

Product development and feasibility study on the production of processed french fries to reduce importation and to address the shortage in the fast food industry

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Abstract

One of the problems that is faced in the Philippines on agriculture is the logistics and distribution of produce (crops and vegetables) in areas where they are saleable. If these harvested produced are not dispatched on time, they may eventually spoil and turned into waste. Potatoes, an abundant root crop here in North Luzon, is being considered to be processed to address the shortage of french fries being imported from different neighboring countries. A meat-processing company in the province of Pampanga is considering to acquire machines and equipment, and setup a production line of french fries in order to address the shortage that is being experienced by the fast food industry here in the Philippines. assist in product development and to ensure that the product is at par with industry standards. A feasibility study shall be conducted as well to design the production setup, situate the factory near the source of raw materials, and see its financial viability. Collaboration with the Department of Agriculture shall be done as well to help root crop farmers on agricultural technology to meet the demand projections from the feasibility study. With this venture, potatoes that are about to turn into waste can be turned into a fast food item that can address the shortage problem that faced right now in the Philippines. At the same time, it uplifts the lives of the farmers despite of the inflation

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Biography

Dhon G. Dungca graduated from De La Salle University-Manila with the degree Bachelor of Science in Industrial Engineering in 1998. He finished his Master of Engineering major in IE degree at Holy Angel University in 2005. He was a former IE Professor at the Holy Angel University College of Engineering & Architecture and a former Graduate School

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