



PARAGUAY

Over the past five years, WWF has supported conservation agriculture in the Atlantic Forest ecoregion in Paraguay through cultivation of Yerba Mate, or Mate Tea (*Ilex paraguariensis*) concentrate extract in form of edible powder. Yerba Mate is a nutritious food derived from a native tree, using the leaves to produce a local form of tea, but in this case totally new product, Mate Super-Food was produced to improve food security.

Co-creation between WWF and Rural Women's Association was the key element for success. The focus on improving socio-economical conditions was promoted by the German Federal Ministry of Economic Cooperation and Development – the BMZ. Prestigious tea and food companies from Europe have evaluated samples of the new product with positive results looking and are now bringing it to retail markets as a responsibly produced food.

The farming techniques used for Yerba Mate help protect and restore the Atlantic forest, watersheds and its species. In addition, our program work on the Atlantic Forest will benefit its role to the climate through adaptation and mitigation actions.

Instead of producing low added value commodities in Paraguay with high negative externalities, super food from native trees is the path for a Sustainable and Equitable Future for All.

