrial-scale organic sugar production. Conventionally in Paraguay farming sugar cane has been marked by individual commercialization by producers, low bargaining power, no access to price and market information and low prices that fail to provide sustainable livelihood conditions for producers.

Getting More Value-Added and Making the Difference: Fair-Trade

Sugar cane processing requires large milling facilities and in most cases lack of capital prevents small-scale farmers. In addition to them not benefiting from the processing value-added, they have no experience in trading in a world commodity market. It is one of the long-term aims of Fair-trade to allow farmers to gain such experience. Fair-trade importers buy sugar from the mill at a market price plus a fair-trade premium that is paid directly to the Farmers Association. Fifty per cent of the premium is distributed to the organic growers and 50% reinvested in the association. In this way the farmers themselves receive a higher income and their association become stronger and more viable. Fair-trade Premium projects have already been carried out and have helped to address many of the farmer's most urgent needs: pre-financing production, food programs, educational programs and health care, infrastructure, mechanical equipment and running water.

JEROVIA ORGANICO - SUGAR LINE

Organic production:

The production methods of organic cane is all a management system where the production unit should be treated integrally. It must implement and supplement the practice of soil conservation and ecological conditions, optimization of water consumption, the application of organic fertilizers and weed control manually. It is a matter of organization and planning with a focus on ecological business.

The planting, cultivation and release of organic sugar cane is carried out in compliance with all requirements of certification bodies. Some of the benefits obtained with the cultivation of organic sugar cane are the conservation, recuperation and increase long term fertility of soil conditions, encourage and enhance biological cycles in the area in cane, minimize all forms of pollution.

Results of the combination between organic farming and fair-trade are:

- A pure, delicious, artisanal sugar, with no sucralose, which is made from chlorine and is used to bleach and refine sugar
- Betterment of the conditions of life for farmers
- Caring for the environment



ORGANIC SUGAR 500g
Recycled cardboard pack

J051 7841341000051

ORGANIC SUGAR 1 Kg
Recycled cardboard pack

J052 7841341000068



JEROVIA ORGANICO - SUGAR LINE



**ORGANIC SUGAR 10.000
pouches with logos**

J065 7841341000501

**ORGANIC SUGAR
50 pouches 5 gr
Recycled cardboard pack**

J061 7841341000297

**ORGANIC SUGAR
100 pouches 5 gr
Recycled cardboard pack**

J062 7841341000419



**ORGANIC SUGAR 100.000
pouches with logo**

J066 7841341000518

**ORGANIC SUGAR 200.000
pouches with logo**

J067 7841341000525



**DUPLEX CARDBOARD BAG x 52 CLODS OF ORGANIC
SUGAR**

7841341000716



GLASS POTS x 30 CLODS OF ORGANIC SUGAR

7841341000723

MATE COCIDO

Paraguayan typical drink made up of organic yerba mate, organic sugar and orange peel all roasted with charcoal.



ORGANIC MATE COCIDO 250 gr
Recycled cardboard pack

J101 7841341000075



ORGANIC MATE COCIDO 500 gr
Recycled cardboard pack

J102 7841341000082



TEA BAG LINE



ORGANIC YERBA MATE
25 TEA BAGS 3gr
Recycled cardboard pack

J203 7841341000259



ORGANIC MATE COCIDO
25 TEA BAGS 3gr
Recycled cardboard pack

J201 7841341000136



ORGANIC CATUABA
25 TEA BAGS 3gr
Recycled cardboard pack

J202 7841341000143



NATURAL STEVIA
25 TEA BAG 2gr

7841341000839



TEA BAG LINE



**ORGANIC YERBA MATE TEA
WITH MANZANILLA, ANIS AND STEVIA**



**ORGANIC YERBA MATE TEA
WITH CEDRÓN AND STEVIA**



**ORGANIC YERBA MATE TEA
WITH MORINGA AND STEVIA**



**ORGANIC YERBA MATE TEA
WITH MENTA AND STEVIA**



**ORGANIC YERBA MATE TEA
WITH BURRITO**



**ORGANIC YERBA MATE TEA
WITH STEVIA**





STEVIA LINE



The Stevia Rebaudiana Bertoni: Paraguay's cultural heritage.

Stevia rebaudiana Bertoni, originally known as Ka'a He'ê (sweet grass) is a shrub used by the Guarani natives of the area northeast of Paraguay, who were the first humans to use Stevia 2000 years ago.

Dr. O. Rebaudi conducted the first studies on the industrial application of the sweetener extracted from this plant and many scientists continued investigating. Indeed it is known today that the extract contains stevioside, rebaudioside A and six more sweetener compounds. Rebaudioside A is a steviol glycoside sweet-tasting, purified from the leaves of the stevia plant, which is more than 300 times sweeter than sugar.

Our **Organic Steviol Glucoside** is obtained from the leaves of the Stevia plant by a non-chemical physical process. By leaching, the cleaning is done with water, and the extraction of



The solids present in the dried leaves is done through different processes of filtration and dehydration.

Steviol glycosides have zero calories, no effect on blood glucose levels, also regulate them or interfere with insulin. For this reason, has become a plant essential to the quality of life for diabetics, while helping to regulate blood pressure (antihypertensive), is a mild diuretic and facilitates fat absorption.

Research shows conclusively that the use of long-term Stevia is safe for people, their consumption favorably affects levels of glucose in the blood of diabetics and regulates blood pressure of hypertensive patients. Likewise, its consumption does not change other parameters (lipids, liver and renal function).

No known allergy to stevia sweeteners and offer an excellent alternative and a sugar substitute.

Other medicinal properties of Stevia:

It is a potent antioxidant, five times more than Green Tea.

Benefits digestion, gastrointestinal function and relieve stomach upset (heartburn).

Progress is being made in identifying their proprieties as oral antiseptic and anti-inflammatory. Some studies indicate its antibiotic activity, especially with bacteria that attack the oral mucosa and fungi that give rise to vaginitis in women.

Daily consumption of Ka'a He'ê allows for positive health effects.



TISANES

Infusions "alive to the senses" based on organic yerba mate pure leaves mixed agree to the taste required.



ENERGISING MATE

Organic Yerba Mate Cut Pure
Leaf, leaves of catuaba

Use: Coffee pot or infuser for kittle
Infusion Time: 2min.



CITRIC MATE

Organic Yerba Mate Cut Pure
Leaf, orange peel and stevia

Use: Coffee pot or infuser for kittle
Infusion Time: 2min.



DREAM OF ROSES

Organic Yerba Mate Cut Pure,
Leaf, seven rose petals and stevia

Use: Coffee pot or infuser for kittle
Infusion Time: 2min.



COCONUT MATE

Organic Yerba Mate Cut Pure,
Leaf, red tea, coconut filleting

Use: Coffee pot or infuser for kittle
Infusion Time: 3min.



BALANCING MATE

Organic Yerba Mate Cut Pure
Leaf, moringa

Use: Coffee pot or infuser for kittle
Infusion Time: 2min.

JEROVIA - WOODEN BOXES

WOODEN BOXES



WOODEN SMALL BOX
WITH ORGANIC JEROVIÁ SUGAR
16 Pouches

J501 7841341000426

WOODEN SMALL BOX
WITH STEVIA 20 Pouches

J502 7841341000464



WOODEN BOX WITH 6 FLAVORS
OF ORGANIC SUGAR IN BOTTLES
(cinnamon, vanilla, orange)

J506 7841341000327



WOODEN BOX WITH 3 FLAVORS
OF ORGANIC TEA BAGS:
14 Catuaba, 14 Mate Cocido,
14 Yerba Mate

J503 7841341000266

WOODEN BOX WITH 3 FLAVORS OF ORGANIC TEA BAGS.
7 Catuaba, 7 Mate Cocido, 7 Yerba Mate

7841341000907



JEROVIA - WOODEN BOXES

**WOODEN BOX WITH 5 FLAVORS
OF TISANE IN POTS + 1 INFUSER**

J504 7841341000273



WOODEN BOXES WITH 3 FLAVORS OF TISANE IN POTS

7841341000891



**WOODEN BOX WITH 5 FLAVORS OF
TISANE IN BOTTLES + 1 INFUSER**

J505 7841341000303





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ORGÁNICO 

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