



ISO 9001:2008
CERTIFIED

Ilocos S & T Trends



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

Volume 8 Issue No. 8

ISSN No. 0118-0924

SEPTEMBER 2016

Feature Story

Sweet Rice Cake to Sweet Success



Rolling up

Brisk business prodded Michael to register Li'l Hansam Tan Heritage and Novelty Food as a mainstream business at the Department of Trade and Industry.

He also developed other product lines of tikoy by producing different flavors that adhere to the quality and standards of his strict matriarch. As general manager, he was responsible for the overall supervision of the company which covers the finance, marketing and human resource. His wife, Efrosina Alegria handles the general control on the procurement of raw materials, preparation and packaging of the finished products.

Ms. Eufrosina Cacapit, mother-in-law of Mr. Alegria also served as the production manager of the firm. She is being assisted by three workers in the preparation of the raw materials, cooking, packaging and quality control.

To date, Li'l Hansam Tan Heritage and Novelty Food has 42 outlets in Pangasinan and La Union, and regularly delivers the requirements of its institutional buyers in Calasiao, Dagupan City, Malasiqui, Pozorrubio and Sta. Barbara in Pangasinan, Valleden's Pastries at Robinsons, Nepo Mall and including ambulant vendors.

Drumming up business

"Putting a twist in the tikoy business was more exciting," Mr. Alegria revealed. As time goes by, the demand of tikoy products increases.

Like any other Micro, Small and Medium Enterprises that intend to expand its business, the firm wanted to grab the opportunity to increase its production and income, generate more employment, and make the products known further.

This is why Li'l Hansam Tan Heritage and Novelty Food availed of the DOST Regional Grants-in-Aid Program to upgrade its facilities and provide better label and packaging for the tikoy products.

Michael noted that the P270,000 worth of support from DOST will be utilized for labeling and packaging execution and acquisition of one unit mechanized dough mixer and mechanized dough roller.

"I thank the DOST for the assistance provided to us. This would shorten the production cycle of tikoy and seal our venture towards sweet success," he ended.

Ways with Tikoy

No Chinese New Year is complete without "tikoy." Everybody wants *tikoy*, the sweet, round, sticky rice cake that caps many new years, according to Chinese experts.

The stickiness of the rice cake fosters the unity of the family. Li'l Hansam Tan Heritage and Novelty Food said, it is enjoyable eating Tikoy available in various flavors such as ube cheese, buko pandan, strawberry, langka, chocolate and peanut butter.

Li'l Hansam Tan Heritage and Novelty Food is located at #03 Sitio Alegria, Dinalaoan, Calasiao, Pangasinan. Started by Ms. Eulila Dela Cruz in 1960, the operation and management of the business was passed on to his grandson, Mr. Michael Alegria. Like his grandmother, Mr. Alegria looks at the needs of his community and finds ways to meet them—often in surprising ways.

Michael's first sales lessons began when he started cooking and selling tikoy and Puto in different barangays in Calasiao and nearby towns with initial capitalization of P100.00.

"I was twenty years old at that time, so I learned about selling early on," Mr. Alegria said with a smile.

Throughout the years, he learned the value of work for the family's business. The tikoy business became their primary livelihood that supported the educational expenses of his siblings.

Pinoy Scientists host Lecture Series in Ilocos



Young, active and outstanding professionals were engaged and informed in the lecture series conducted by the National Scientists on October 11 in Bantay, Ilocos Sur.

Dubbed "TRAILBLAZERS: National Scientists Lecture Series," Dr. Luningning E. Samarita-Domingo, Executive Director of the Department of Science and Technology -National Academy of Science and Technology (DOST-NAST) said, this is a unique way to showcase the scientific advocacies to the science community.

Through this lecture series, the NAST bridges our State Universities and Colleges (SUC), Higher Education Institutes (HEI), Regional Line Agencies (RLA) and Local Government Units (LGU) linkages for a more comprehensive Philippine research culture, she said.

National Scientist Lourdes J. Cruz, Member of the Mathematical and Physical Sciences Division of NAST shared on "The Hidden Treasures of Marine Cone Snails" research.

Ms. Cruz underscored on the sustainable utilization of bioresources. "Communities must be empowered to conserve biodiversity and protect ecosystems," she

said.

In a related development, Dr. Mudjekeewis D. Santos, Scientist II has also inspired the participants during his presentation on Scientific Career System in the Philippine Government Service.

Citing his salary grade and benefits as Scientist II, he encouraged then, the participants to consider Science profession. As basic requirement, one must be working in a government S&T institution, permanent employee, MS graduate and with no administrative or criminal case, he added.

Other than career in the Sciences, the participants were also given concepts on Radiation Processing Technology, Garlic Postharvest Technology, Understanding and Quick Response to Pest Outbreaks: An Opportunity to Do Public Service Research shared by other Filipino Scientists.

The NAST lecture series has brought around 90 researchers, professors and representatives from various SUCs, HEIs, RLAs and LGUs in region one in partnership with the DOST 1.

This is in line with the celebration of the 40th founding anniversary of the NAST in an effort to bring science and technology closer to the people.

For more information, please contact Dr. Armando Q. Ganai, Regional Director, at telefax No. (072) 888-3399, mobile numbers 0917 840-8695 (Globe)/ 0998 962-0232 (Smart) or e-mail at dostregion1@gmail.com /



DEPARTMENT OF SCIENCE AND TECHNOLOGY
Regional Office No. 1
 DMMMSU-MLU Campus
 City of San Fernando,
 La Union 2500

STAMP

