

PANELA

a positive

By Lovenature Superfoods

IMPACT sugar



THE TRUE IMPACT OF PANELA SUGAR IN COLOMBIA

The Colombian armed conflict is the oldest in the world, with about 50 years. The mountainous areas of Colombia, with great jungle ecosystems, has harboured pockets of violence, for illegal mining and the dispute over the transit territories of cocaine.

Artisan-made Organic Panela Sugar brings hope and meaning to the lives of many campesinos (growers) in Colombia who run from conflict to grow and harvest sugarcane.

In Colombia, farmers have the option to sell their sugarcane to the "ingenios" (which are big industrial sugar manufacturers).





— **However, making their own artisan-made Organic Panela allows families and communities to add value to the supply chain.**





Over the last three years our Panela project has allowed many small communities in Colombia to ramp up their production, which currently directly impacts more than 500 people.

Producing Panela in an artisan way creates a sustainable business model that **gives back to communities and brings families and neighbours together.**





Working with Organic panela helps ecosystems to thrive. By using the natural ingredients of the land it helps to create a life cycle that attracts many butterflies, birds and insects. Which, in turn, allows to create a healthier soil and a richer sugarcane.

What is Panela and what makes it different from cane sugar



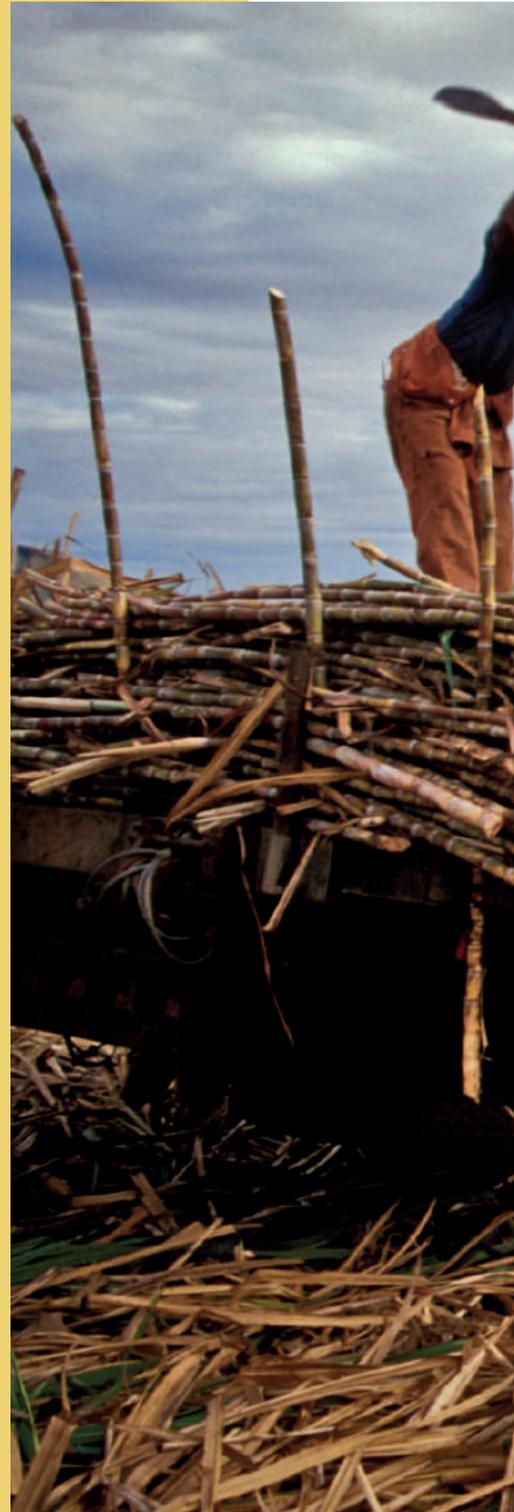


Panela is a natural sugar native from Colombia and made following ancient traditional methods. It is obtained from the juice of the sugarcane. It has been a staple food for the Colombian people for hundreds of years.

From war conflicts over cocaine distribution to thriving communities producing an Organic Sugar with positive impact.

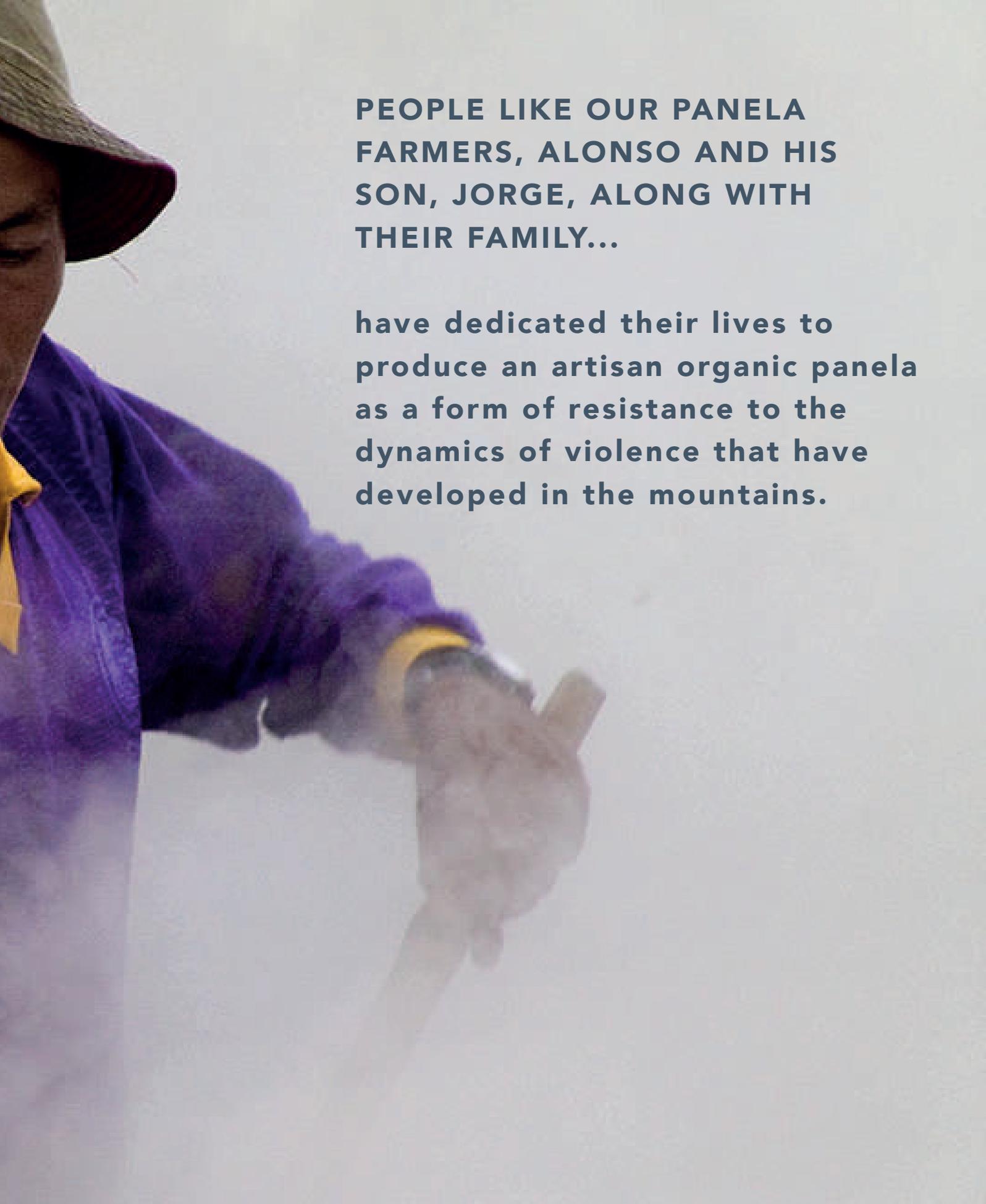
In Colombia, so-called guerrillas are groups that seek to benefit from the control of the territories for the distribution of cocaine, all this happens throughout the country.

There are struggles for the forced recruitment of young people and children for war. The communities resist the punishment of war by clinging to practices such as coffee or panela production which gives them pride and dignity.









PEOPLE LIKE OUR PANELA FARMERS, ALONSO AND HIS SON, JORGE, ALONG WITH THEIR FAMILY...

have dedicated their lives to produce an artisan organic panela as a form of resistance to the dynamics of violence that have developed in the mountains.



From left: Campesino Jorge, Lovenature founder Frank Arrigazzi and Campesino Alonso in Risaralda, Colombia





**MADE IN SMALL BATCHES BY FAMILIES
AND HELPING COMMUNITIES TO
THRIVE.**





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