



Alter Trade Mascobado is **all-natural sweetness beyond flavors**. Over and above the distinctive taste and health benefits, Alter Trade Mascobado is primarily characterized by its purpose in **empowerment of agrarian reform communities** in the sugar lands of Negros Occidental.

Alter Trade's **Community Development Services** enable former sugarcane workers to organize into associations and **collectively manage** their diversified farm and organic sugarcane production.



Internal control systems are installed and updated yearly to ensure that the production, processing and sales are compliant to **international organic and fair trade standards**.

Alter Trade's marketing activities engage **socially-involved consumers** to take part in the movement that brings opportunities for a better and more **dignified life to marginalized producers** in the Philippines.

Alter Trade Corporation

Vision

We envision self-reliant and self determining communities where our partner producers are living in sufficiency and ecologically sustainable life with dignity.

Mission

We are an alternative business organization alleviating poverty in rural communities, empowering marginalized producers and promoting sustainable development through sustainable agriculture - organic farming, people to people and fair trade.

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**Sweet
Beyond Flavors**



What is Muscovado?

Alter Trade Mascobado (generic name: muscovado) is a non-centrifugal sugar made from boiled sugarcane juice.

Muscovado has long been produced in the Philippines since the pre-hispanic era using a **crude and traditional** method of crushing and cooking sugarcane juice to produce a **natural sweetener** that is free from harmful chemicals.

However, in the 1900s, the traditional method of making sugar gave way to the advent of newer technologies. Clean-looking and crystal clear centrifugal and refined sugar production dominated the market, easing out muscovado and relegating it as a dirty and **“poor man’s sugar.”**



Alter Trade Mascobado is Fair Trade and Organic

ITS **“PREMIUM QUALITY”** SETS ALTER TRADE MASCOBADO APART FROM THE OTHER MUSCOBADO IN THE MARKET.



Alter Trade Mascobado **helps change peoples’ lives and revitalizes nature.** It is a product of agrarian reform farmers – every purchase helps send children to school, empowers women in rural communities, improves lives of marginalized households, restores biodiversity and helps mitigate the effects of climate change.

Enrich your coffee experience with the **Alter Trade Mascobado.**



Turn home-made native delicacies, pastries and fruit jams to **gourmet specialties** with the world-class sweetness of Alter Trade Mascobado.

Use Alter Trade Mascobado as a **healthy flavoring** to popular Filipino delicacies like chorizo, tocino and longganisa.

World-class quality. Alter Trade Mascobado is used as an ingredient of the finest chocolates from Europe. The “Mascao,” which combines fair trade cacao from Bolivia and Alter Trade Mascobado, is a popular Swiss and fair trade chocolate brand all over the world.



| Nutrient | Honey | White Sugar | Muscobado |
|-------------------|-------|-------------|-----------|
| Energy (Calorie) | 307 | 384 | 373 |
| Protein (g) | 0.2 | 0 | 0.2 |
| Carbohydrates (g) | 79.2 | 99.1 | 95.5 |
| Calcium (mg) | 35 | 2 | 80.3 |
| Phosphorus (mg) | 14 | 1 | 5.7 |
| Iron (mg) | 0.8 | 0.2 | 2.48 |
| Magnesium (mg) | --- | --- | 15.5 |
| Zinc (ppm) | --- | --- | 3.01 |

Nutritive Value

Nutritive value of Alter Trade Mascobado compared to honey and refined sugar.

Alter Trade Mascobado

A sweet perfection of the centuries-old way of making sugar.



Alter Trade Mascobado Domestic and Export Brands



200 grams
Budget
Pack



1 kilogram
& 500 grams
pack



50 convenient, handy
and eco-friendly serving
size 5-gram sticks



Masco Rocks
180 and 250 grams

Alter Trade Mascobado is also available in 25 kilograms and 50 kilograms bags

Alter Trade undergoes yearly inspection and certification by the Institute for Marketecology (IMO) and the Fairtrade Labelling Organization (FLO) according to international organic agriculture (Naturland, Bio Suisse, EU Reg. and USDA-NOP) and fair trade standards.

The Evolution: Alter Trade Mascobado



From being the “poor man’s sugar,” Alter Trade transformed muscovado into a **premium commodity** produced by marginalized producers - the “MASSES”. Thus it came up with the brand **“MAScobado”**.



Alter Trade Mascobado is a healthy, organic, chemical-free, clean and safe whole cane sugar.