



HOW IT ALL STARTED (2006)

For almost 4 DECADES, my career evolved in the hotel industry. I started from the bottom rank as coffee shop attendant in an international chain hotel and rose to the rank of a Sales and Marketing Director, a world class golf hotel in Clarkfield, Pampanga.

Feeling burned out with the day to day activities of the corporate world, I thought of slowing down. I left the hotel industry and went on marketing and business development consultancy. I somehow enjoyed this kind of work because of the less pressure it gives me. I had more time at home, meetings and social activities is not as tiring compared to my full time hotel job. It's just that, it is not as rewarding compared to a full time job wherein you get your paycheck on paydays while enjoying the luxurious benefits of the company you work for.

Before I decided to leave my being a hotelier, I have always been praying and wishing at the same time that I will have a business wherein I can use my talent and at the same time have more time with my family and myself. What specific type of business?? I

really don't know, but I know I have been specific everytime I pray. For God to give me a business that will not eat up my time, my energy and a business that will take care of my retirement.

My experience in hotel probably has given me the deep smarts in how to INVEST IN PEOPLE. And all these started with having a broad network of people. When I first discovered this very incredible product which is the COCOSUGAR, I was just amazed with its taste and more so with its benefits. Having been conscious of people's health awareness..it got me interested. Maybe in a sense, I found a potential.

And finally when I got to meet my partner JOY GAMOLO, an agricultural engeneer and a former PCA employee. (Joy, together with RM Luis Cruz and Ms. Erlyn Manohar started the study and production of coconut sugar in Region X.) I guess this was way back 2002.

I have not yet met Joy when I started ordering cocosugar from her for my family's consumption. I am sure that you and I agree that if you start using cocosugar with your coffee, you will be hooked to it. Hahanap-hanapin mo ang sarap ng coffee with cocosugar.

Joy noticed my passion to the product, and asked for an appointment with me. She offered me to help her in marketing.

And I accepted the challenge. But Joy, had to resign from PCA to focus on cocosugar business, so as not to conflict with her job.

It was not an easy start for us! Considering the financial capital, the adjustment of getting to know each other, from personality, management style, values and the product knowledge about “coconut” that I have to go through.

Though Joy’s personality and mine are different, these did not become a problem. Joy and I got to understand and accepted our responsibility as partners with 100% trust and confidence. We focused and faced the challenges and obstacles together.

My passion to the product became more intensified. I was so overwhelmed by how a product which comes from a raw material which has been taken for granted for a long time can really stir up an economy of a rural community in Balingasag. “By this time, my interest goes beyond profit”. My being involved in coconut sugar manufacturing now gives me a sense of responsibility to Filipino Families in our coconut plantation who are very important part of the whole system.

Marketing this nutritionally superior product was not easy way back 2006! The big break started when I was driving around UP campus. And noticed the building of the College of Chemistry. I parked my car and just curious if theres a way to test the

cocosugar without spending too much and definitely..we cannot afford then. Fortunately, The head of UP, College of Chemistry was so accommodating to my inquiry and helped me. I came back for the result after a week, and the result came out to be superb!

And PCA came out with the Glycemic Index Test that complemented the UP study that we did. (And I believe that the cocosugar tested with Glycemic Index of 35 is Spythe's.)

Now, our company intends to take the Filipino coconut farmers to the next level. And even beyond...

THE COMPANY

SPYTHE GLOBAL ENTERPRISES is a 100% Filipino owned company based in Balingasag, Misamis Oriental. As a pioneer enterprise in coconut sugar manufacturing, Spythe Global envisions a sustainable coconut farming communities where farmers are able to overcome poverty and maintain a decent standard of living in an ecologically sound, humane, and gender sensitive environment through the continuous creation and production of different high value coconut sap-based products.

THE COMPANY'S MISSION:

It is the company's mission to glorify GOD through excellence in the following endeavors:

1. Helping the National Economy by sustaining a dynamic locally-based enterprise

2. Production of globally competitive health products from coconut sap.
3. Breaking into the mainstream market of organic health products
4. Establishment and maintenance of a sustainable source of raw materials for high value coconut sap products
5. Establishment and maintenance of a high quality standard of production using environmentally friendly methodologies
6. Promotion and implementation of all natural and organic processes in manufacturing high value coconut sap based products
7. Empowerment of coconut farming communities by providing decent source of livelihood
8. Education through transformation of Filipino Farmers' mindset and promotion of excellent Filipino Values and Lifestyle
9. Maintenance of a joyful atmosphere among members of company management, staff, and partners
10. Institutionalization of an excellent mindset in all departments of the company

System and operations descriptions

OPERATION DESCRIPTION

As a producer of coconut based food products, Spythe Global maintains its own coconut farm and at the same time partners with other plantation owners who are willing to supply Spythe Global with quality sap.

PRODUCTS MEET REGULATORY STANDARDS

SGE is a duly registered enterprise based in Waterfall, Balingasag, Misamis Oriental, Philippines since 2006. Its business name is registered with department of Trade and industry. It yearly renews its registration with Bureau of Food and Drugs Administration. Spythe Global certifications include the following:

KOSHER

HALAL

OCCP

USDA ORGANIC (OCIA (c/o ofpap),

CERES EU, NOP (2012)

Environment and facilities description

Spythe Global production plant is an environment friendly facility. It follows a no waste production system. Raw materials not converted to sugar and other commercial products are either donated or set aside for product development. Used water are collected to water plants or planting materials. Fuel for cooking are waste materials gathered from lumberyards and copra mills.

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Methods for adequate grounds maintenance.

Spythe global assigns worker to ensure that vegetation around the production compound are well maintained and do not in any way jeopardize quality and safety of food products. Animals are not allowed inside the production compound. Ground maintenance includes, Ground safety and maintenance is monitored daily.

Plant construction and design

Plant construction and design takes consideration the safety and convenience of workers. Lay out is improved from time to time whenever company budget allows. As much as Spythe Global desires to provide workers with utmost comfort, budgetary constraints are also taken into consideration. As long as Spythe is able to provide, it puts premium to its workers' comfort.

Management responsibility and commitment

Spythe Global management is committed to the highest level of quality in manufacture, sales and support of its products. Product quality, compliance to all applicable regulatory requirements, continuous improvement and customer satisfaction shall be prioritized in all endeavors in development, manufacturing, sales, shipping and technical support.

The management understands the responsibility attached to being an organic food manufacturer. It is also committed to comply with the standards required by the buyers and the institutions the company has partnered in connection with required accreditations (organic, kosher,halal, bfad, and other government run organizations).

Being Pioneer in the industry, SG intends to maintain excellence in every aspect concerning organic food manufacturing.

Spythe Believes...

Entrepreneurship has something to do with KNOWING ONES PURPOSE because it takes a whole lot of responsibility to sustain a dynamic enterprise. Before ones conquers obstacles which are surely present in any enterprise, one has to definitely conquer oneself. A person must develop values and have a personal direction and focus on it. But before anything else, a person must totally know oneself.

Along with these-

It's also about love, psychology and a whole lot of studying and learning. *Inspire everyone in your organization. Make them proud of themselves that they are part of producing this world class product.*

Be passionate about your product. *Your passion fuels your business, so you have something you love to do. Ang ating bansa ay napaka-yaman sa niyog. Our vision should be... when people of other nations talk about coconut sugar – ang unang iisipin nila ay ang Pilipinas! Dahil tayo lang ang pinakamagaling, pinakamahusay at tunay na maaasahang gumawa ng “de kalidad” na cocosugar!*

People first, profit second. *Think of how our business can serve others and our bottomline will take care of the rest.*

Be true to your words, and honest in dealing with people. *Indeed, there is an increasing demand of cocosap products not only in the homefront but in the international market, as well.*

My fellow producers – Isaisip natin na, kapag tayo ay nag sabi na ang ating produkto ay “de kalidad”, ito rin ay mapanghahawakan n gating mga buyers. Let’s be committed with the product quality that we deliver. Ang pagkakamali at kapintasan ng “isa sa atin” ay kapintasan nating lahat, at kapintasan din ng buong coconut sugar industry sa Pilipinas.

Humility: we should always remember our humble beginnings. *Ito po ang “pinaglulutuan naming ng cocosugar 6 years ago. Hindi namin ikinahihiya an gaming pinagsimulan. Kinakailangan naming na ayusin ito to pass our Organic Certification. And its worth being Organic Certified!*

Family is the most important. Work at balancing your time between family and business

Most importantly... ask for divine strength. PRAY and always lean on God, strengthen your faith and relationship with the Almighty. Pray for wisdom. As an entrepreneur, many coconut farmers depend on you to make wise decisions that will affect their lives. This great responsibility is a privilege, so make GOD your source of wisdom.

Starting this kind of endeavor is like a roller coaster, but...

ENJOY THE RIDE!!! Being an entrepreneur is not easy but is a certainly fulfilling. Have FUN, have SENSE OF HUMOR and - HAVE A COCO-RRIFIC DAY!!!

Thank you!!!