

ACTION PLAN

ISSUES

The following are the issues that are encountered in food industry:

Environmental Issues

- Improper waste disposal
 - Most of the food businesses in the community does not practice proper waste disposal. You can notice that most of them only provide one trash bin for all their waste which leads to improper waste disposal. Improper waste disposal has an adverse effect on the environment and human health. The waste that is not thrown properly and not recycled or reused might cause air pollution, water contamination, and as well as soil contamination. However, improper waste disposal can also affect human health because waste has toxins that may cause cancer, damage to chromosomes, and birth defects.
- Blast Fishing
 - Blast fishing is known as illegal and destructive to our environment. In blast fishing, fishermen use explosives such as dynamite, to send shockwaves through the water that can stun or kill the fishes. Also, due to the explosion caused by the dynamite, it will make the coral reefs vulnerable to the changes brought on by climate change, such as rising sea temperatures. The destruction of coral reefs will result to the unbalance of the ecosystem.

Ethical Issues

- The use of sulphites chemical in fruits and vegetables
 - In public markets and supermarkets, Vendors usually put Sulphites chemical as a food additive for the fruits and vegetables. Sulphites might have a bad effect to the human body. It may cause asthma and allergy symptoms that can range from mild wheezing to potentially life-threatening anaphylactic reactions.
- Reusing of the same cooking oil repeatedly
 - In street foods, specifically those who sell foods that need to be fried, they do not usually change their cooking oil. They reused the cooking oil multiple times before changing it into new one. Reusing cooking oil is not good for the human health. It may lead to free radicals which can cause inflammation, cardiovascular diseases and even cancer. Also, it can lead to atherosclerosis that can cause an increase in bad cholesterol, leading to the blockage in arteries. Therefore, using cooking oil can cause the human health harm.

Legal Issue

- The unsanitariness of the production place of a food business
 - Some food businesses do not maintain nor prioritize the cleanliness of their production place. There is a law that strengthen the food safety regulatory system in the country to protect consumer health and facilitate market access of local foods and food products, and for other purposes. This law is the Republic Act No. 10611 or also known as Food Safety Act of 2013. It enables food inspections at least every 6 months in food businesses to check if they abide the food safety law.

LIMITATIONS/REASONS

The following are the reasons why businesses still practiced the issues in food industry:

Environmental Issues

- Improper waste disposal
 - The reason why some food businesses do not practice proper waste disposal is because they do not know the adverse effects on the environment of not disposing of waste properly. Aside from this, one of the possible reasons of why businesses do not dispose their waste properly is the lack of funds. If a business is lack of fund, they will not be able to pay for the waste pickers that is why they are not able to dispose and segregate their waste properly.
- Blast Fishing
 - Fishermen uses explosives, such as dynamite in fishing because it will be easier for them to collect fish. They don't have to stand by for hours anymore just to wait for the fishes to eat their baits. Therefore, blast fishing makes their work easier and lighter.

Ethical Issues

- The use of sulphites chemical in fruits and vegetables
 - Vendors are putting Sulphites chemical to their products (Fruits and Vegetables) because it helps to prevent microbial spoilage and to preserve its colors. Customers would not buy a spoiled fruits or vegetables with bacteria, that is why vendors keep using Sulphites chemical in fruits and vegetables that they sell.
- Reusing of the same cooking oil repeatedly
 - Some vendors reused their cooking oil repeatedly because it will help them to lessen their expenses. If they just reused the same cooking oil repeatedly, they do not have to buy cooking oil always. Therefore, reusing cooking oil repeatedly can help them save more money.

Legal Issue

- The unsanitariness of the production place of a food business
 - The unsanitariness of the production place of a food business has two reasons; One is the company do not have enough employees to maintain the cleanliness. It is possible that the company did not employ enough employee to do the cleaning task. The second reason is the employees must be the problem itself as they are too busy and lazy to clean their production place. It is possible that they are many customers that they must serve which made them busy and tired after work, which is why they are not able to clean anymore.

STRATEGIES

Lumpialicious is a business that sells lumpia products, such as lumpiang shanghai (pork and fish), lumpiang veggies, and cheesy lumpia. Moreover, Lumpialicious also sells gulaman drink which is a perfect pair for the lumpia. The following are the strategies of Lumpialicious to gain more customers:

- Listing on the menu the possible allergens of the Lumpialicious products
- Using banana leaves as a packaging instead of plastics
- Cleanliness of the workplace
- Selling Lumpialicious products in a price that is lower than the market price.
- Following the DepEd guidelines and laws.

IMPLEMENTATION

The following will tell how the Lumpialicious will implement their strategies:

- Listing on the menu the possible allergens of the Lumpialicious products
 - Lumpialicious will implement this strategy by including and putting an allergy warning on the menu. This means that they will be listing the allergens of each of their products to ensure the safeness of their customers. Aside from listing it, Lumpialicious will also address the ingredients and the possible allergen of their products during the room-to-room campaign.
- Using banana leaves as a packaging instead of plastics
 - Lumpialicious will implement this by packaging every product that their customers will buy in a banana leaf instead of plastics or papers. The banana leaf will serve as a holder and a shield to protect and ensure the quality of their products.
- Cleanliness of the workplace
 - Lumpialicious will implement this strategy by promoting cleanliness in their 2-day simulation. They will ensure that their workplace and the food that they serve are clean. Lumpialicious staffs will always clean their workplace after they do their tasks. Aside from this, Lumpialicious will provide a garbage bag in front of their stall so that their customers can easily throw their trash.
- Selling Lumpialicious products in a price that is lower than the market price.
 - Lumpialicious will sell their products in an affordable price. For instance, Lumpiang Gulay is sold for 10 pesos each in the market, but the Lumpialicious' Lumpiang Veggies will only be sold at 9 pesos each. Lumpialicious will make sure that the customers will be guaranteed that the value that they pay is worth the quality that they will get.
- Lumpialicious will be following the DepEd guidelines and laws.
 - Lumpialicious will apply the laws and guidelines of DepEd in their products. Lumpialicious will strictly follow the DepEd Order No. 49 S 2006, where the following foods allowed to be sold in schools are listed. We will apply this in Lumpialicious by limiting the use of the oil, cheese, and drinks, the oil in the products will be drained

properly, the cheese will not be too much, and the drinks will not have harmful components, while the meat and vegetables pass the standards of DepEd. Moreover, Lumpialicious products pass the Yellow Category. Yellow Category is where the products can be sold once or twice a week, this situation is perfect for the Lumpialicious as they will only operate for two days.

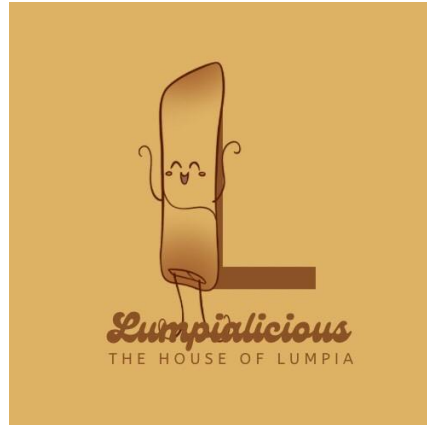
BENEFITS

The following are the benefits of each strategy that Lumpialicious will implement in their business:

- Listing on the menu the possible allergens of the Lumpialicious products
 - This strategy will benefit/help both the customers and the Lumpialicious. This can help the customers because they can avoid buying a certain product that may trigger their allergies. However, it will help the Lumpialicious because It will be a hassle for them If their customers had an allergic reaction due to their products, but with this strategy they can prevent It from happening.
- Using banana leaves as a packaging instead of plastics
 - Using Banana leaves as a packaging will benefit both the Lumpialicious and the environment. Using banana leaves as the Lumpialicious product's packaging will help them to save more money because they do not have to buy plastics or any other sort of packaging. However, the environment will benefit from this because banana leaves are environment friendly and sustainable compared to plastics. Banana leaves are biodegradable which means they can degrade easily.
- Cleanliness of the workplace
 - This will benefit both the Lumpialicious employees and customers. It will benefit the employees because if they have a healthy workplace/environment, they will be motivated to do their work. However, this benefit the customers because they will be eating a healthy, clean, and safe food that will not cause them any harm.
- Selling Lumpialicious products in a price that is lower than the market price.
 - This can benefit both the Lumpialicious and the customers. It will help Lumpialicious to gain more customers because their product's price is lower than the market. This can also help the customers to easily buy their cravings and satisfy their hunger at a lower price.
- Lumpialicious will be following the DepEd guidelines and laws.
 - This can benefit both the Lumpialicious and the customers. It will help Lumpialicious to earn the trust and loyalty of the customers as they sell safe products. This can also help the customers to be aware that the product that Lumpialicious is selling are safe and under the DepEd guidelines and laws.

LUMPIALICIOUS

ACTION PLAN



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