

## ENTERPRISE DEVELOPMENT FOR PHILROOTCROPS FOORD PRODUCTS

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### ABSTRACT

This research-cum-extension project was conducted in order to refine food product technologies generated at the Philippine Root Crop Research and Training Center in terms of product, process, equipment, and cost optimization, and to establish an integrated system that will ensure the sustained production of products and profitability at appropriate levels, either for small or medium scale enterprising. Identified food products for commercialization based on initial market tests as to salability, profitability, as well as availability of raw materials were *pinoy fries*, *pitsi-pitsi*, *cassava chippy*, and *yucca stick*. The approach used followed the “process approach” which applies the concept of continuing improvements based on the feedback from the market and processor-clientele. The implementation components include: raw material sourcing, food products production, promotion and marketing, financial monitoring and management, and monitoring and evaluation.

The first-year commercialization activity, in particular for *pinoy fries and cassava chippy*, elicited highly favorable consumer feedback and proved to be potentially profitable despite of limited operating capital and market in Visca campus and walk-in buyers only. The relevant output obtained from this project in its initial phase, is an established **business plan** for *pinoy fries*, which covered the technical requirements, minimum investment capital, marketing strategy, and the needed backward linkage for the raw material supply which was important for the sustained operation of the business. Inspired by this positive development, the project staff decided for this year to expand the products to promote and extend market to nearby urban areas. The lessons learned suggest the optimization of the processing assembly, the modalities of technology transfer, while doing actual business operation. Added social benefits derived are the employment opportunities through labor, increased income by rootcrop suppliers, availability of nutritious snack food product, and the prospect for improved enterprise operation.