“From the field to the city - different places same challenges- The world scenario in terms of the economy, climate, social and cultural aspects are certainly changing constantly everywhere, of course it means we must be very focused on our goals, be creative looking for new solutions every day, be positive about things even if they are not what we had expected at first. I often remember something I heard once from Antonio Benitez, one of our farmers from Caaguazú - Paraguay, he said “the first year I planted organic cotton it represented a very hard work for me, the cleaning, treatment of the plant with natural remedies to repel and prevent pests, the hot weather...now after 3 years I know without doubts this is what I want. My field is full of life, the soil is fertile, I can hear the birds again, and my family and I can enjoy nature again”. The same happens to us in Aratex, things can be very hard sometimes because the prices are too low or too high, quality must be improve, sales must be increased... different places, different issues, same feelings, same challenges. Investing our time, spirit and energy to find what we really want, working in what is good for the society and nature will always benefit us all in the long term”

Olga Segovia, Aratex Organica, Paraguay