FROM A PROTECTED ISLAND TO A INTEGRATED PART OF THE AGRICULTURAL LANDSCAPE

STEVIA FROM SWEET LEAF TO NEW SWEETENER

1. Mother plants
2. Cutting area
3. Green house
4. Shaded area
5. Processed cuttings
6. Farmers
7. Pick up points
8. Dry bales
9. Storage
10. Refining
11. New sweetener

Stevia Reubadium
- A protected rain forest
- Harvested in rows 50-60 cm apart
- Planted in April and have three crops a year
- October, December and April.
- Cuttings taken from January to June.
- About 10,000 cuttings a year.
- From these are approximately 80,000 plants per hectare.
- From these are about 50,000 cuttings a year.
- They are planted in 60 cm wide rows, and the crop is about 100 cuttings a year.
- The crop is the heart of the business and when approaching the area it is the approaching of a tree plantation. This plantation will be the part of the region and a center for the business and can be seen from a distance.

Make the factory a part of the region and a center for the business and can be seen from a distance.

This factory will be the nave of a business which has a radius of 60 km and will be the center in this region. It’s important to round the whole site. This is a way of physically integrating the surroundings and the local region, Coca Cola was the typical multinational actor in Paraguay, and didn’t interact with the surroundings and the local region.

So, the idea is to integrate the factory as a part of the region and a center for the business and can be seen from a distance.

The crop is the heart of the business and when approaching the area it is the approaching of a tree plantation. This plantation will be the part of the region and a center for the business and can be seen from a distance.

The walls also work as benches for the workers.

The crop is the heart of the business and when approaching the area it is the approaching of a tree plantation. This plantation will be the part of the region and a center for the business and can be seen from a distance.

The landscape to be a part of the region and a center for the business and can be seen from a distance.

REGIONAL RATHER THAN GLOBAL

STEVIA AND THE LANDSCAPE

From global to a local perspective

View from the fields