



LOVE FOR THE HOMETOWN
The Raw Brown Sugar Milling Co. provides not only export-quality products that make the province proud, but also a source of income for fellow Dumagueteños.

The Sweet Taste of Success

Raw Brown Sugar Milling Co.

The price volatility of cane sugar owing to the rise of other sweeteners in the world market has compelled a lawyer in Negros Oriental to face the challenge head on.

At stake were his investments in sugarcane plantations from his 26-year legal practice, making Atty. Alejandro Florian Alcantara put up the Raw Brown Sugar Milling Co., which began operations in February 2010.

The objective was to produce organic muscovado sugar targeted at a new but growing niche market, but it was not easy. Eventually, Atty. Alcantara had to seek government help, specifically from the Department of Science and Technology (DOST), for the design of his sugar mill, the equipment, and the manpower training required.

After putting the DOST's technology to work, Atty. Alcantara rushed to the Department of Trade and Industry (DTI) for help in gaining access to foreign markets. He got invited to the 2010 International Food Exhibition (IFEX) Philippines, the country's biggest global foods and ingredients trade show organized biennially by DTI's export promotions arm Center for International Trade Expositions and Missions (CITEM).

"That was the start of our entry into the international market," Atty. Alcantara says.



GLOBAL COMPETENCE
The company is certified compliant with Good Manufacturing Practices (GMP) and the Hazard Analysis and Critical Control Points (HACCP), making its products eligible for entry into international markets.



DID YOU KNOW?

The fibrous residue of sugarcane after milling is called *bagasse*. It is commonly used as fuel in sugar plantations.



The company emerged as one of IFEX's top three exhibitors and received from CITEM a free trip to Japan for the Association of South East Asian Nations-Japan Food Exposition in Tokyo that same year.

The company's participation in other international food expositions soon followed, specifically in South Korea, Taiwan, Germany, France, the United States, and the United Arab Emirates.

"I think... 95 percent of our production is now sold outside the Philippines," Atty. Alcantara muses.

Sales have grown exponentially every year since 2010, raising the company's output from 500 kilos to a whopping 6,000 to 10,000 kilos daily.

The factory runs on electric power fueled by *bagasse* and other farm wastes. These are used as biomass to produce electricity, that help provide the energy needs of nearby communities by allowing them to tap into the company's power source through interconnection.

With a growing production capability and capacity, matching its expanding global market coverage, Atty. Alcantara's currently medium-sized company is seen to be well on its way to becoming large.

HOW DTI HELPED

Raw Brown Sugar Milling Co.'s participation in the **International Food Exhibition (IFEX)** in Manila and other international food shows organized by DTI every year since 2010 has led to the increasing capture of muscovado sugar in Japan, Korea, Taiwan, the United States, and several countries in Europe.



GOING GLOBAL

The harvested sugarcane undergo a thorough process to create export-ready products such as muscovado syrup, sugar rocks, and sugar cubes.