

~~Pandesal~~
In the Life of Two Communities

An Undergraduate Thesis

**Presented to Professor Cristina E. Torres
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of the Requirements for the Degree
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APPROVAL SHEET

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“The fruit derived from labor is the sweetest of all pleasures”

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Table of Contents

Title Page	
Approval Sheet	
Acknowledgements	
Chapter 1: The Problem and its Setting	
1.0 Introduction	1
Significance of the Study	2
Objectives of the Study	3
Statement of the Problem	3
Hypotheses	4
Research Problem	4
Theoretical Framework	5
Conceptual Framework	7
Scope and Delimitation	12
Sources of Data	13
Chapter 2: Pandesal and the Filipino Eating Habits	14
2.1 The Filipino Food and Nutrition Situation	14
2.2 Level and Determinants of Nutrition	15
2.3 Pandesal and Bread, their Nutritional Value	18
2.4 Industry Profile of Bakery Business	26
2.4.1 Consumers	
2.4.2 Producers	
Chapter 3: Research Locale and Venue	34
3.1 General Discussion	34
3.2 Historical Background	35
3.3 The Nature of the Pandesal Business in the two communities	37
Chapter 4: Profile of Respondents	40
4.1 Population Frame and Sample	40
4.2 Socio-Demographic characteristics of Respondents	41

Chapter 5: Discussion on the Influence on Attitudes and Lifestyles	50
Chapter 6: Conclusion	64
Bibliography	
Appendices	
Maps	
Pictures	

Chapter I

THE PROBLEM AND ITS SETTING

1.0 Introduction

Peoples' lifestyles, just like attitudes, values and behavior are influenced or shaped by a variety of factors emanating from their environment. Peoples' lifestyles are also, to some extent, defined by their own individual eating habits, manner of dressing, patterns of speech, hobbies and entertainment, among others. Given the above truism, this researcher has for a long time been puzzled with the question of whether or not the lowly "pandesal" which is a very common table fare of Filipinos especially during breakfast, has exerted a significant influence in the Filipino eating habits and lifestyles. This lingering question has prompted this researcher to undertake an exploratory study on the perceptions of selected Filipino families on the influence, if any, of pandesal on their eating habits and lifestyles.

The paper will also look at the history of the pandesal industry in the Philippines and how it affected the lifestyles and tastes of the consumers.

The study was conducted in two barangays: one in the outskirts of Caloocan City and the other in the nearby community in San Jose del Monte, Bulacan.

Significance of the study

This study is of vital significance to all sectors and scholars interested in problems or aspects of the Philippine industrial relations system specifically the study on the pandesal/baking industry in the Philippines.

- a.) To the producers of this industry, this provides understanding of the preferences of the consumers. Knowing what their preferences are will help the producers make products that are suitable to the general public.
- b.) To the consumers, the study offers a better appreciation of their lifestyles. It provides insights on how their preferences may or may not affect their eating habits.
- c.) To the bakery industry, this research contributes to the formulation of strategic ways on how to serve the population better; and,
- d.) To the academe, the study offers leads for further research especially in the area of producers-consumers relation in the Philippine industrial system.

Objectives of the study

Broadly, this study aims to provide a critical examination of the dynamics, bases and constraints in the bakery industry, determine the producers-consumers relation and how it affects the industry, policy implication and provide appropriate analysis.

Statement of the Problem

In light of the above setting, this research study aims to surface the attitudes and perceptions of selected respondents on the role and influence of eating “pandesal” on their lifestyles. Thus, the specific questions that the study seeks to answer are the following:

- a. What are the perceptions of selected respondents on the role and influence of pandesal on their lifestyles?
- b. To what extent do eating habits involving pandesal influence their lifestyles?
- c. How do the respondents differ on their perceptions and views on the influence of pandesal in their lifestyles?
- d. What is the situation of the bakery industry, as perceived by the owner-operators of bakeries operating in the research areas, and to what extent does this situation influence, if at all, the eating habits and lifestyles of consumers?

Hypotheses

The null hypotheses of the study was formulated as follows:

Ho1 – there is no significant difference in the perceptions and views of respondents on the influence of eating pandesal on their lifestyles.

Research Methodology

The methodology of the study involves a combination of the following: a) a historical description of the events of, and the reason for, the introduction of “pandesal” into the Filipino diet; b) a survey to gather the perceptions and views on “pandesal” as a food item of randomly selected key informants from two communities; and c) an industry study of bakery in the research locale. One of these communities is a predominantly poor residential area called Pangarap Village-Bukid Area situated in the outskirts of Caloocan City in Metro Manila. The other community is a predominantly middle class residential area, Ciudad Real Subdivision in the province of Bulacan.

Theoretical Framework

The theoretical underpinnings of the study focus on the concepts of attitudes and behavior, and how such attitudes and behavior are influenced by certain factors. Jones (1969) posits that our attitudes toward other people and things play a major role in our day-to-day affairs. We like some people and things and dislike others; we believe certain things about our friends and other things about our enemies, and we behave quite differently towards friends, enemies and even to things we like and dislike. Individual people and things, however, constitute only few of the many objects, situations, groups, habits, preferences that may be the focus of an attitude.

The classical view of attitudinal structures looks at attitude as having three (3) components: a) an affective component covering likes and dislikes; b) a cognitive component covering beliefs and, c) behavioral tendencies.

There are literally scores of definitions of the word “attitude” (Allport, 1935; McGuire, 1969). The essence of these definitions seems to incorporate the following points: firstly, that attitude is something we infer that a person has; secondly, that attitude has a focal object; and thirdly, that we base our inference about attitudes on apparent inconsistencies in behavior. Some people have argued that it is pointless to distinguish among components of an attitude. However, McGuire (1969) claims that even though the three components can be conceptually distinguished, they usually turn out to be highly

interrelated. Why, then should we bother distinguishing them? The reasons for distinguishing them are simple. They are measured in different ways, serve different functions, and even though are often interrelated, they are also often not. How then are attitudes related to behaviors and lifestyles?

McMahon (1993) theorized that while it may seem that people arrive at attitudes and beliefs on their own, closer examination reveals that people form many of these attitudes and beliefs on the behavior and actions of others. This significant others are collectively known as “reference group”. Dress, eating habits, patterns of speech, hobbies, entertainment----which are collectively referred to as lifestyles----are partly influenced by the group we belong to. The more important a particular group is to us, and the longer we have associated with it, the stronger its hold on us will be. In other words, McMahon posits that the more we identify with a group, the more we internalize the attitudes, beliefs and lifestyles of the group.

McMahon further theorized that attitudes also change. If we find that our beliefs (cognition) are contradictory (dissonant), it makes us uncomfortable and puts us in a state called cognitive dissonance. Cognitive dissonance creates an imbalance of beliefs. One must do something to relieve the discomfort this causes. The person must find some way to justify what happened since it is not in harmony with what he feels about himself or herself or about the other person. Since the person cannot change what happened, he or she changes his/her beliefs, thus providing a justification and saving face.

Conceptual Framework

Given the above theoretical underpinnings of the study, this researcher will pursue the study by adopting as conceptual framework, a stakeholder analysis of the pandesal industry that would include the producers and the consumers and their impact on the lifestyles and eating habits of the Filipino consumers of pandesal.

The first focus of the stakeholders analysis will be the producers or owner-operators of the bakeries. The producers or bakery owner-operators shall be examined in terms of the following: a.) product; b.) the production requirement that include raw materials, machineries and equipment, financing aspects, competition, manpower requirements; and c.) the production process.

The second focus of the stakeholders' analysis will be the consumers who will be examined in terms of the following: a.) What sales channels and distribution methods are used to enable the consumers to have access to pandesal as a food item; b.) their eating habits as far as pandesal is concerned.

Translated into the systems model, this conceptual framework may be shown as follows:

Input	Process	Output
* Respondents' perceptions on role and influence of pandesal on the Filipino eating habits and lifestyles	* Perception survey instrument * Consolidation and analysis of findings	* Analytical report on respondents' perceptions on role and influence of pandesal on the Filipino eating habits and lifestyles

The above framework takes as input variable, the respondents' perceptions on the role and influence of pandesal in shaping the Filipino eating habits and lifestyles. These perceptions were gathered through a perception survey instrument specifically designed for this research. The results and findings generated by the survey instrument were consolidated and analyzed. From these survey results and findings, an analytical report was prepared focusing on the role and influence of pandesal on the Filipino eating habits and lifestyles. Essentially, the paradigm of the study is shown below. It considers as the independent variable, the **eating habits involving pandesal**, and the dependent variables, the **lifestyles and attitudes** of the Filipino respondents.

Variable 1	Variable 2
* eating habits involving pandesal	* lifestyles * attitudes

The above paradigm of the study adopts as independent variable (Variable 1) the eating habits involving pandesal as gathered from the perceptions of respondents. Since the study posits that the eating habits of respondents involving pandesal influence their lifestyles, the dependent variables are the lifestyles and attitudes of the respondents, specifically as these were affected by their eating habits involving pandesal.

Definition of Terms

The terms used mostly in this study are defined as follows:

Antecedents – refer to information and beliefs we have beforehand about another.

Attitude – refers to a state of mind, behavior or conduct regarding some matter as indicating opinion or purpose.

Attribution – refers to the causes we use to explain another's behavior.

Attribution theory – a theory about the process by which we form opinions about another.

Reference groups – is a group with which a person identifies and that provides standards of behavior. A person can have more than one reference group; for example, family, church, workplace and school groups.

Stereotype – refers to a fixed set of beliefs about a person or group that may or may not be accurate.

Supplier – a person or establishment that provides the raw materials and requirements of a bakery.

Suppliers credit – a type of credit or loan facility extended by a supplier to a bakery

Scope and Delimitation of the Study

The present study involves an exploratory research into the perceptions of two selected reference groups of respondents on the role and influence of “pandesal” on their eating habits and lifestyles. It will also gather their views on the impact on their ways of life, of their eating habits on “pandesal”. This study will also gather the views of bakery operators located in the research locale as to their perceptions on the industry situation in their particular area and to what extent, if at all, this situation has influence the eating habits and lifestyles of their customers.

As earlier stated, the study shall focus on two selected reference groups. One group of respondents is situated in a middle class subdivision in Ciudad Real Subdivision in San Jose Del Monte, Bulacan. The second group of respondents is located in a low-income community, the Improved Bukid Area of Pangarap Village Caloocan City. The selected respondent-operators of bakery also come from Pangarap Village as well.

Sources of Data

The data on the historical description of events of, and the reason for, the introduction of “pandesal” as a food item of the Filipino shall be gathered from literature research at the libraries of the University of the Philippines and the National Library. The

data on the perceptions and views shall be gathered through a survey instrument specifically designed for this study. The survey questionnaire, after its pre-testing, shall be used as basis of the guided interview of ninety-three (93) key informants, from the research venues. Pangarap Village has about 160 poor households while Ciudad Real Subdivision has about 2 phases only the same number of class households. Thus, the sample of 93 respondents represents about 30 percent of the universe of 320 households.

Another valuable data source is the group of bakery owners-entrepreneurs operating in Pangarap Village. This data source provided vital information on the following: a.) products and production requirements and b.) consumer behavior from their perspective.

In addition, data will also be obtained through survey and interview of bakery operators-owners in Pangarap Village. The data obtained from this source will serve to provide vital information from a different perspective of the influence, if at all there is, of eating pandesal on the lifestyles of consumers in the research venue.

Chapter II

PANDESAL AND THE FILIPINO EATING HABITS

2.1 The Filipino Food and Nutrition Situation

An earlier study (Quisumbing: 1987)¹ was conducted to assess the trends in food and nutrition in the Philippines as a basis for surfacing trends and policy issues on nutrition and welfare. The study revealed the following findings: firstly, over the past 20 years, there has been an increasing trend in the available supply of food and nutrients per capita per day. Secondly, over the same period, malnutrition has been recognized as a key welfare issue that needs to be addressed. Malnutrition, a problem whose association with poverty cannot be overemphasized, is aggravated by insufficient food supply. Table 1 presents a sample data on the available supply of calories and protein, per capita per day from the Philippine Food Balance Sheets. It shows the available supply of food and nutrients for the whole economy, including domestic production, net imports, stock changes, nonfood utilization and an allowance for waste. On the other hand, Table 2 seems to indicate that the country has achieved relative self-sufficiency as the average per capita supply of calories and protein for the sample period 1971 to 1982 is greater than the recommended daily allowance.

¹ Quisumbing, Ma. Agnes. "The Philippine Food and Nutrition Situation: Trends and Policy Issues" in Policy Issues on Nutrition and Welfare. University of the Philippines, Los Banos, Laguna. 1987.

In terms of nutrition status assessment, it may be emphasized that in the Philippines, the nutrient requirement and allowances have been estimated for the reference Filipinos who are in good health, are moderately physically active, and who live in the country. The requirements for various nutrients are first estimated at minimum levels, which can support good health or prevent signs and symptoms of nutritional deficiency (except for calories). To these, allowances for inefficient utilization of the nutrient and for normal individual variability were added. Hence, the final recommended amounts referred to as Recommended Dietary Allowances (RDA) are considered to meet the requirements of nearly all biological types of healthy Filipinos.

2.2 Level and Determinants of Nutrition

An earlier report (Tan and Tecson; 1974)² highlighted the observation that the behavior of consumption of food is directly influenced by the increase in the size and income of the family. The Food and Nutrition Research Council has undertaken several surveys of food consumption. From these surveys, the country's level of nutritional intake of each of the ten nutrients (namely carbohydrates, protein, fats, riboflavin, calcium, iron, thiamine, niacin, Vitamin A and ascorbic acid, and of calories) was estimated.

2 Tan, Editha and Tecson, G. Consumption Patterns in the Philippines, Report Submitted to the International Labor Organization. December 1973.

The actual intake of each is then compared to the recommended requirement for each of these families used as samples in the earlier study.

The significant findings of the earlier study were the following: a) that the Filipino diet is deficient as a whole and especially in some nutrients; b) that there are wide variations in degree of adequacy among nutrients; c) the degree of deficiency in calories and protein is not as high as in fats, calcium and riboflavin---the intake of which three nutrients is very inadequate; and d) that for a housewife to meet the recommended nutrient requirements, she must consult the nutritionist's food table.

The nutritionist's food table classifies food into six (6) basic groups. These are the following: a) leafy and yellow vegetables; b) Vitamin C-rich foods; c) other fruits and vegetables; d) Fat-rich foods, e) Protein-rich foods; and f) Rice and other Energy foods. Significantly, bread and pandesal are included in the sixth food group, being considered as energy foods.

The groups of food that are the richest sources of carbohydrates are the grains, fruits, vegetables, milk and the concentrated sweets.³

3

Navarro, Leticia et al. *Homemaking for You and Me: Foods and Nutrition*. Abiva Publishing House, Quezon City. 1986.

Carbohydrate foods such as rice and other cereals, butter, root crops, sugars, sweets and its products supply at least fifty to sixty percent of the total caloric requirement. The basic Three Food Groups, recommends specific amounts of the food which when taken will supply the necessary carbohydrate and other nutrient needs of the body.⁴

The average daily requirement for a normal adult for energy foods as recommended by the Basic Three Food Groups are as follows:

Rice	4 to 6 cups, cooked
Corn	5 ¹ / ₂ to 7 ¹ / ₂ cups, cooked
Rice-Corn mix	4 ¹ / ₂ to 6 ¹ / ₂ cups, cooked
Root crops	1 small
Sugar	7 to 10 teaspoons

A cup of cooked rice may be substituted with 5 slices of American bread. Ordinary size (17 grams), 5 pieces pan de sal (15 grams each), 1 ¹/₄ cups cooked corn meal (250 grams) and 1 ¹/₄ cups cooked camote.⁵

4 Ibid.

5 Ibid.

2.1 Pandesal and Bread their History and Nutritional Value

a. History

Bread is a baked food made from a dough of ground or milled cereal grain, usually wheat flour, and leavened by chemical or microbiological action. Because of the leavening process, the making of even the simplest kind of bread is a fairly complicated procedure. Only wheat flour contains gluten, a substance that supplies the structure needed for leavening.

According to the Grolier's Encyclopedia⁶, bread making may have originated in Egypt. Archeologists found pieces of bread that show clear evidence of leavening action in deposits dating from about 3500 BC. Bread was also a common food stuff in Rome^{where} a sophisticated baking industry developed using mechanical kneading devices. During the Industrial Revolution, the development of the baking technology was accelerated, and today the making of bread is a highly mechanized process.

In making bread, dough was originally leavened by adding sourdough left over from a previous day's bread production. The relative acidity, alcohol content and low

6

Grolier's Academic Encyclopedia. 1980.

oxygen tension in the interior of a sourdough mass tend to inhibit the growth of molds and undesirable bacteria while allowing preferred strains of yeast to proliferate. The results are unpredictable, however, because varying amounts and types of yeast can develop in the sourdough.

Today, bread is leavened with yeast manufactured by inoculating pure cultures of the selected strain of microorganism into carefully formulated and sterilized liquid media. The yeast cells multiply under controlled conditions; they are harvested by centrifugation and filtering, washed free of media, and packaged for delivery. Yeast performs its leavening function by fermenting carbohydrates such as glucose, fructose, maltose and sucrose. The principal products of fermentation are carbon dioxide, which produces the leavening effect, and ethanol. Yeast also produces many other chemical substances that flavor the baked product and change the dough's physical properties.

In terms of ingredients, bread can be made using only flour, water, salt and leavening. This simple recipe is used in the popular Italian and French breads, which are light in color and have a crisp crust and coarse, relatively tough crumb. The flavor and the texture of both crust and crumb deteriorate rather quickly. Other ingredients are added to improve storage stability.

Bread flour is usually made from hard wheat, which produces dough that is elastic enough to hold the gas produced during fermentation. Non-fat dry milk is often added to

improve the flavor and enhance the nutritional quality of commercial bread. Shortening improves the texture of the crumb and increase shelf life. It also makes the dough easier to handle. Some types of shortening, like butter, contribute significantly to the flavor of the finished loaf. Eggs contribute their characteristic color and flavor to the bread, and their natural emulsifiers improve the handling properties of the dough and make the crumb softer. Sugar and corn syrup make the bread sweeter and supply fermentable carbohydrates for the yeast to metabolize. Molasses and honey add their typical flavors as well as sweetness. Most consumers prefer slightly sweet bread.

Most white bread is enriched. Some national standards, like those of the United States, require that enriched bread contain no less than 1.1 mg of thiamin, 0.7 mg. of riboflavin, 10 mg of niacin and 8 mg. of iron to a pound of bread. Bread may also contain enough added calcium to bring the total calcium content of the bread to 600 mg. per pound. When so enriched, bread can supply significant percentages of the daily requirements of these and several other essential nutrients.⁷

A serving of bread will vary in size depending on the desires of the individual consumer, but an average portion is generally considered to be 2 ounces, or about 2 slices. This is equivalent to 2 pieces of big pandesal or the equivalent of 4 pieces of small-size

7

Ibid.

pandesal. Consuming a 2-ounce serving of enriched white bread made with 4 percent non-fat dry milk at each of 3 daily meals will supply the following nutrients: (Grolier's Encyclopedia)⁸.

Calories	-	460.00
Protein	-	14.80 g.
Carbohydrates	-	86.00 g
Fat	-	5.40 g
Fiber	-	0.30 g
Sodium	-	0.86 g
Potassium	-	0.18 g

The percentages of the U.S. recommended daily adult allowance supplied by the same daily servings are:

Protein	-	23 %
Calcium	-	22 %
Phosphorus	-	16 %
Iron	-	17 %
Vitamin A	-	trace
Thiamin	-	45 %
Riboflavin	-	24 %
Niacin	-	28 %
Ascorbic acid	-	trace

8

Ibid.

Pandesal in the Philippines

Long before Spanish staggered down their ships to kiss the shores of the islands, Filipinos were rowing out to sea in their little bancas, wading knee-deep in rice paddies, planting in their backyards and hunting in the woods.

Whatever they gathered and caught they simply roasted, boiled or broiled over an open fire. Food was abundant since nature provided most of the food. Filipinos can make something out of everything nature had to offer.

Trade with different countries during those times was healthy and a good deal less complicated than today. The Malaysians, Indonesians, Arabians, Indians, and Chinese brought all sorts of spices and food plants to the islands. Most of them decided to stay and raise a family here, and handed down their culture. Filipinos learned a lot from our trading partners---from different lifestyles to cooking methods.⁹

Because of this, Filipino cuisine is much like the Filipino himself , a mixture of different cultures, both Eastern and Western have influenced it. Throughout the centuries foreigners came, as traders or conquerors, and brought with them their tastes and cooking styles, which the Filipinos adapted to their own essentially Malayan cuisine.

9

Website: <http://www.pinoydelikasi.com>

Since food is such a lively part of our popular culture, it cannot help but be affected by foreign influences. Thus, different trading partners and colonization soon affected Filipino food.¹⁰

The Importance of Rice and Flavor

Philippine cuisine is the kind that "can be successfully repeated anywhere because the style, technique, and ingenious method totals a unique gastronomy." Filipinos favor the sour and salty, have a tendency to throw in all sorts of ingredients together in soup or stew, and have a penchant for frying with garlic and onion.

Homegrown rice, which is the staple in most provinces, tastes bland. Hence the penchant for strong flavors.

For a Filipino, a meal is not a meal without rice. Besides being the sacrificial cereal for every meal, rice is also ground into flour to make *bibingka* and *puto*, pounded flat to make *pinipig*, and even dyed and fried to make colorful decorations come fiesta time in Quezon.¹¹

10 Ibid.

11 Ibid.

Doreen G. Fernandez, food columnist and researcher, wrote about food and the Filipino: "Food punctuates the Filipino's life, is a touchstone to his memories a measure of relationships with nature, with fellow men, with the world." Christmas for a Filipino, for instance, is more than just trees and carols; it is *bibingka* after the midnight mass, *quezo de bola* for the Christmas dinner, *ensaimada* for breakfast on Christmas morn. Since the cuisine is "drawn directly from nature thoroughly explored and imaginatively used," (we eat anything--shark, octopus, shrimp, crab, roots, leaves, trunks, weeds, flowers, snakes, iguanas, field rats, locusts), Filipino food is therefore symbolic of the peasants' closeness with and dependence on the environment.

Fernandez also describes the relationship between cook and diner, unlike in other countries, as that of equals. In France, for example, to ask for ketchup is to gravely insult the chef. While in the Philippines, the chef fully expects the diner to season the food to suit his tastes with soy sauce, fish sauce (*patis*), *bagoong* (small shrimps or fish preserved in brine), or anything else, thereby participating in the creation of the dish.

As mentioned before, Philippine cuisine is a reflection of history. One can see the various influences of the foreigners who have passed through, as conquerors or traders, and who have played a part in forming the national identity of the Filipino.

Bakeries before are famous because of the service. It is what you really call "fast food" because one can buy food in instant. The **Panaderia de San Sebastian**, who was

owned by Telesforo Crisanto Asico Hermanos, was one of the famous bakeries during the American period. The bakery supplied most of the “bread” needs of the people. Like most Manila bakeries of the American period, they sold only bread and biscuits. In one of the bakeries’ advertisements it says, “..assorted biscuits and breads of all kinds and serves requests for interior or exportation..” translated in today’s fast-food culture as to “eat in” or “take out”. (Guerrero, Milagros. 1998)¹²

12 Guerrero, Milagros. *Kasaysayan. The Story of the Filipino People. (Vol. 5).* Asia Publishing Company. 1998

2.4 Industry Profile of the Bakery Business

2.4.1 General Profile

Industry documents reveal that for every 7,000 persons in the Greater Manila Area, estimates show that there is one (1) registered bakery while in the other cities, there is one (1) registered bakery for every 10,300 inhabitants (DBP; 1995)¹³.

The average per capita consumption of bakery products in Manila is approximately at 0.057 kilograms per day. In other areas of the Philippines, the average consumption is 0.014 kilograms per capita per day.

Usual bakery products are necessarily “market-oriented” due to their short shelf lives and greater salability when fresh. Bakery projects’ profitability, therefore, is greatly affected by their locations.

13 Development Bank of the Philippines: Profile of Small-scale and Micro Industries. 1995

2.4.2 Product Description

The main product in the bakery business is bread with the following varieties “pandesal”, cream bread or pan americano, and pan de leche. Other products are ensaymada, monay or soft dough, biscuits and cakes.

2.4.3 Market Aspects

a. Users

Users are households, sari-sari stores, public markets, canteens, groceries, supermarkets, restaurants, hotels and feeding centers and institutions.

b. Sales Channels and Methods

Sales channels of market distribution may be direct utilizing the services of foot peddlers or delivery boys using tricycles and bicycles who are paid on a commission basis; or through middlemen who operate delivery vans or panels. Middlemen are not directly compensated. They earn from the deal by providing a mark-up on the price quoted by them by the bakers.

c. Geographic Extent of Market

Domestic: The domestic market for freshly-baked bakery products exists in such areas or vicinities where raw materials, electricity, gas and water are available and where eating habits and purchasing capacity of the people favor the establishment of more bakeries. Also of utmost importance are the location of the bakery and the availability of convenient transport facilities that would ensure efficient delivery of fresh supplies daily to consumers.

Foreign: There is also a great potential for marketing special biscuits like *Otap*, *Hojaldres and Galletas* to such places as the United States West Coast, Guam, Hawaii, Spain and West Germany. These places are cited due to the number of Filipino residents in there and the possible appeal of these types of biscuits to foreigners. The hesitance of most bakers to export is merely due to the lack of organization among bakers particularly with regard to exportation.

d. Competition

Competition sets in only when there is overcrowding of bakeries within a given area or when bakeries located within neighboring vicinities are competing in terms of product quality. Provided a bakery is located in an area where the population is inversely proportional to the number of bakeries, the bakery is almost assured of profitability.

Differences in prices of bakery products are almost negligible and do not carry too much weight.

For the over 70 million inhabitants of the Philippines, there are only about 9,000 bakeries all over the country. The bulk of the population is also comprised of the younger generation whose eating habits favor the bakery business.

e. Market needed for plant

The ideal location of market for a bakery business includes places where eating habits of the population are favorable to the bakery business, and where the level of income or capacity to purchase of the commodity is good.

2.4.4 Production Requirements

Raw materials:

In terms of raw materials, the bakery production requires flour, sugar, yeast, milk, shortening, salt, cooking oil and water.

Machineries and equipment:

The machineries and equipment include the following: a) baking equipment like mixer, oven, refrigerator, gas stove, scale for ingredients, and bread slicers; b) baking pans like loaf pans and baking sheets; c) work tables, proof boxes, cooling racks and shelves; d) utensils and tools including dough cutters, scrapers, spatulas, wooden spoons, etc. and e) miscellaneous equipment.

Manpower Requirements:

These include a master baker, oven man, a helper and indirect labor to be provided by the owner/manager, sales people.

Process Explanation:

The baker first determines what kinds of bread he will produce out of his daily allocation of flour. Then, the following procedures will be followed: a) mixing of flour into dough either through the sponge-dough or straight-dough method; b) fermentation of dough, one to two hours for the pandesal, two hours for cream bread and three hours for monay and soft dough; c) cutting, molding and shaping of the dough; d) pan proofing; e)

baking; f) cooling; g) slicing and finishing of products; h) wrapping and packaging; I) selling and/or delivery.

Following is a minimum costing of the Machineries and Equipment for a small-scale bakery:

a. Baking equipment	90,000
b. Baking pans.....	5,000
c. Work tables.....	5,000
d. Utensils and tools.....	3,000
e. Miscellaneous equipment.....	<u>3,000</u>
Total (in Pesos)	106,000

Following is a costing of Manpower cost:

a) Master baker.....	300.00
b) Oven man	250.00
c) Helper.....	150.00

In terms of Financial Requirements, the following are the estimates:

a) Fixed capital.....	106,000
b) Working capital.....	<u>62,000</u>
	168,000

Appended to this report is a schematic diagram of the plant layout of the bakery business.

Profitability: The bakery business is a profitable venture. A number of the big-time bakeries have been included in the top 1,000 companies of the Philippines (Businessworld, 1998)¹⁴. From this publication, the following profitability indicators in the bakery industry have been derived:

<i>Indicator</i>	<i>Average</i>
a) Return on Sales	0.421
b) Current ratio or ratio of Current Assets to Current Liabilities	0.9227
c) Debt-Equity Ratio	0.9437

14 Businessworld, Top 1,000 Corporations of the Philippines, Manila. 1998.

Simply put, the above indicator on Return on Sales, means that for every peso worth of Sales or Revenues, more than forty-two centavos (PhP 0.421) represents the net income or net profit or a high net profit percentage of 42.10 percent. The Current Ratio indicator reflects the level of liquidity of the business or the industry. The Current Ratio of 0.9227 means that for every peso of current obligation, more than 92 centavos of current assets can readily cover them. These items of Current Assets include Cash, Marketable securities and Inventories, which can be easily converted to Cash in a short time. On the other hand, the Debt to Equity Ratio of 0.9437 shows that for every one peso of long-term liabilities or loans of the companies in the bakery industry, more than ninety-four centavos of capitalization can easily cover the same. This represents a high level of capital adequacy of the bakery companies.

Chapter III

RESEARCH LOCALE/VENUE

3.1 General Discussion

The research venue or locale for the study includes two contiguous communities or barangays from where the randomly selected respondents were taken. One of these communities is a predominantly poor residential area called the Pangarap Village Improved Bukid Area situated in the outskirts of Caloocan City. The other community is a predominantly residential area, Ciudad Real Subdivision in the town of San Jose del Monte, Bulacan. The choice of these two communities as research locale was principally dictated by convenience in data gathering and follow-up. This researcher lives in Ciudad Real Subdivision. Likewise, the two communities are close to each other; the gate is traversing being separated only by a river which to the subdivision. Since the two communities are very close to each other, in fact, they share a common boundary, this researcher believed that it would be very convenient and economical to use the two communities as research venue. The attached location map shows the two research venues and their proximity to each other.

3.2 Historical Background

To further appreciate the situation of the two communities used as venue of this research study, allow me to provide a historical background of the developments of these communities.

Pangarap Village has a longer history of development. It started and was conceived as a residential area for the uniformed men of the Presidential Security Battalion under then President Ferdinand E. Marcos sometime in the 1960s. The residential village has a land area of about 300 hectares and forms part of the landed estate of the Aranetas. In fact, most of the first batch of residents was presidential security personnel from Malacanang. Subsequently, the population grew and expanded with the influx of squatters and other homeless people from the other parts of Metro Manila. The continued influx of squatters prompted the Aranetas to station security guards at the entrance of Pangarap Village to prevent the entry of people planning to set up residence in the Village. However, corrupt practices of these security guards reportedly did not deter the influx of squatters and homeless residents who have adopted clever and creative ways of entering and even bringing in construction materials at night. The new entrants usually set up houses in the far end of the village near the mountain slopes. At present, the household population of the entire village is about 3,000 families. There are regional pockets of settlers like Cebuanos, Visayans, Ilocanos, Bicolanos, and Mindanaoans among others. Pangarap Village therefore offers a variety of culture,

traditions and practices owing to the diversity of its residents. In this respect, it becomes a microcosm of the wider Philippine society.

The Pangarap Village Improved Bukid Area represents that portion of the village lying along Quirino Highway. It used to be a blighted and muddy area because the roads within the village were neither asphalted nor cemented. Before, it was an ordeal to walk within the village with dust during sunny days and mud during rainy days. Because of political patronage, the politicians who tried to woo the political votes of the village residents subsequently improved the area. Many of the village residents work in the nearby areas of Novaliches, Caloocan, Quezon City and Bulacan.

On the other hand, Ciudad Real Subdivision is a self-contained community for the middle-class as well as upper class of the population. Its total land area of 1,000 hectares is bigger than that of Pasay City. It is also owned by the Araneta Properties Incorporated, which also owns the Farmers, Cubao. Development of the subdivision began in the late 1970s. It was conceived to have ten (10) contiguous villages with each village composed of 3-5 phases. A high school, a university, a general hospital and an eco-park were likewise planned to be constructed in the subdivision. Development of the subdivision came to a halt when Gregg Araneta stayed abroad with the Marcoses after the latter fled the country in 1986 as an aftermath of the EDSA Revolution. To date, only one village (Village 5) has been fully developed. It is composed of 4 phases with a total population of 320 households.

To better appreciate the research venue, attached is a copy of a location map showing both Pangarap Village and Ciudad Real Subdivision. The location map shows the proximity to each other of the two research locale although by geographic or spatial dimension, Pangarap Village is located within the Metro Manila area, while Ciudad Real subdivision is already a provincial area being part of the province of Bulacan.

At this point, let me describe the nature of the pandesal business in these two communities. In the Pangarap Village area, there are at least four (4) bakeries-cum-stores, two of which are located beside each other in the Village's central business district. The two other bakeries are located in the western areas of the Village. The two bakeries-cum-stores in the Village central business district supply the bread and pandesal requirements of residents in the Pangarap Village Improved area and Ciudad Real subdivision for the following reasons: a) the two bakeries-cum-stores are located along Araneta Avenue which is the only access road to Ciudad Real subdivision.

3.3 The Nature of the Pandesal Business in Pangarap Village and Ciudad Real Subdivision

At this point, let me describe in brief, the nature of the pandesal business in Pangarap Village and Ciudad Real Subdivision, which are the locales of this research. In these communities, the bakery business does not differ very much from those located

in other barangays. The pandesal business is small-scale in nature, being limited primarily by the number of potential customers and by keen competition.

In the Pangarap Village, there are at least four (4) bakeries, two of which are located beside each other in the village's central business district supplying the bread and pandesal requirements of the Pangarap Village Improved Area. To enable the readers to have a better appreciation of the location of these bakeries, a set of photographs has been included in this research paper.

The two bakeries in the central business area likewise supply the pandesal and bread requirements of Ciudad Real for the following reasons: a.) the two bakeries are located along Araneta Avenue, which is the only access road to Ciudad Real subdivision; and b.) these bakeries are located near the tricycle terminal bound for Ciudad Real and hence, very accessible for commuters.

In terms of production, interviews within the two-pandesal owner-operators revealed the following important information:

- a.) That the average daily production of each bakery is two (2) sacks of flour
- b.) That the average bread productions results into the following product mix:
 - pandesal
 - American (loaf) bread
 - Ensaymada
 - Spanish bread (Spanish pandesal)

- Buns
- Monay

It is only during special occasions like Christmas or other holidays including local fiestas that the product mix would vary. In these instances, most of the product mix would be biased towards the production of American or loaf bread.

In terms of marketing strategies, it was gathered from the interviews with the owner operators that the following strategies are being used invariably:

- use of child peddlers to peddle pandesal throughout Pangarap village and Ciudad Real every morning. The child peddlers are given a commission of ten percent (10%) on sales. This strategy has proven to be effective because the foot peddlers have developed their own areas of operation.
- Operating a store in front of the bakery
- Maintaining a distribution system mostly canteen and food concessionaires in public and private schools in Caloocan, Novaliches, Quezon City and Bulacan to which the two bakeries are located. This strategy has likewise expanded the reach of the bakeries in far-flung areas in Pangarap Village and the Upper areas of Ciudad Real.

In terms of profitability, the owner-operators, like did not provide records, estimated that their profitability ranged from 40 to 45 percent. This has been corroborated by evidence of apparent financial success of these operators.

Chapter IV

PROFILE OF RESPONDENTS

4.1 Population Frame and Sample

The population frame and sample used in this research study are summarized in the following table:

<i>Research Venue</i>	<i>Population (P)</i>	<i>Sample (S)</i>	<i>Percentage (P/S)</i>
Pangarap Village	160	48	30%
Ciudad Real (2 Phases)	160	45	30%
TOTAL	320	93	30%

The total population of 320 refers to households for both the Pangarap Village Improved Area and the two phases in Ciudad Real Village. Only one respondent was taken from each household in the sample of 93. This was purposively done to ensure that the sample respondents are representative of the population in terms of their perceptions and views on pandesal and its influence on the respondents eating habits and lifestyles.

4.2 Socio-Demographic Characteristics of Respondents

The following discussions deal with the demographic characteristics of the respondents based on the analysis of the results and findings of the survey. These demographic characteristics provide a profile of the respondents as to the following: age, sex, civil status, number of years in present residence, place of work, highest educational attainment, number of family/household members, number of employed family/household members and lastly, gross monthly family/household income.

a. Age

According to age, forty (40) respondents representing 43% belonged to the 31 to 40 age bracket while thirty-eight (38) respondents representing 41 percent belonged to the older 41 to 50 age group. Seven (7) respondents or 8 percent were in the 51 and above age bracket; six (6) respondents or 6 percent were aged 30 and below; while 2 respondents or 2 percent, did not indicate their age. Survey results therefore revealed that most of the respondents were in their middle age. These are summarized in the table below:

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
30 years old and below	6	6
31 years old to 40	40	43
41 years old to 50	38	41
51 years old and above	7	8
No response	2	2
TOTAL	93	100

b. Sex

According to sex eighty-nine (89) of the respondents representing 96 percent were females while only 4 respondents or 4 percent were males. This indicated that the respondents were female-dominated as shown by the tabulation below:

<i>Sex</i>	<i>Frequency</i>	<i>Percentage</i>
Female	89	96
Male	4	4
TOTAL	93	100

c. Civil Status

Majority of the respondents, eighty-eight (88) of them to be exact and representing 95 percent was married. Only five (5) respondents or 5 percent were single. This shows that majority of the respondents were family heads or persons with family responsibilities. This situation is reflected in the table below:

<i>Civil Status</i>	<i>Frequency</i>	<i>Percentage</i>
Single	5	5
Married	88	95
TOTAL	93	100

d. Number of Years in Present Residence

Thirty (30) respondents or 32 percent have stayed in their present residence for over 9 years. Twenty-eight (28) of them or 30 percent, have stayed in their present residence for over 6 years up to 9 years; while twenty-five (25) respondents or 27 percent have stayed in their present residence for over 3 years up to 6 years. Significantly, only ten (10) respondents or 11 percent have stayed in their present residence for less than 3 years. This finding revealed that most respondents have long years of residence in the sample research venues, namely Pangarap Village and Ciudad Real Subdivision, Bulacan. This is reflected in the table below:

<i>Number of years</i>	<i>Frequency</i>	<i>Percentage</i>
Up to 3 years	10	11
Over 3 years to 6 years	25	27
Over 6 years to 9 years	28	30
Over 9 years	30	32
TOTAL	93	100

e. Place of Work

In terms of the variable place of work, which is correlated with the amount of travel time from respondent's residence to his/her place of work, thirty (30) of the respondents representing 32 percent, indicated that they worked in the Makati/Pasay

area, which requires from about one and a half hours to two hours travel time by public transport from the research localities of Pangarap Village and Ciudad Real. Twenty (20) respondents or twenty-two percent indicated the Novaliches/Quezon City area as their place of work. This requires less than an hour travel time depending of course on which part of Quezon City is the place of employment. Seventeen (17) respondents or 18 percent worked in Caloocan City; while ten (10) respondents representing 11 percent worked in Manila. Seven respondents or 8 percent worked in the Pasig/Mandaluyong area while five (5) respondents or 5 percent worked in the Bulacan area. Two (2) respondents worked in the Muntinlupa/Alabang/Paranaque area, which requires about 3 hours of travel time. This is summarized in the following table:

<i>Place of Work</i>	<i>Frequency</i>	<i>Percentage</i>
Makati/Pasay	30	32
Novaliches/Quezon City	20	22
Caloocan City	17	18
Manila	10	11
Pasig/Mandaluyong	7	8
Bulacan	5	5
Muntinlupa/Alabang	2	2
Others/no response	2	2
TOTAL	93	100

f. Highest Educational Attainment

Majority of the respondents completed college or higher education. Forty-three (43) respondents or 46 percent were college graduates; while ten (10) of them or 11 percent finished post-graduate studies. Thirty-five (35) of the respondents representing 38 percent have completed high school while five (5) of them or 5 percent completed elementary education. This indicator revealed that generally, the respondents were educated and that they have some appreciation of the nutritive value of the food items, including pandesal and bread, being served on the family table. The following table shows the educational profile of the respondents:

<i>Level of education</i>	<i>Frequency</i>	<i>Percentage</i>
Elementary	5	5
Highschool	35	38
College	43	46
Post Graduate	10	11
TOTAL	93	100

g. Number of Family/Household Members

Majority of the respondents, sixty-three (63) or 68 percent to be exact, have between 4 to 6 members in the family or household. Eighteen (18) respondents or 19 percent have indicated between 7 to 9 members in the family or household; seven (7) respondents or 8 percent indicated between 1 to 3 members, while five (5) respondents or 5 percent have family/household membership of 10 or over.

<i>Number of family/household</i>	<i>Frequency</i>	<i>Percentage</i>
1 to 3 members	7	8
4 to 6 members	63	68
7 to 9 members	18	19
10 and over	5	5
TOTAL	93	100

h. Number of Employed Family/Household Members

As to the number of employed family/household members, a majority of the respondents, forty-seven (47) of them representing 51 percent, indicated that 3 to 4 members in their family or household were employed at the time the survey was conducted. Thirty-five (35) respondents representing 38 percent indicated that 1 to 2 members of their family or household were employed at the time of the survey.

Two clarifications have to be made in using this demographic characteristic. First, the employment referred to is not limited to wage employment, but it would also cover all other informal sector economic activities (e.g. hawking, selling goods, part time work, etc.) that would contribute to the total economic resources of the family or household. Second, situations wherein no member of the family or household is gainfully employed does not necessarily mean that the family or household has no income. This is particularly true in cases where the respondents are senior citizens living on their retirement pensions.

The fact that more than half of the respondents indicated that 3 to 4 members of the family or households are gainfully employed points out significant revelations. First, it could be that quite a number of the families in the sample are not unitary or single families, but rather there are extended family members included in the household. Second, in the case of unitary families included in the sample, most of the members are adult, thus it is not only the father and the mother that are gainfully employed, but also

the adult children. These situations are being highlighted because of the varying implications or impact of “pandesal” on the eating habits and lifestyles of the respondents and their families. These are summarized in the table below:

<i>Number of employed</i>	<i>Frequency</i>	<i>Percentage</i>
Zero or none	6	6
1 to 2	35	38
3 to 4	47	51
5 and above	5	5
TOTAL	93	100

i. Gross Monthly Family/Household Income

Forty (40) respondents in the survey representing 44 percent indicated a gross monthly family or household income of between P 20,001 to P 23,000. Thirty (30) respondents or 32 percent indicated a gross monthly family income of between P17,001 to P 20,000. Seven (7) respondents indicated a gross monthly family or household income of over P 23,001. Two (2) respondents or 2 percent indicated their gross monthly family income or household income of P 5,000 and below; while another two (2) respondents indicated their gross monthly family or household income of between P 5,001 to P8,000. To have a more focused analysis of these demographic characteristics, we computed the weighted mean of the gross family or household income of all the 93

respondents. This gives us a weighted mean of P 16,720 gross family or household income.

The value of the weighted mean of P 16,720 gross family or household income reveals many things. First, the average family or household in the sample has a relatively high-income level. Second, the fact that there are more than 2 family or household members who are gainfully employed raises the level of the gross family or household income. Third, even if the gainfully employed family or household members are paid the minimum wage, still, the fact that many of them are gainfully employed significantly raises the level of gross family income. One reservation however, is that this gross family income level does not show the real level of disposable income of the family as reflected the net take home pay or income of the household.

These are summarized in the following table:

<i>Income</i>	<i>Frequency</i>	<i>Percentage</i>
P 5,000 and below	2	2
P 5,001 to P 8,000	2	2
P 8,001 to P11,000	5	5
P 11,001 to P 14,000	5	5
P 14,001 to P17,000	2	2
P 17,001 to P 20,000	30	32
P 20,001 to P 23,000	40	44
P 23,001 and above	7	8
TOTAL	93	100

Chapter V

DISCUSSION ON THE INFLUENCE ON ATTITUDES AND LIFESTYLES

This section of the report focuses on the analysis of the respondent's perceptions on the influence of "pandesal" on their eating habits and lifestyles. The basic data used in the analysis are provided in Table 2. The dimensions used in the analysis are as follows: (a) the frequency of eating "pandesal"; (b) who eats ; (c) what part of the diet ; (d) the manner of eating "pandesal"; (e) the extent to which the family's eating habits of "pandesal" have been influenced by the work demands and schedules of the family members; (f) the reference groups that influenced, if at all, the family's eating habits of "pandesal"; (g) whether or not the family's eating habits of "pandesal" have changed over time and the underlying reasons for the change; (h) the extent to which the family's eating habits of "pandesal" have influenced the lifestyles of the family members; and (i) and the specific influences as perceived by the respondents. Each of these perceptions shall be discussed at length in the following section of this report.

5.1 On the frequency of eating “pandesal”

Forty-five (45) respondents or 48 percent indicated once a day frequency of eating pandesal. Twenty-six (26) respondents or 28 percent indicated frequency of eating pandesal of more than once a day. Twelve (12) respondents or 13 percent indicated a frequency of eating pandesal of 5 to 6 times a week. On the other hand, seven (7) respondents or 8 percent indicated a frequency of eating pandesal of 3 to 4 times a week; while two (2) respondents of 2 percent indicated a frequency of eating pandesal of 1 to 2 times a week. Since more than three-fourths of the respondents (71 respondents or 76 percent) eat pandesal at least once a day, their perceptions on the role of eating pandesal on their lifestyles would have a definite experimental/empirical basis for drawing up generalizations and conclusions based on the results of this study. This is reflected in the following table:

<i>Frequency</i>	<i>No. of respondents</i>	<i>Percentage</i>
Once a day	45	48
More than once a day	26	28
5 to 6 times a week	12	13
3 to 4 times a week	7	8
1 to 2 times a week	2	2
No response	1	1
TOTAL	93	100

5.2 Who eats?

A big majority of the respondents (75 or 80 percent) indicated that almost everybody in the family households eat pandesal. Five respondents or 5 percent indicated that not all members in their families eat pandesal while the rest of the respondents did not answer the question.

5.3 What part of the diet?

A big majority of the respondents (85 or 92 percent) indicated that pandesal is eaten mostly during breakfast. Eight respondents (or 8 percent) disclosed that pandesal is likewise eaten during snacks, but these are usually leftovers during breakfast.

5.4 On the manner of eating pandesal

An overwhelming number of respondents (79 respondents or 80 percent) indicated that their preferred manner of eating pandesal is to eat it with some kind of filler. Of this number, twenty-three (23) respondents or 25 percent indicated that their preferred manner of eating pandesal is to eat it with sandwich spread, coffee or milk or

tea or juice. Twenty-one (21) respondents or 23 percent indicated that their preferred manner of eating pandesal is to eat it with cheese or butter as filling material with coffee or milk or tea or juice to wash it down. Fifteen (15) respondents or 16 percent indicated that their preferred manner of eating pandesal is to eat it with sandwich spread; while another group of fifteen (15) respondents indicated their preference to eat pandesal with cheese or butter; while five (5) respondents preferred to eat pandesal with peanut butter or cocojam as filler. For this group of thirty-five (35) respondents, their preferred drink is simply water. Asked further on why water is preferred, most of the respondents indicated that the time constraint in preparing themselves for work which allows them limited time in the morning to prepare hot drink or a cold juice, is the primary reason for their preference for water.

On the other hand, fourteen (14) respondents or 15 percent indicated their preference to eat pandesal plain either with coffee or milk or tea or juice or just simply with water. Asked further to explain such preference, these respondents indicated that they prefer to eat pandesal plain especially if the pandesal is still hot. These are summarized in the following table:

Table:

<i>Manner of eating pandesal</i>	<i>No. of respondents</i>	<i>Percentage</i>
Sandwich spread w/ milk, tea	23	25
With cheese, butter/coffee/milk	21	23
With sandwich spread	15	16
With cheese/butter	15	16
Plain with coffee/milk/tea	10	11
Others: w/ peanut butter/ cocojam	5	5
Plain	4	4
TOTAL	93	100

5.5 Extent to which the family's eating habits of pandesal has been influenced by work demands/schedules of the family members.

Sixty-three (63) of the respondents or 68 percent indicated as always true, that the family's eating habits have been influenced by work demands or schedules of the family members. Seventeen (17) respondents or 18 percent indicated that this is sometimes true; ten (10) respondents or 11 percent indicated that such is rarely or seldom true; while three (3) respondents or 3percent indicated this is not at all true or never true. From the above responses, most respondents (80 respondents or 86 percent) have recognized it that indeed the family's eating habits have been positively influenced by work

demands/schedules of the family members. These responses are summarized in the following table:

Table:

<i>Extent</i>	<i>No. of respondents</i>	<i>Percentage</i>
Always true	63	68
Sometimes true	17	18
Rarely or seldom true	10	11
Not at all true/never true	3	3
TOTAL	93	100

5.6 Reference groups that influenced, if at all, the family's eating habits of pandesal.

Sixty-seven (67) respondents or 72 percent indicated that family members have influenced the family's eating habits of pandesal. Fifteen (15) respondents disclosed that their neighbors influenced the family's eating habits of pandesal; while eight (8) respondents indicated that their co-workers exerted this influence. This validates the theoretical discussion of McMahon (1993) that eating habits, among other components of a person's lifestyle, are influenced in part by the group to which the person belongs. This is shown in the following table:

Table:

<i>Reference groups</i>	<i>Number</i>	<i>Percentage</i>
Family members	67	72
Neighbors	15	16
Workplace/Co-workers	15	16
Church	-	-
Schoolmates	-	-
No response	3	3
TOTAL	93	100

5.7 Whether or not the family's eating habits of pandesal have changed over time.

Fifty (50) respondents or 54 percent indicated that the family's eating habits of pandesal have not changed at all. This situation is brought about by the fact that in most of the respondents, the family members have influenced the family's eating habits of pandesal. This shows that for most of the respondents, eating pandesal, whether in the morning or during snack time, has been a family practice or quite a long time. Fifteen (15) respondents or 16 percent revealed that their family's eating habits have changed during the past more than 4 years; while ten (10) respondents or 11 percent indicated that their family's eating habits have changed during the past 2 to 4 years. Furthermore, another group of ten (10) respondents or 11 percent disclosed that their family's eating habits have changed during the past 1 to 2 years; while eight (8) respondents or 8 percent indicated that their family's eating habits changed in less than 1 year. Since half of the respondents revealed that their family's eating habits of pandesal have changed over

time, this change can be correlated with the earlier reply that family members, neighbors, and co-workers have influenced this change in the family's eating habits.

Table:

<i>When change occurred</i>	<i>No. of respondents</i>	<i>Percentage</i>
Did not change at all	50	54
Changed during the past 4 yr.	15	16
Changed during the past 2 to 4 yrs	10	11
Changed during the past 1 to 2 yrs	10	11
Changed in less than 1 year	8	8
TOTAL	93	100

5.8 Reasons indicated for the change in the family's eating habits.

For the fifty (50) respondents or 54 percent which indicated that the family's eating habits of pandesal have changed over time, all of them or 100 percent indicated that convenience or practicality was the most common reason for the change; thirty-nine (39) respondents or 78 percent indicated that work schedules caused the changes in the family's eating; whereas eleven (11) respondents or 22 percent attributed the change to dietary concerns or reasons. Significantly, twenty-eight (28) respondents or 56 percent

recognized that the change in the family eating habits of pandesal was due to all these reasons cited above.

Table:

<i>Reasons for the change</i>	<i>No. of respondents</i>	<i>Percentage</i>
Convenience	50	100
Work schedule	39	78
Dietary concerns/reasons	11	22
All of the above	28	56
Others, please specify	0	0

Note: Will not add up to 93 because of double counting; 50 = 100%

5.9 Extent to which the family's eating habits of pandesal has influenced the lifestyles of the family members.

Forty-three (43) respondents or 46 percent indicated that their family's eating habits of pandesal have influenced to a moderate extent the lifestyles of the family members; while twenty-five (25) respondents or 27 percent revealed that their family's eating habits of pandesal have influenced to a slight extent the lifestyles of the family members. Only sixteen (16) respondents or 17 percent disclosed that their family's lifestyles have been influenced to a great extent by eating pandesal; while nine (9)

respondents or 10 percent indicated that this was not at all true in their case. This is summarized in the table below:

Table:

<i>Extent of influence</i>	<i>No. of respondents</i>	<i>Percentage</i>
To a moderate extent	43	46
To a slight extent	25	27
To a great extent	16	17
None at all	9	10
TOTAL	93	100

Sixty (60) respondents claimed that eating pandesal contributes towards mobility of respondents, as pandesal sandwiches can be easily prepared and brought anywhere as “baon”. Likewise, sixty (60) respondents indicated that pandesal sandwiches can be easily as well as cheaply prepared thus allowing the respondent or family member concerned to share them with close friends during snack time at work, at school, or in the movies. Finally, fifty-five (55) respondents indicated that eating pandesal sandwiches during the day enables the respondent and concerned family members to maintain a slim figure as intake of pandesal sandwiches can easily be controlled. This is reflected in the following frequency listing of respondents. Please note that the number of respondents corresponding to each statement of fact is enclosed in a parenthesis.

- (81) – Eating pandesal during breakfast provides respondent/family members concerned, more time to prepare for work, school or any appointment in the morning.
- (75) – Eating pandesal provides convenience and variety as it can be made into a variety of sandwiches by using different kinds of spreads or sandwich filling materials.
- (74) – Eating pandesal enhances mobility as pandesal sandwiches can be eaten anywhere even while travelling to work, office, etc.
- (70) – Having pandesal sandwiches in the morning makes the family members ready for the demands of work/school until morning breaktime or even until lunchtime.
- (63) – Eating pandesal allows versatility on the part of the respondent/family members by giving him/her a wide choice of sandwich spread or filling materials.
- (60) – Eating pandesal contributes towards mobility of respondents/family members. Pandesal sandwiches can be prepared easily and brought anywhere as “baon”.
- (60) – Pandesal sandwiches can be easily prepared very cheaply allowing the respondent/family members to share them with close friends during snack time at work, school, movies, etc.
- (55) - Eating pandesal sandwiches sparingly during the day enables the respondent and concerned family members to maintain slim figure.

Testing for the hypothesis

As earlier stated, the hypothesis of this study was formulated as follows with the hypothesis that : **There is no significant difference in the views of respondents on the influence of pandesal on their eating habits and lifestyles.**

In testing for the hypothesis, the responses of the two sets of reference group namely: respondents from Pangarap Village and Ciudad Real were analyzed separately to determine their relative similarities or differences. This disaggregated analysis is summarized in Table 3 using selected responses as indicators. Based on the dimensions of the analysis of responses, there is no significant difference in the views of respondents from either Pangarap Village or Ciudad Real on the influence of pandesal on their eating habits and lifestyles. Indeed, both reference groups of respondents believe that pandesal has exerted a significant influence on their eating habits and lifestyles brought about by demands of work, studies, family and related circumstances in their lives. In view of this, the above hypothesis is therefore accepted.

Table 3: Analysis of selected responses to test the hypothesis

<u>Indicator-response</u>	<u>Pangarap</u>	<u>Ciudad Real</u>	<u>% Difference</u>
a.) Frequency of eating pandesal			
-once a day	21	24	
-more than once a day	13	13	
- 5 to 6 times a week	<u>5</u>	<u>7</u>	
	39 (42%)	44(47%)	5 (5%)
b) Extent to which the family's eating habits of pandesal have been influenced by work demands /schedules of the family members			
- always true	31	32	
- sometimes true	10	7	
- rarely or seldom true	<u>5</u>	<u>5</u>	
	46	44	2(2%)
c) Influences of eating pandesal in the lifestyles of respondents and family/household members			

-eating pandesal during breakfast provides more time to prepare for work, school	40	41	1(1%)
-eating pandesal provides convenience and variety	36	39	3(3%)
- eating pandesal enhances mobility	36	38	2(2%)
- eating pandesal allows versatility	30	33	3(3%)

Chapter VI

CONCLUSION

The remaining task in concluding this paper is to provide a summation of the research findings. This research study aimed to surface the attitudes and perceptions of selected respondents on the role and influence of eating “pandesal” on their lifestyles. The specific questions that this research study sought to answer were the following:

- a.) What are the perceptions of selected respondents on the role and influence of pandesal on their eating habits and lifestyles?
- b.) To what extent do eating habits involving pandesal influence their lifestyles?
- c.) How do the respondents differ on their perceptions and views on the influence of pandesal in their eating habits and lifestyles?; and;
- d.) What is the nature and situation of the bakery industry as perceived by the owner-operators of bakeries operating in the research area and to what extent does this situation influence, if at all, the eating habits and lifestyles of consumers.

The study was premised on the hypothesis that there is no significant difference in the perceptions of two reference groups on the influence of pandesal on their eating habits and lifestyles. The results of the survey of these respondents revealed the following profile of these respondents:

- a.) Majority of the respondents were young, belonging to the age bracket of 31 to 40, were female and married. Most of the respondents have stayed in their present residence to forge a network with their neighbors and fellow residents in their neighborhood.
- b.) Most of the respondents indicated that their place of work is relatively far from their place of residence. Most of the respondents work in nearby places like Novaliches and Quezon City, to as far as Caloocan City, Manila and Makati, and Pasay City.
- c.) In terms of educational attainment, most of the respondents are at least college graduates indicating that these respondents have some appreciation of the nutritive value or nutrient contents of various food items including break and other bakery products being served on the table.
- d.) In terms of the number of family/household members, majority of the families has between 4 to 6 family members. This suggests that the

eating habits and preferences of one family member would most likely influence those of 3 to 5 other members in the family.

- e.) In terms of the number of employed family/household members, the research study indicated that majority of the respondents has 3 or more family members who were gainfully employed at the time of the survey. This means that most of the respondent's families have 3 or more family members who contribute to the family budget. Elatedly, by type of profession, most of the respondents were employed in any of the following: a.) in sales or marketing; b.) in clerical jobs; c.) in production or factory work; and d.) in managerial work.
- f.) In terms of gross monthly/household income more than half of the residents have monthly income of more than P 20,000 indicating that taken collectively, the household has some disposable income to enable them to purchase not only basic food items but other non-food items as well.

In reply to the first research question as to what are the perceptions of selected respondents on the role and influence of pandesal on their eating habits and lifestyles; the research study revealed the following:

- a. **On the frequency of eating pandesal**, majority of the respondents indicated that they ate pandesal at least once a day (once to more than once a day).

- b. **On the manner of eating pandesal**, the survey revealed differences in the manner of eating pandesal. Some prefer to eat pandesal with sandwich spread, cheese or butter, with coffee or milk, tea or juice. Others would prefer to eat pandesal with sandwich spread or cheese or butter but with just plain water.

In reply to the second research question as to what extent do eating habits involving pandesal influence the respondents' lifestyles?, the survey revealed the following:

- c. **On the extent to which the family's eating habits of pandesal have been influenced by work demands/schedules of the family members**; majority (68 percent) of the respondents considered it as always true.

- d. **On the reference groups that influenced, if at all, the family's eating habits of pandesal**, majority (72 percent) of the respondents considered the immediate family members as the most influential reference group.

- e. **As to whether or not the family's eating habits of pandesal have changed over time**, majority (54 percent) of the respondents believed that the eating habits of family members as regards pandesal did not change at all over time. In other words, the present family's eating habits and preferences on pandesal have relatively remained the same for a long time. This was followed by 16 percent of respondents who believed that the family's eating habits changed during the past more than 4 years.

In reply to the third question, How do the respondents differ on their perceptions and views on the influence of pandesal on their eating habits and lifestyles? the study revealed that there is no significant difference in the perceptions and views of respondents from the two research venues, on the influence of eating pandesal on their eating habits and lifestyles. At least three indicator responses were used to determine the extent of difference or similarity and as indicated in Table 3 in Chapter 5, the differences ranging from 1 to 5 respondents are not statistically significant.

In reply to the fourth question about the nature and status of the bakery industry in the two research venues, the survey and this study revealed the following findings:

Let me link these survey findings to the theoretical bases of the study as presented in Chapter 1 of this paper. Firstly, the above empirical data attained by survey reveal that

the attitudes of respondents conform or reconcile with the classical view of attitudinal structures which look at attitude as having three (3) components namely: a.) an effective component covering likes and dislikes; b.) a cognitive component covering beliefs and, c.) behavioral tendencies (Jones, 1969). In this empirical study the effective component refers to the respondent families likes and dislikes in terms of eating habits and preferences involving pandesal. On the other hand, the cognitive component refers to the various beliefs of the respondents' families of the influences of eating pandesal in their lifestyles—at work, at school or at their leisure time. The behavioral tendencies refer to both the positive and negative influences and the impact of such influences on their present lifestyles.

Secondly, the research findings indeed reinforce McMahon's (1993) theory that while it may seem that people arrive at attitudes and beliefs on their own, empirical data from the survey tell us that many of the respondents formed many of their attitudes and beliefs regarding their eating habits of pandesal from the reference groups who have certain influence in their lifestyles.

Thirdly, the survey findings revealed that with the influence from the reference groups, the respondents eating preferences and habits regarding pandesal also changed, but this change occurred many years ago. This confirms McMahon's theory that attitudes also change over time.

Fourthly, the survey findings also manifest the process of internalization that the respondents went through to continue “practicing” or “living” the new attitudes and changes in their lifestyles.

I. DEMOGRAPHIC PROFILE OF RESPONDENTS

NAME _____

AGE _____ SEX Male Female

CIVIL STATUS Single Married Widow/widower

ADDRESS _____

PLACE OF BUSINESS _____

Number _____

address (please check) _____

SURVEY QUESTIONNAIRE
(for bakery operators respondents)

I. DEMOGRAPHIC PROFILE OF RESPONDENTS

NAME: _____

AGE: _____ SEX: _____ Male _____ Female

CIVIL STATUS: _____ Single _____ Married _____ Widow/widower

ADDRESS: _____

PLACE OF BUSINESS: _____

Number of years in present address (please check)

- Up to 3 years
- over 3 years to 6 years
- over 6 years to 9 years
- over 9 years

Highest Educational Attainment

- elementary
- highschool
- college
- post graduate

Number of Employees

- 1 to 3
- 4 to 6
- 7 to 9
- 10 and over

Gross Daily Production of Bread:

- pandesal
- other bread
- monay
- slice bread

Capitalization:

_____ up to P50,000

_____ over P50,000 to P 75,000

_____ over P 75,000 to P 100,000

_____ over P 100,000

Gross Monthly Expenses: _____

Gross Monthly Profit: _____

Number of employed family/household members

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> 0 or none | <input type="checkbox"/> 3 to 4 |
| <input type="checkbox"/> 1 to 2 | <input type="checkbox"/> 5 and more |

Gross Monthly Income of family/household

- | | |
|---|--|
| <input type="checkbox"/> P 5000 and below | <input type="checkbox"/> P 14000 to 17000 |
| <input type="checkbox"/> P 5001 to 8000 | <input type="checkbox"/> P 17001 to 20000 |
| <input type="checkbox"/> P 8001 to 11000 | <input type="checkbox"/> P 20001 to 23000 |
| <input type="checkbox"/> P 11001 to 14000 | <input type="checkbox"/> P 23001 and above |

II. RESPONDENT'S PERCEPTIONS

(Please answer the following questions by checking the appropriate answers)

How many times do you eat "pandesal"?

- | | |
|---|---|
| <input type="checkbox"/> once a day | <input type="checkbox"/> 3 to 4 times a week |
| <input type="checkbox"/> more than once a day | <input type="checkbox"/> 5 to 6 times a week |
| <input type="checkbox"/> 1 to 2 times a week | <input type="checkbox"/> other please specify ___ |

Usually in what manner do you eat "pandesal"?

- | | |
|--|---|
| <input type="checkbox"/> plain | <input type="checkbox"/> plain with coffee or tea |
| <input type="checkbox"/> with cheese or butter | <input type="checkbox"/> with cheese or butter, coffee or tea |
| <input type="checkbox"/> with sandwich spread | <input type="checkbox"/> with sandwich spread, coffee or tea |
| <input type="checkbox"/> others please specify ___ | |

Our family's eating habits of pandesal have been influenced by our work demands and schedules:

- | | |
|---|---|
| <input type="checkbox"/> always true | <input type="checkbox"/> rarely or seldom true |
| <input type="checkbox"/> sometimes true | <input type="checkbox"/> not at all true / never true |

Our family's eating traits of pandesal have been influenced by each of the following groups:

- | | |
|---|---|
| <input type="checkbox"/> family members | <input type="checkbox"/> neighbors |
| <input type="checkbox"/> church | <input type="checkbox"/> others please specify <input type="checkbox"/> |
| <input type="checkbox"/> workplace / co workers | <input type="checkbox"/> none of the above |
| <input type="checkbox"/> schoolmates | |

Our family's eating habits of pandesal have changed as follows:

- in less than 1 year
- during the past 1 to 2 years
- during the past 2 to 4 years
- during the past more than 4 years
- did not change at all

What were the reasons for your answer in the question above? (check where applicable)

- a. work schedule
- b. convenience/practicality
- c. dietary concerns
- d. all of the above
- e. others please specify

Our eating habits of pandesal have influenced our lifestyles

- to a great extent
- to a moderate extent
- to a slight extent
- none at all

Please cite the influences of eating pandesal in your lifestyle. Check all influences applicable in your case.

___ eating pandesal during breakfast provides respondent more time to prepare for work, school or any appointment in the morning.

___ eating pandesal provides convenience as it can be made into a variety of sandwiches by using varied sandwich spread or sandwich filling materials.

___ eating pandesal enhances mobility as pandesal can be eaten anywhere even while travelling to work or school.

___ having pandesal sandwiches in the morning makes respondent ready for the demands of work or school until lunchtime.

___ eating pandesal sandwiches sparingly during the day enables the respondent to maintain his/her slim figure.

___ eating pandesal allows versatility on the part of the respondent by giving him/her a wide choice of sandwich spread or sandwich filling materials.

___ eating pandesal is very convenient because a pandesal sandwich can be easily prepared, blends perfectly with coffee, chocolate, juice or softdrinks.

___ eating pandesal contributes towards mobility of respondent. Pandesal sandwiches can be prepared easily and brought anywhere as "baon".

___ pandesal sandwiches can be easily prepared very cheaply allowing the respondents to share the with close friends during snack time at work, school, movies etc.

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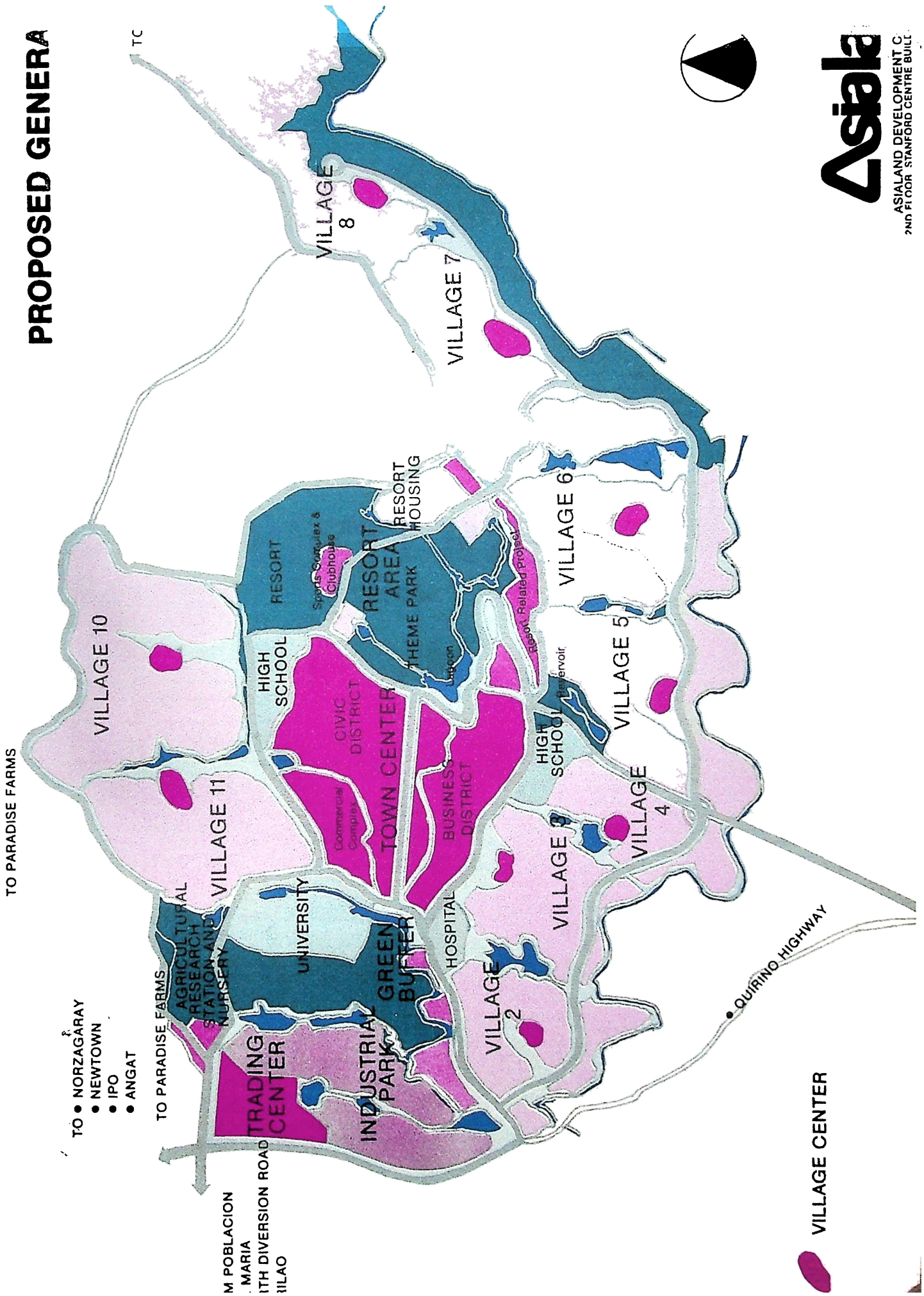
<http://www.pinoydelikasi.com>

<http://www.phood.com>

<http://www.rplink.com>

MAPS

PROPOSED GENERAL



- TO NORZAGARAY
- NEWTOWN
- IPO
- ANGAT

VILLAGE CENTER



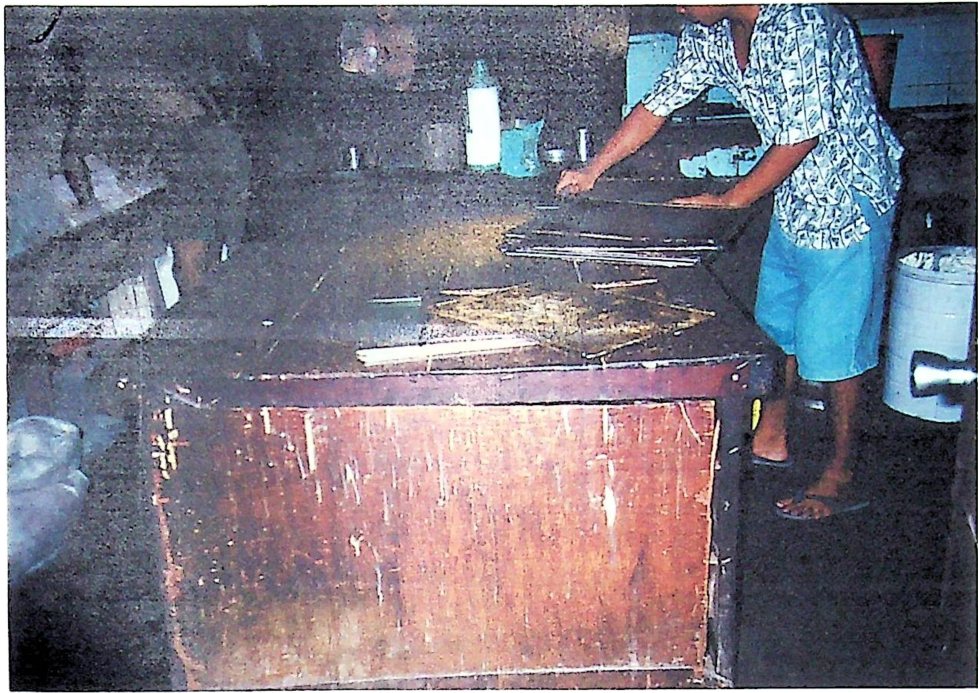
ASIALAND DEVELOPMENT C
2ND FLOOR STANFORD CENTRE BUIL

PICTURES

THE BAKERIES



THE PROCESS OF MAKING PANDESAL



THE PRODUCTS



PLANT LAY-OUT
BAKERY BUSINESS

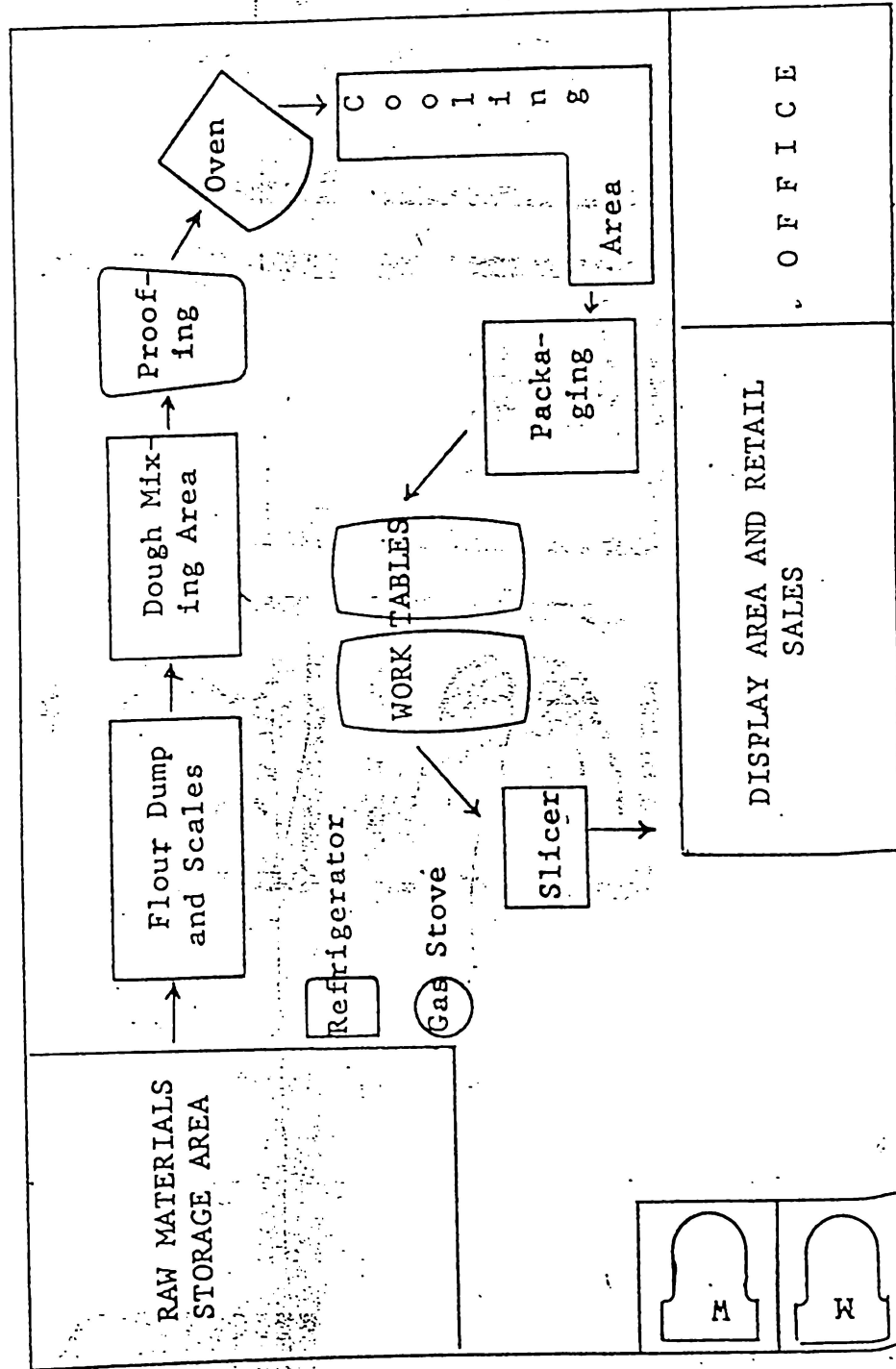


Table 2.
COMPARISON OF SUPPLY AND CONSUMPTION INDICATORS OF RELATIVE SELF-SUFFICIENCY WITH RESPECT
TO CALORIES AND PROTEINS, PHILIPPINES, 1970-1981.

YEAR	Available Calories ¹		Food Energy Consumption		(1)		(2)		Available Protein		Protein Consumption		(5)		(6)	
	Per Capita Per Day kcal (1)	Per Day kcal (2)	Per Capita Per Day kcal (3)	Per Capita Per Day kcal (4)	RDA Kcal/Day (Percentage) (3)	RDA Kcal/Day (Percentage) (4)	Per Capita Per Day Grams (5)	Per Capita Per Day Grams (6)	RDA Grams/Day (Percentage) (7)	Per Capita Per Day Grams (6)	RDA Grams/Day (Percentage) (8)					
1970	2,097	1929.1	103.20	94.94	54.2	46.25	106.69	91.04								
1971	2,123	1954.0	104.48	96.16	54.9	47.29	108.07	93.09								
1972	2,047	1899.3	100.74	93.47	52.8	46.03	103.94	90.61								
1973	2,108	1806.2	103.74	88.89	54.4	43.21	107.09	85.06								
1974	2,259	1859.0	111.17	91.49	56.6	44.52	111.42	87.64								
1975	2,290	1986.4	112.70	97.76	66.8	47.64	131.50	93.78								
1976	2,328	2053.9	114.57	101.08	66.8	47.97	131.50	94.43								
1977	2,392	2028.7	117.72	99.84	62.2	46.74	122.44	92.01								
1978	2,486	2020.2	122.34	99.42	63.1	46.75	124.21	92.03								
1979	2,541	2054.4	125.05	101.10	66.1	47.48	130.12	93.46								
1980	2,623	2072.9	129.08	102.01	67.4	47.98	132.68	94.45								
1981	2,591	2066.2	127.51	101.68	66.6	48.76	131.10	95.98								
1982 ^a	2,537	—	124.85	—	69.3	—	136.42	—								

¹R.P., National Economic and Development Authority, *The Philippine Food Balance Sheets*.

²Policy Analysis Staff, BAEcon, Quezon City. The crop year data were converted into calendar year estimates.

^aPreliminary.

Note: World Health Organization/Food and Agricultural Organization Recommended Daily Allowance (RDA) for the developing Western Pacific countries are 2,100 kcal per capita for food energy and 30 grams per for protein.

Table 1.
AVAILABLE SUPPLY OF FOOD AND NUTRIENTS PER CAPITA PER DAY,
PHILIPPINES, 1953-1982.

Year	NUTRIENTS PER CAPITA			
	Total per capita per day (grams)	Calories (kcal per day)	Protein (per day)	Fats (per day)
1953	784.0	1,656	43.7	14.1
1954	784.6	1,725	41.6	21.7
1955	804.4	1,766	44.1	23.4
1956	795.3	1,709	44.2	22.5
1957	804.7	1,756	43.0	24.4
1958	823.6	1,814	46.0	26.4
1959	795.0	1,735	43.4	25.3
1960	813.5	1,782	43.5	26.4
1961	843.1	1,862	45.4	28.6
1962	831.0	1,815	43.2	27.3
1963	978.2	2,035	48.9	27.4
1964	978.0	2,010	48.4	26.7
1965	1001.1	2,103	50.7	26.7
1966	973.1	1,992	50.7	30.3
1967	1001.1	2,094	52.0	32.5
1968	973.3	2,006	52.5	28.8
1969	1010.7	2,084	53.9	27.8
1970	1001.7	2,097	54.2	26.4
1971	965.7	2,123	54.9	26.4
1972	950.9	2,047	52.9	27.8
1973	995.0	2,109	54.4	31.0
1974	1068.7	2,257	56.6	31.6
1975	1093.2	2,290	69.5	33.5
1976	1114.5	2,328	66.8	34.2
1977	1206.2	2,392	62.2	40.6
1978	1322.9	2,486	63.1	38.7
1979	1349.7	2,541	66.6	37.5
1980	1409.7	2,623	67.4	36.8
1981	1397.3	2,591	66.6	34.5
1982 ^a	1282.8	2,537	69.3	33.6

^aPreliminary data only.

Source: National Economic and Development Authority, *The Philippine Food Balance Sheets; 1953-1982.*