Ervateira Putinguense is based in the Brazilian province of Rio Grande do Sul in the rural Putinga municipality home to 5,000 people. The company owns 69 hectares of FSC® certified forest and sells 20 tons of certified yerba mate every year. Many other families in the area also produce yerba mate which means that there is even more need for sustainable operations as not to over-exploit the yerba mate trees and the forest in general.

**Processing of yerba mate leaves**

At Ervateira Putinguense, the yerba mate has two commercial purposes. Besides being sold for chimarrão, the leaves are sold to the Brazilian cosmetics industry. The leaves’ different purposes call for different harvesting and processing methods. For cosmetics, pure and carefully sorted clean leaves are gently dried, packaged and traded. Approximately, one ton of yerba mate is processed for cosmetics.

Founded by Eduardo Guadagnin in 1995, Ervateira Putinguense is a small family-owned company with deep traditions of dedication to responsible forest management and production of 100 percent natural products. Eduardo Guadagnin passes on his family’s long-lasting practice of growing yerba mate trees (erva-mate in Portuguese), of which the deep green leaves are well known as the ingredient of the traditional South American beverage called chimarrão or mate.

The consumption of chimarrão is often associated with rituals regarding preparation and the social setting. The dried yerba mate leaves and stems containing caffeine are infused in hot water in a cuia; an egg-shaped gourd which has been hollowed out and dried. The beverage is then drunk through a metal straw with a filter at the end called a bomba. When drinking chimarrão with others, the gourd is passed around in the group.
For chimarrão, the harvest consists of both yerba mate leaves and a small amount of twigs which gives the drink the right texture and taste. The harvest is completely dried and crushed. After processing, the leaves are weighed and packaged at Ervateira Putinguense’s plant and sold to markets on a local, regional and national level as well as directly to consumers. Approximately 18 tons of yerba mate is processed for chimarrão.

Commitment to sustainable production

For Ervateira Putinguense, quality and reliability are key and have always been. They want to produce the best product possible while taking care of their community and natural environment and without the use of pesticides and other chemicals. As a matter of fact, the company is a driver among the local enterprises in raising awareness to pesticide-free production and forest certification.

FACTS

Certificate Holder
Ervateira Putinguense Ltda.

Certificate details
RA-FM/COC-000240

Size of certified area
69 hectares

Products
Dried leaves and twigs for the beverage chimarrão
Whole leaves for cosmetics

Tree species
Yerba mate (Ilex paraguariensis)
In order to show the world their commitment, Ervateira Putinguense chose to get FSC certified.

And their investment paid off: Among clients, they are experiencing recognition for their certified sustainable products and an increasing sale. On top of that, the company has seen a rise in the value of the forest property.

**Market access**

Ervateira Putinguense offers the products of yerba mate in the highest quality and proudly markets them as healthy clean products from the well managed forest. This is a manifestation of sustainable development.

The company always has surplus yerba mate in spite of the positive development in sales, and is looking for new clients that are familiar with and appreciate the products.

Ervateira Putinguense aims to establish more businesses with local and national markets around Brazil since yerba mate is very well known across the country and the consumption of chimarrão is contingent upon culture and traditions.

**CONTACT INFORMATION**

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