

# prepared FOODS

## International Molasses: Regenerative Ag Appeal

International Molasses sees uptick in agriculture soil amendment product sales



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International Molasses (IM), a leading supplier of molasses and natural sweeteners, has experienced a surge in demand for its EcoMolasses line in the agricultural sector. The increase comes as a wider set of fertilizer manufacturers and growers place greater emphasis on natural yet effective ingredients for soil amendment.

Particularly in the burgeoning organic farming industry, the push for a holistically all-natural growing process – from soil through supply chain – is creating market demand for healthier, more environmentally-friendly options for fertilizing crops. In addition, many organic foods

manufacturers have adopted increasingly sophisticated agronomy techniques to determine product-specific soil amendment needs.

Agronomists focus on maximizing soil conditions, crop rotation, fertility, planting density, specific crop inputs such as fertilizers, and management of diseases, working closely with local growers to disseminate these best practices. Their increased influence has led to an uptick in soil amendment research and testing as an attractive secondary market for fertilizer ingredients.

As a soil amendment and fertilizer ingredient, International Molasses' EcoMolasses portfolio brings several benefits. First and foremost, it is completely natural, a key differentiator from products using man-made ingredients that may disqualify a food item from an organic designation. It is also food-grade, meaning it is independently edible, and is instantly recognizable by discerning organic manufacturers as safe and natural.

Its nutritive value is another asset. EcoMolasses is high in bio-available minerals—meaning minerals that plants can easily absorb. Among other minerals, molasses provides soil and fertilizer with easily “digestible” iron that plants need. EcoMolasses also is relatively high in carbohydrates, which are important for plant feeding and soil supplementation as they feed microorganisms that help break down undesirable components in the soil, such as thatch (built-up dead plant matter) or other manufacturing byproducts.

“More and more, consumers are looking for comprehensive responsibility in the way their food ingredients are developed, and that extends to the farm,” says Amy Targan, president of International Molasses and its sister company, Malt Products Corp. “This heightened push for truly all-natural food places an emphasis on natural yet nutritive soil amendment products such as our EcoMolasses portfolio.”

### **About International Molasses**

A Malt Products Corporation company, International Molasses is a leading supplier of molasses and natural sweeteners for a variety of food industry applications, including agronomy. Its products contribute solid sources of beneficial minerals such as calcium and potassium, and assist with clean label efforts by reducing the use of common sugar. For the growing plant-based proteins niche, molasses also helps mask off notes found in many bars while providing a full gamut of flavor profiles, from dark and full-bodied to light and honey-esque.

International Molasses' products are also natural humectants, and often help extend food product shelf life. For example, molasses can help keep soft batch cookies soft and chewy bars chewy, and serve as an excellent binder for granola bars.

### **About Malt Products Corporation**

Founded in 1957 and headquartered in Saddle Brook, NJ, Malt Products Corporation (MPC) is a leading manufacturer and distributor of malted barley extract and natural sweeteners.

MPC has grown from a regional supplier of malts to an international company offering a full line of natural sweeteners serving a wide range of industries, such as bakery, confectionary, beverages, snack foods and cereals, pet food, animal nutrition, and pharmaceutical. MPC products are manufactured in a state-of-the-art facility in Dayton, OH. Product quality and customer service have been fundamental to MPC's growth.

For more information, visit [www.maltproducts.com](http://www.maltproducts.com).

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