

JGB 1544

Teach & Go Consultancy Services: A Food Safety Training Partner for Micro and Small Food Enterprises in South Luzon

**Dr. Dave Vincent Mangilet, Dr. Benigno Glenn Ricaforte,
Chereline Enriquez, Catherine Enteria & Arlene San Pablo**

**Shell JI Cluster, National University
& De La Salle-College of Saint Benilde**

*dave.mangilet@dlsu.edu.ph,
glenn.ricaforte@benilde.edu.ph,
cherelineenriquez@gmail.com,
cfenteria@national-u.edu.ph
aasanpablo@national-u.edu.ph*

Abstract

According to the 2018 census of Philippine Business on Food Service Activities, 44,487 foodservice establishments in the Philippines. Dominated mainly by restaurants and mobile food service activities, the cost of food safety training in the Philippines ranges from as low as Php 1,000.00 for individual basic training to high as Php 40,000.00 for individual basic training and certification. Two customer segments were identified: food business owners and food handlers. Using a value proposition canvas, they have identified customer gains and pains matched with pain relievers and gain creators, resulting in a service business concept of cost-effective training, flexible modality, and providing consultation to pass certification exams.

Teach & Go Consultancy Services aims to provide affordable solutions in training and retraining on food safety and sanitation following the Food Safety Act of 2013, provided by a master trainer who is a microbiologist and a textbook author. The program shall include guidance on the preparation of manuals, assistance during the accreditation process, and discount on reference books to help sustain their food enterprise.

Using the Lean Canvas model adapted from the Wadhvani Foundation, the proponents have identified the problems, solutions, unique value proposition, unfair advantage, customer segments, existing alternatives, key metrics, high-level concepts, channels, early adapters, cost structure, and revenue streams. Overall, the total revenue of Php 58,633.00 shall be realized from a Php 100,000.00 capital contribution among the five proponents with payback in 2.5 months.

the internationalization of health risks as the food supply chains cross multiple national borders. Therefore, effective national food control systems are essential to protect the health and safety of the public. In addition, countries have to implement and enforce risk-based food control strategies. (Gizaw, 2019)

Food Handlers were aware of the food safety actions they should be carrying out but identified several barriers which would prevent them from implementing these practices (Clayton et al., 2002). Limon's (2021) study shows that the country is not obligating food industries for certification, but most companies subject themselves to certification to gain a competitive advantage. The self-reported food safety practices are shown by those home-engaged online businesses showing good practices on personal hygiene, cross contamination prevention and sanitation, food preparation, and food delivery that violates national and international food safety standards.

Food Handling Training Program and Certification

Food handler training is seen as one strategy that increases food safety, offering long-term benefits to the food industry. Prolonged training despite training contents and other related factors could result in lower returns given the possibility of redundancy and tedious repetitiveness. Generally, training duration should be relatively short, not more than two weeks at a stretch, to enhance optimal food safety knowledge and behavior among food handlers (Adesokan et al., 2015).

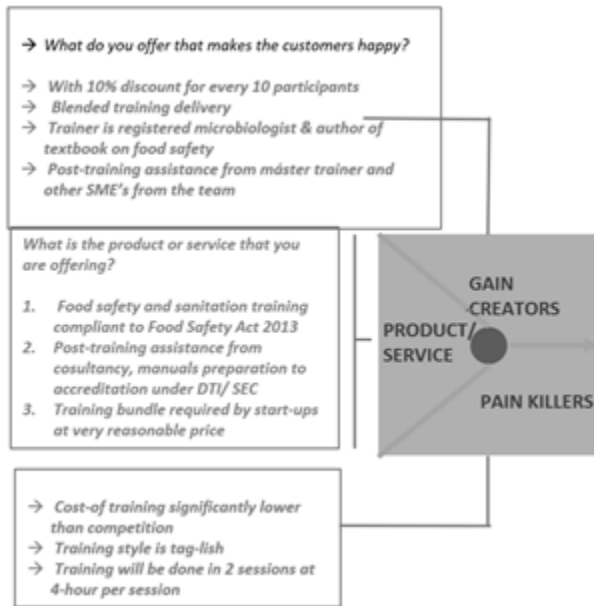
Furthermore, the Hazard Analysis Critical Control Points (HACCP) certification, described as the global language of food safety, varies between countries and is affected by customer demand and trade (Vipham, 2018). Several gaps were identified that hindered food establishments in the Philippines, particularly the small and medium scale enterprises and the informal food sectors, to be HACCP certified. It was also observed that there was insufficient funding for the construction and improvement of facilities and infrastructures needed for monitoring critical control points (i.e., metal detectors) and maintenance of HACCP implementation, and lack of awareness, knowledge, and expertise to HACCP (Yapp, 2004).

Framework

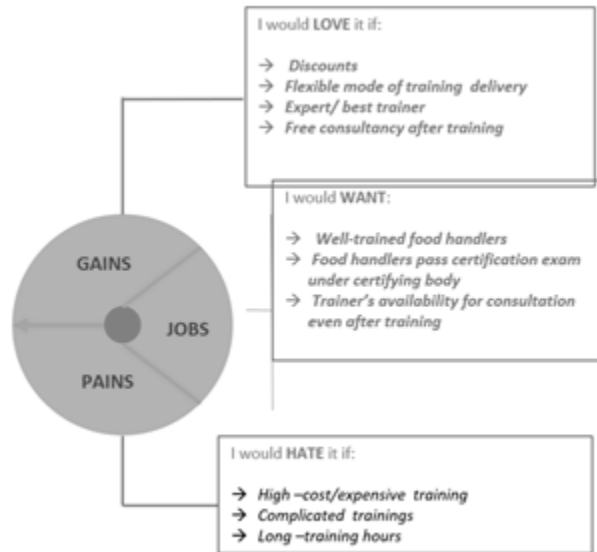
The proponent has utilized entrepreneurial concepts such as the value proposition canvas, where the framework ensures customer pains and gains are matched with corresponding pain relievers and gain creators. The value proposition canvas has two (2) segments: the Customer segment and the Value Proposition segment. The Customer segment allowed the proponents to understand what the customer wants, while the Value proposition allowed the proponents to design its service according to how it wants it. A product or service "fit" is achieved when the value proposition canvas addresses the most important "jobs," "pains," and "gains" of the customer.

Figure 1
Value Proposition Canvas

Value Proposition Segment



Customer Segment



The other model used in this study is the Lean canvas. The Lean Canvas is a 1-paged business plan template developed by Ash Maurya. This is adapted from the Business Model canvas, focusing on several business parameters such as problems, solutions, unique value proposition, unfair advantage, customer segments, existing alternatives, key metrics, high-level concepts, channels, early adapters, cost structure, and revenue streams.

Figure 2
Lean Canvas (Food Business Owners)

PROBLEMS Food handlers at micro and small food enterprises find food safety training to be long and difficult to understand.	SOLUTIONS <ul style="list-style-type: none"> • Offer 8-hour training in 2 sessions • Use blended training –online and face to face as per IATF, TI and OH guidelines • Use mix of Filipino and English language as medium of instruction 	UNIQUE VALUE PROPOSITION <ul style="list-style-type: none"> • Provide hand-outs after training • Consultation 	UNFAIR ADVANTAGE <ul style="list-style-type: none"> • Lead Trainer is a Registered microbiologist & the author of a published textbook on food sanitation and safety entitled "Risk Management as Applied to Safety, Security and Sanitation" • Has a team of Subject Matter Experts (SMEs) in the areas of food safety& sanitation, social media marketing, e-Commerce and Human resource management 	CUSTOMER SEGMENTS 1. Food handlers at micro and small food enterprise in Southern Luzon area
EXISTING ALTERNATIVES <ul style="list-style-type: none"> • FREE online trainings • Read books on said topic • Owner or superior conducts training himself 	KEY METRICS <ul style="list-style-type: none"> • Frequency of offering • Training evaluation results • Number of training participants • Number of business start-ups who availed of our assistance n registering their business • Sales of textbooks and manuals 	HIGH –LEVEL CONCEPTS <ul style="list-style-type: none"> • Société Générale de Surveillance (SGS) 	CHANNELS <ul style="list-style-type: none"> • Through government agencies like Department of Trade and Industry (DTI) and Overseas Workers Welfare Administration (OWWA) • Through culinary schools • Word of mouth • e-Commerce websites 	EARLY ADAPTERS <ul style="list-style-type: none"> • Food handlers at "start-up "micro & small food enterprises
COST STRUCTURE <ul style="list-style-type: none"> • Dividends • Internet subscription • Office co-sharing fee • Zoom subscription 		REVENUE STREAMS <ul style="list-style-type: none"> • Training Fees • Sales of textbook • Capacity-building Training fee • Business Assistance processing fee 		



Figure 3
Lean Canvas (Food Handlers)

PROBLEMS Food handlers at micro and small food enterprises find food safety training to be long and difficult to understand.	SOLUTIONS <ul style="list-style-type: none"> • Offer 8-hour training in 2 sessions • Use blended training –online and face to face as per IATF, TI and OH guidelines • Use mix of Filipino and English language as medium of instruction 	UNIQUE VALUE PROPOSITION <ul style="list-style-type: none"> • Provide hand-outs after training • Consultation 	UNFAIR ADVANTAGE <ul style="list-style-type: none"> • Lead Trainer is a Registered microbiologist & the author of a published textbook on food sanitation and safety entitled "Risk Management as Applied to Safety, Security and Sanitation" • Has a team of Subject Matter Experts (SMEs) in the areas of food safety& sanitation, social media marketing, e-Commerce and Human resource management 	CUSTOMER SEGMENTS 1. Food handlers at micro and small food enterprise in Southern Luzon area
EXISTING ALTERNATIVES <ul style="list-style-type: none"> • FREE online trainings • Read books on said topic • Owner or superior conducts training himself 	KEY METRICS <ul style="list-style-type: none"> • Frequency of offering • Training evaluation results • Number of training participants • Number of business start-ups who availed of our assistance n registering their business • Sales of textbooks and manuals 	HIGH –LEVEL CONCEPTS <ul style="list-style-type: none"> • Société Générale de Surveillance (SGS) 	CHANNELS <ul style="list-style-type: none"> • Through government agencies like Department of Trade and Industry (DTI) and Overseas Workers Welfare Administration (OWWA) • Through culinary schools • Word of mouth • e-Commerce websites 	EARLY ADAPTERS <ul style="list-style-type: none"> • Food handlers at "start-up "micro & small food enterprises
COST STRUCTURE <ul style="list-style-type: none"> • Dividends • Internet subscription • Office co-sharing fee • Zoom subscription 		REVENUE STREAMS <ul style="list-style-type: none"> • Training Fees • Sales of textbook • Capacity-building Training fee • Business Assistance processing fee 		

Lastly, the proponents utilized the Strategy Canvas, a business tool that compares the product factors that a sample incumbent product competes on. Four (4) action frameworks are applied to compare product factors. These four (4) actions include 1. Reduce are benefits of the product or service that can be reduced way below industry standards, 2. Eliminate refers to those benefits that the industry takes for granted and can "be eliminated," 3. Create refers to those

benefits that can be "created," but the industry has never offered and, 4. Revise refers to those benefits that can be "revised" way above the industry standards. Identifying important product or service benefits allowed the proponents to develop a product that would make its competition irrelevant.

Figure 4
Strategy Canvas

Solutions and UVP Offerings	 DTTI Global HND Academy	 teach & go.	Strategy Canvas-Competing Factors
1. Cost of trainings	Php 2, 900 and up	Php1,000 - Php3,000	Reduce
1.1 Discount/s	None	10% discount for every 10 participants	Create
2. Processing of Documentation Requirements for accreditation with FDA	Via 16 hours online training, 45-minute one on one consultation	Provided as legwork assistance not just as onlinetraining	Raise
2.1 Cost:	Php2,900	Php3,000	Raise
3. Training Delivery	Purely online	Blended (Online & Face-to-face) subject to IATF, DOH and DTI regn's	Raise
4. Preparation of Food safety manuals	None- just free product testing and interpretation	Free Consultancy With fee , if need assistance on actual preparations	Create
5. Duration of trainings	16 hours online	Two -4-hours session for total of 8 hours	Reduce
6. Capacity-building trainings	Same	Same	No change
7. Reading references after trainings	None		
7.1 Published textbook		Risk Management as Applied to Safety, Security and Sanitation by Dr. Benigno Glenn Ricaforte, COO-Teach & Go	Create
7.2 Hand-outs/reviewers			
8. Must be registered under the DTI	Yes	No	Eliminate

Methodology

To determine the knowledge gaps on proper food preparation and handling, the proponents facilitated an online survey using Google form and interviews via phone call/ Zoom meetings among food enterprise owners and handlers at the National Capital Region and South Luzon areas. In addition, the proponents prepared a financial plan to assess the feasibility of setting up the service in a cost-effective way. Figure 5 illustrates that each proponent shall invest Php 20,000 each with a total capital contribution of Php 100,000. The earnings will be coming from training services to 100 participants per month, sales of the book, and assistance in preparing a manual. The company is expected to earn Php 39,774.67 per month with a breakeven of 7 students and a payback period of 2.5 months.

4. Free consultation on matters related to food safety and sanitation after completing the 8-hour course.

The proponents shall create a video teaser with other marketing collaterals, such as a company brochure and sample module to reinforce the service offerings. Even though a textbook is readily available, the proponents will not offer the textbook outright but may do so after the training or in case they inquire about it.

A total of 6,223 prospects/ leads will need to undergo training and retraining on food safety to bring back the trust and confidence of consumers.

The Teach & Go Consultancy Services team is committed to pursuing the business for the following reasons:

1. The team can help micro and small food enterprises with their food safety and other relevant training programs as soon as government restrictions are lifted on dine-in and mobile food services.
2. The team will help increase the trust and confidence of the consumers in the accommodations and food service industry that the products served are safe and Covid-free. From a broader perspective, the business shall be instrumental in helping rebuild the hospitality industry, which was greatly affected by the pandemic.
3. The team remains focused on helping reduce incidents of unnecessary deaths among healthy individuals due to food contamination.

Limitations and Recommendations for Future Research

Based on the 2018 Census of Philippine Business and Industry Accommodation and Food Service Activities data, there are 5,001 food establishments with 62,231 employees in Southern Luzon, including Cavite, Laguna, Batangas Rizal, and Quezon. In this regard, the South Luzon area shows excellent potential for Teach & Go Consultancy Services. Thus, the study focused on evaluating potential customers in this area.

It is recommended to explore other areas for future research. Other researchers can also explore the National Capital Region, which is the area of focus nowadays, given the high cases of Covid-19. Given the quarantine restrictions, it is practical to focus on other areas where most business establishments operate less.

References

- Adesokan, H.K., Akinseye, V.O., & Adesokan, G.A. (2015). Food safety training is associated with improved knowledge and behaviors among foodservice establishments' workers. *International Journal of Food Science*, 2015, 1-8. <https://doi.org/10.1155/2015/328761>)
- Barro, N. Nicolas , Razack, A.B., Yollande, I, Aly, S., Tidiane, O.C.A., Comlan. DS. A., T Sababenedjo, T.A. & Philippe, N.A. (2007). Street-vended foods improvement: Contamination mechanisms and application of food safety objective strategy: Critical Review. *Pakistan Journal of Nutrition*, 6(1), 1-10.DOI: 10.3923/pjn.2007.1.10

Gizaw, Z. (2019). Public health risks related to food safety issues in the food market: A systematic literature review. *Environmental Health Medicine*, 24(68). <https://doi.org/10.1186/s12199-019-0825-5>

Limon, M.R. (2021). Food safety practices of food handlers at home engaged in online food businesses during COVID-19 pandemic in the Philippines, *Current Research in Food Science*, 4, 63-73. <https://doi.org/10.1016/j.crfs.2021.01.001>

McDaniels, T. L., Kamlet, M. S., & Fischer, G. W. (1992). Risk perception and the value of safety. *Risk Analysis* (12), 495–503.

Rustia, A. S., Tan, M. A. P., Guiriba, D. N. S, Magtibay, F. P. S., Bondoc, I. R. J., Mariano, C. B. D. G. , Caincol, D. H., Bautista, K. A. D., Bulagao, B. F. R., Guzman, V. C. L. D. , Musni, A. C., Salem, A. M. T., & Villanueva J. E. B. (2021). Defining risk in food safety in the Philippines. *Current Research in Nutrition and Food Science*, 9 (1), 233-257. doi : <http://dx.doi.org/10.12944/CRNFSJ.9.1.23>

Teves K.L.Y., Teves J.M.Y., & Teves A.M. (2015). HACCP certification: Analysis of Philippine Small-Scale Food Manufacturing Companies. International Conference on Trends in Economics, Humanities and Management.

Vipham, J.L., Chaves, B.D., & Trinetta, V. (2018). Mind the gaps: how can food safety gaps be addressed in developing nations. *American Society of Animal Science*, 8 (4), 16-25.

Yapp C., Fairman R. (2004). Factors affecting food safety compliance within small and medium-sized enterprises: implications for regulatory and enforcement strategies. *Journal of Food Control*, 17, 42-51.

Appendix
Company Brochure



Video Teaser: <https://youtu.be/bqcC1IsTCLI>

FB Page: <https://www.facebook.com/Teachgo-Consultancy-Services-101847442205333>