

# theBOX Introduction

(Bio-Organic eXchange) is a breakthrough innovation well-suited for people who want to live the simply healthy lifestyle. It seeks to empower producers and consumers toward forming a community of people united by common issues on health, nutrition, food safety and food security, sustainable food production and care for the environment.

theBOX provides more and favorable trading opportunities to the small-scale organic producers of Negros and from all over the country.

Consumers, on the other hand, will have the "real buying power" with the ability to choose what food to buy and eat.

theBOX is more than just a package of products. It is a symbol of relationship between producers and consumers sustained by mutual care, trust and respect.

Support Your  
Local Farmers  
**BUY LOCAL**



theBOX contains:

100% safe,  
naturally-grown and  
traceable farm products  
among others.



## the Benefits

### For Consumers

- \*Programmed healthy home menus - expect a weekly dose of healthy and safe food products delivered straight at your doorsteps.
- \*Empowerment of consumers - the ability to demand and dictate how the food we eat is produced is the true meaning of "buying power"
- \*Maximum product traceability - It's a good and secure feeling knowing your farmer.

### For Producers

- \*Sustained and stable market for products - reduces overproduction and food wastage.
- \*Empowerment of local farmers amidst stiff competition due to trade liberalization.
- \*Better and safer working condition - producing just enough crops to supply a steady market demand makes chemical-free farming feasible and profitable.
- \*Maximum accountability - producers who take pride in their work of hands will be duly appreciated.

### For the Society

- \*Environment-friendly food production technologies and practices.
- \*Creation of a broader community of producers and consumers that mutually respects, cares for and appreciates each other.
- \*Protection from the influx of "dumped" agriculture products from first world countries.



Altertrade Philippines Inc.

Altertrade Philippines Inc. (ATPI) is the prime-mover of theBOX. It works as (1) a consolidator of quality naturally-grown and organic products; (2) a conduit to market such products to health-conscious and socially-inclined consumers and (3) advocate of food safety and food security

ATPI puts in theBOX more than 28 years of experience in the sector of sustainable agriculture-organic farming (SA-OF) people-to-people trade (p2p) and fair trade (FT). It puts in place its internal guarantee system to ensure that products in theBOX are 100% safe, naturally-grown and traceable.