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ENTERED AS SECOND-CLASS MAIL MATTER AT THE SAN FERNANDO CITY, LA UNION POSTAL OFFICE

Volume 7, Issue No. 2

ISSN No. 0118-0924

FEBRUARY 2014

Safer Products from *Mayfair Bakeshop*

The business name, “Mayfair”, was originally established by Mr. Abelardo Samson’s mother in Binalatongan, former name of San Carlos City in the late 1945. It is a very popular due to its native cassava cake, which they call now as cassava pudding.

After the death of Mrs. Samson, her son, Abelardo and his wife, Caroline, decided to put up their own bakery which they named “Mayfair Bakeshop”. At first, their product lines were composed of cakes and breads. But their regular customers and the people of San Carlos City requested to revive the cassava pudding as what the former bakeshop popularized. From then, cassava pudding was produced and sold to the firm’s customers and became its hot-selling product.



Mayfair Bakeshop's product packaging provided by DOST

However, the firm’s arising problem was the shelf life of cassava pudding, which was only one (1) day at room temperature. The product turned darker than the freshly baked cassava pudding was exposed to ambient air.

Another problem is its packaging and label of cassava pudding. The existing label and packaging was not appropriate since it just indicated the name of the bakery and its contact numbers. This also hindered the firm from joining local trade fairs.

Thus, in October 2012 the firm sought the assistance of DOST-1 for possible assistance.

DOST’s Assistance

DOST provided assistance to Mayfair Bakeshop through the Small Enterprise Technology Upgrading Program (SETUP). DOST’s interventions included technical assistance on food safety and current Good Manufacturing Practices (GMP) and cleaner production assessment, being promoted specially for food enterprises.



The above photos show the production area and the facilities of Mayfair Bakeshop before DOST’s interventions.

The Food Safety Team recommended the improvement of the production area since it was not GMP compliant. The bakery was also not into good housekeeping. The CP assessment team recommended to improve the plant lay-out since the lay-out then was not efficient in the movement of products and personnel.



In terms of production facilities, GMP-compliant equipment and facilities, such as, food grade stainless steel (SS) planetary mixer, SS working tables, and movable SS cooling racks were acquired in addition to the existing facilities of the shop.



The other equipment/assistance acquired included stationary gas oven, and a 2-stage water filtration system. Appropriate label design and packaging materials were also introduced to the firm.

Good News

Abelardo and Caroline were very receptive to the recommendations of the Food Safety and the Cleaner Production Assessment Teams. Mayfair invested in constructing a new production area following a more efficient plant lay-out which also avoided cross contaminations. Based on actual observations, the practices resulted in longer shelf life of products.



The new production area compliant to the recommendations of DOST's Food Safety and CP Teams.



The equipment introduced favorably affected Mayfair. The stationary gas oven increased the capacity of the Bakery less fuel consumption. Production increased by 200% so with sales which increased by 100% due to better better labeling and packaging additional product lines.



In addition to their previous products, Mayfair is now producing additional product lines such as loaf bread, bibingka, siopao, veggie empanada, cakes, and puto.

Mayfair Bakeshop is currently in the process of getting the license to operate from the Food and Drugs Administration (FDA).

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