

CANADA FUND PROJECT BRIEF

1. Project Title : Expansion and Market Development of Dehydrated Pineapple Processing
2. Location : Camarines Norte
3. Project Sector : Strengthening civil society
Cottage industries and handicraft
4. CIDA Contribution : Php 860,092.00
5. Implementing Organization : Caayunan Multi-Purpose Cooperative
Ms. Sonia Rada
Chairperson
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6. Duration : November 15, 2004 - June 15, 2006
7. Project Description :

The project focuses on improving the product competitiveness and increasing the volume of production of CMPC's dehydrated pineapple, considered to have a strong export potential among the range of processed pineapples that the cooperative is currently producing. To do this, the project will have four component strategies: expansion of production capacity, product development, product promotion and market development and capacity-building.

8. Beneficiaries : 44 cooperative members

9. Expected Results :
 - Production volume increased from 7 kilos a month to 140 kilos a month
 - Unit cost of production reduced from Php33.94 to 23.35 per 100 grams
 - BFAD license for dehydrated pineapple issued to CMPC
 - Improved shelf life of dehydrated pineapple according to BFAD requirements
 - Improved the package and label of dehydrated pineapple
 - Sales volume of dehydrated pineapple increased by 800%
 - Increased market reach of dehydrated pineapple
 - Systems and procedures for business planning , management and marketing documented, installed and implemented
 - CMPC officers and members gained knowledge and skills in planning and managing the enterprise; aggressively marketing the product; and further improving the technology for dehydrated pineapple