

CANADA FUND PROJECT BRIEF

1. Project Title : Mobile Kitchen Culinary Training Program
2. Location : Bulacan
3. Project Sector : Vocational training
4. Budget : Php 954,500.00
5. Implementing Organization : Culinary Education Foundation, Inc.
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6. Duration : May 24, 2005 - March 31, 2006
7. Project Description :

This project is a replication of the Culinary Training Program supported by Canada Fund in FY 2004-2005 through the Ambassador's Award for Innovative Projects. For the second phase, the project introduces innovations to better reach out and adapt to the conditions of out-of-school youth in cities/municipalities outside of the National Capital Region. These innovations are: 1) use of a mobile kitchen (in contrast to the center-based approach of the previous program) to be able to bring the training nearer to provinces; 2) use of ingredients indigenous to the target cities/municipalities; 3) promotion of entrepreneurship instead of linking the trainees to employers after the training; and 4) inclusion of value formation in the training curriculum.

The training program generally aims to provide 300 OSYs in ten cities/municipalities of Bulacan with opportunities to be productive, responsible and self-reliant by providing them access to culinary education (as an alternative education). It has five major components/phases: 1) Design, construction and furnishing of the mobile kitchen; 2) Trainers' Training; 3) Establishment of a Local Network; 4) Culinary Training; and 5) Networking and Promotion via Mobile Kitchen Expo.

CEF is implementing this project jointly with the Ai-Hu Foundation, an organization that provides assistance to underprivileged Filipinos in the form of education, skills training and values formation.

This project is supported by various donors and resource institutions, namely: the Philippines-Australia Community Assistance Program (PACAP), the BCD Point, Recio and Casas (an architectural firm), and the LGUs in 10 cities/towns in Batangas. Canada Fund subsidizes 23.94% of the total project cost. CEF's counterpart amounts to 10.69% of the total project cost.

8. Beneficiaries : 300 OSYs
9. Expected Results :

- OSYs are engaged in productive activities
- 2 batches of culinary training conducted in each of the 10 target cities/municipalities in Bulacan
- At least 90% of the enrolled OSYs completed the training
- 100% of the OSYs enrolled in the training course attended the module on setting up a food business

- At least 80-90% of the training participants indicated interest in setting up their food business or becoming entrepreneurs
- Mobile Kitchen Expo launched and attended by at least 100 companies, potential employers, resource institutions and budding entrepreneurs
- At least 80 graduates of the training program participate in the Mobile Kitchen Expo
- Guests in the mobile kitchen expo are able to appreciate and discover the potentials of indigenous ingredients in developing the local food industry

10. End of Project Results :

Accomplishments

Design, construction and furnishing of the mobile kitchen

- The construction of the mobile kitchen experienced some delays due to complex technical requirements of the conversion of the container van into a workable kitchen laboratory. Several revisions to the original draft had to be made during construction to fine tune and correct the technical and engineering flaws that were seen during construction. Targeted date of completion was May 2005, however, due to some weaknesses on the side of the contractor, the construction of the mobile kitchen was completed only in July 2005 while the formal project launching was held in September 2005. Nonetheless, this did not prevent the CEF from implementing the other project activities.
- Since the mobile kitchen is large, visible and located in the Municipal Offices, many local residents learned about the project and looked forward to the arrival of the van in their respective municipalities. It also promoted awareness and interest in culinary training and small food business.

Trainers Training

- A pool of the pioneer batch of the Culinary Training Program (CTP), which was supported by the Canada Fund in FY 2004-2005 through the Ambassador's Award for Innovative Projects during the Panibagong Paraan, was given a two-day training/workshop on conducting the training program. The training aimed to enable the pioneer CTP students to teach the module effectively to the mobile kitchen participants and fellow youth.
- Six (6) out of the ten (10) participants passed the training module. For the first batch of training, there was a conflict in the schedule of the trainers and the trainees. The CEF then released the schedule of the trainings in advance for the next batches to avoid more conflicts which may cause delay in the project implementation.
- Aside from the CTP graduates and the CEF scholars, the project also tapped the services of the Center for Culinary Arts (CCA) student volunteers and Faculties who were interested to teach in the mobile kitchen.

Establishment of a Local Network

- The Mobile Kitchen Team forged a Memorandum of Agreement (MOA) with the Local Government Units (LGUs) of the ten (10) target cities/municipalities of Bulacan. The MOAs formalized the local governments' commitment to provide accommodation and meals for the trainers and support staff; provide a venue where the mobile kitchen will be parked and secured; shoulder the costs of electricity and water for the mobile kitc; monitor the CTP graduates after the training; and participate in the screening of the participants.
- Problems were encountered during the negotiation stage with some of the participating LGUs since the project needed certain local counterpart support in the form of:
 - Promotions, recruitment and initial screening of applicants for the program
 - Housing and food for three (3) weeks for the trainers
 - Parking, electricity and water requirements for the mobile kitchen
 - Security and maintenance help for the mobile kitchen
 - Lecture room
 - Resource person from the local Department of Trade and Industry (DTI) to discuss the requirements in setting-up a small business

- Of the original ten (10) towns and municipalities identified, LGUs in Bustos, Bocaue and Malolos backed out and did not proceed with the training due to budgetary and logistical constraints. For this reason, Plaridel, Calumpit and Pulilan were identified as replacement for the said areas.
- The LGU extended their support for the program even after the mobile kitchen run in their respective towns and municipalities. The beneficiaries were given immediate opportunities to immerse themselves in small scale business through catering functions as well as giving them regular Municipal functions and events to cater.

Culinary Training

- Problems were encountered in hitting the 30 participants per targeted town. This was due to the inefficient recruitment system implemented by some of the LGUs. There were occasions where CEF had to go back twice or thrice because the LGUs were not able to get applicants because of their inefficient pre-screening and recruitment method. Some applicants were accepted by the LGU even if they did not meet the basic criteria. For this reason, the CEF had to reiterate to the LGUs that the criteria given are very important and should be strictly complied with in determining the participants for the program.
- One lesson learned from this problem was that the CEF decided to take charge of the entire recruitment and screening process instead of handing the said responsibility to the LGU. This action minimized the acceptance of applicants that did not meet the basic criteria.
- The mobile kitchen toured around seven (7) out of the ten (10) targeted cities and municipalities of Bulacan. Each training course ran for three (3) weeks and two batches were trained per area. Each batch consisted of 15 participants and were taught the fundamental aspects and techniques necessary when working in the kitchen and starting a food business. Based on the program/curriculum, the students/beneficiaries acquired the skills and knowledge on the following:
 - Food Safety and Sanitation
 - Professional Chef
 - The Kitchen Organization
 - Nutrition
 - Quantity Food Production
 - Product Identification
 - Cooking Methods
 - Cold and Hot Kitchen
 - Basic Baking and Pastry
 - Basic Entrepreneurship/Setting-Up A Food Business
 - Environmental Management System
 - Values Formation
 - Customer Service
- At present, the CEF is able to accomplish 70% of their targeted number of towns in spite of the difficulty encountered with the LGU in accepting qualified applicants. Some LGUs, particularly in San Miguel, accepted applicants for the training even though they were not qualified. For this reason, the CEF had to talk with the said LGU and clarify certain issues. Unfortunately, issues were not reconciled, thus, the CEF had to choose another town to replace San Miguel.
- The CEF and AiHu Foundation both agreed that the chosen participants had to pay a “commitment bond” of ₱500.00, which was to ensure that they would finish the entire training. The money generated from this bond was used as a rotating fund in helping the operational costs of the project. Since most of the participants were not able to pay the bond, the CEF and AiHu worked on an “Adopt-A-Town” sponsorship scheme to help the participants raise the amount. Corporations and individuals were tapped to sponsor at least half or pay the full amount. Companies and organizations that donated were:
 - Manila North Luzon Tollways Corporation
 - Soroptomist, Plaridel Bulacan Chapter
 - Rotary of San Jose, Bulacan
 - Rotary of Malolos, Bulacan
 - Don Timoteo Certeza Educational Foundation

- The Mobile Kitchen courses ran like a regular class. Participants were given lectures, quizzes and examinations to determine their comprehension and competence. Passing rate for the seven (7) towns which were given training was 87%. Those who passed were given a “Certificate of Completion” while a “Certificate of Attendance” was given for those who failed.
- After the training, some of the students used skills and recipes they learned to set-up their home-based businesses like baked and pastry items.
- Schedule for the remaining four towns are as follows:
 - San Rafael – April 17-May 8
 - Baliuag – May 19-June 2
 - Bocaue (San Miguel’s replacement) – June 10-July 17

Networking and Promotion via Mobile Kitchen Expo

To promote the program graduates to potential employers and resource institutions, a Mobile Kitchen Expo will be held to showcase their skills. This activity was supposed to be held last February 2006 but will be moved to March 28-29, 2006 at the Malolos Provincial Capitol. The reason for this delay was the sudden resignation of the key players of the project. Preparations for this activity were put on hold while the CEF had to look for a replacement for the officers handling the project.

Target Beneficiaries

Number of beneficiaries originally planned to assist through the project:

Direct:	Female: 150	Male: 150
Indirect	Female: 500	Male: 500

Number of beneficiaries actually assisted through the project:

Direct:	Female: 115	Male: 45
Indirect:	Female: 500	Male: 500

Based on the information above, the project was able to accomplish 53.33% of their targeted number of beneficiaries because trainings in the three (3) remaining towns are still to be conducted. At the end of the training, it is expected that the project will be able to accomplish 83.33% of their target. Expected numbers of participants for the remaining trainings are 90.

The project was able to accomplish 30% of their targeted number of male participants, since, despite their promotional efforts, there were only a small number of male applicants for the training.

Impact on Women

The project provided 103 OSYs and housewives with skills in culinary arts and food business development which they can use to seize opportunities to build their career and jump start livelihood activities.

Impact on the Environment

The project did not create adverse effects on the environment. The food safety and sanitation subject of the program gave the necessary training in proper handling and disposal of food waste. It also incorporated the Environmental Management System program of the CCA-Manila. Built into the design of the MK are garbage bins for waste segregation. The MOA signed by the LGUs ensured the regular and proper collection of the remaining garbage.

Unintended Benefits

Through the sponsorship of the Qantas, the project was able to respond to the request of the Department of Social Welfare and Development (DSWD) to implement a feeding program for 300 malnourished children in Plaridel.

Variances

- Three (3) of the targeted municipalities in Bulacan were replaced due to the LGUs' logistical and budgetary constraints. This did not hinder the CEF in trying to complete their ten targeted municipalities since they were able to look for other areas which were interested in the mobile kitchen.
- Trainings in the ten (10) municipalities will be until July 7, 2006. This is due to the difficulties that the CEF encountered in finalizing their agreements with some LGUs in Bulacan.
- The Expo that was supposed to be done last February 2006 will be moved to the last week of March due to the resignation of the project's key players.

Finance

- The proponent has completely utilized the Canada Fund grant. This includes the allocations and/or advance payments made for activities that were moved to a later date due to some scheduling problems.
- The CEF, in partnership with the Ai Hu Foundation, has raised a counterpart worth Php 752,570 (or 45% of the total amount committed to this project). This amount came from the contributions of the local government of Plaridel and Pulilan, solicitations from various business entities (e.g., Manila North Luzon Tollway Company, Caltex, IBM, K-Servico), as well as CEF's and Ai Hu's resources.