

# UPDate Magazine

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**“People from all walks of life flock to UP Diliman simply to taste food from its unique establishments.”**



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## INTRODUCTION

Having been a UP resident for almost three decades, I could say that “UP” might as well stand for “Unibersidad ng Pagkain.” People from all walks of life flock to UP Diliman (UPD) simply to taste food from its unique establishments. One could even say UPD as a food hub has attained celebrity status. UPD Food is just as popular as the Lantern Parade, Oblation Run and our photocopying services. In this issue, we will look at the connection between food and UPD through historical, scientific, socio-cultural and artistic lenses. Allow me to post teasers of what's ahead.

“Saan aabot ang 200 pesos mo sa UP?” (What can you buy with 200 pesos in UP?).

How can we be critical-thinking iskolar ng bayan even in the way we eat?

Discover the rich past and the bright future that's in store for the inconspicuous food processing and testing facility tucked within the corner of the College of Home Economics.

Take a peek into the life of a UP *manininda* and have a feel of what it's like to be on the other side of the counter.

What happens when you compress centuries of culinary culture from 7,107 islands of the Philippines under one roof?

Where can you find one of the best renditions of kare-kare in the University? What makes such a place so special?

What will the University Food Service's (UFS) new management do to restore and surpass its former glory?

If you're excited to know the answers, then read on in this one-of-a-kind food trip. ♦

Benjamin A. Gonzales

*Issue Editor*



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*Cover photo: Simple pleasures of eating corn on the cob and balut.*



*Popular street foods in UPD: Isaw, pig liver, barbecue and "tenga ng baboy."*



# Pantawid-gutom, pantawid-buhay

BENITO V. SANVICTORES JR.\*



Aling Yolly.

Alas-sais pa lang ng umaga ay bukas na ang kanilang munting tindahan (food stall), handa nang punan ang mga gutom na tiyan ngunit kapos sa pera.

**M**ayroon ang tindahan ni Aling Yolly ng pancit canton, hamburger, footlong burger, tuna sandwich, hotdog sandwich at street foods tulad ng fish balls, squid balls, chicken balls, kikiam at 'dynamite' (chili and cheese sticks). Bukod doon ay mayroon ding panindang pan de sal, biskuwit, sitsirya, french fries at mga pamatid-uhaw tulad ng mineral water, softdrinks at energy drinks.

"Mas mura ang mga tinda namin kumpara sa ibang kainan dito sa UP Diliman (UPD) para makatulong sa mga tao lalo na sa mga mag-aaral na maliit lang ang pang-araw-araw na baon," sabi ni Yolanda Saludaes Sinoy o Aling Yolly sa mga suki at parokyano.

Mula sa pinakamurang makakain sa halagang P20 hanggang sa pinakamahal na P60, ang isang parokyano ay makakakain ng mga nakabubusog na 'combo meals' o kumbinasyon ng dalawa o higit pang pagkain tulad ng Pan-ger (pancit canton at hamburger), Pan-long (pancit canton at footlong burger) at Pan-pan (pancit canton at pan de sal).

**Simula ng pagtitinda.** Taong 1994 nang magsimula siyang magtinda sa tapat ng School of Economics bilang katuwang ng hipag niyang si Edna Sinoy. May pahintulot (permit to operate) na magtinda si Edna mula sa Business Concessions Office (BCO).

Mula sa bayan ng Bugasong, lalawigan ng Antique, si Yolly. Apat silang anak nina Blas Saludaes na isang mangingisda at Concepcion na tindera ng mga nahuling isda ni Blas. Nagsikap ang mag-asawa na mapagtapos silang apat sa pag-aaral.





Ang mga suki ni Aling Yolly: Mga mag-aaral ng UPD.

Nagtapos si Yolly ng kursong 2-year Secretarial sa St. Anthony's College sa Antique noong 1981. Nang taon ding iyon, lumuwas siya pa-Maynila upang maghanap ng mas magandang hanapbuhay. Nakitira muna siya sa kaibigan ng isa niyang kamag-anak na taga-Calooocan.

"Una akong nagtrabaho sa Ministry of Public Highways (Department of Public Works and Highways na ngayon)," kuwento niya. Dahil casual lang ang kanyang posisyon, isa siya sa 18 natanggalan ng trabaho nang magkaroon ng 'lay-off' sa Ministry ilang buwan matapos siyang magsimula.

Habang walang trabaho, tinulungan siya ni Nestor Sinoy na dumating din sa Calooocan

noong 1981. Magkakilala sila dahil parehong taga-Bugasong pero magkaibang baryo.

Noong Agosto 23, 1983, ikinasal sila sa Malinta, Valenzuela. Biniyayaan sila ng apat na anak – sina Mary Grace, Mary Jane, Mark Anthony at Nestor Jr. at tumira sa Calooocan.

Mula sa Calooocan ay lumipat sila sa UPD noong 1989.

Habang nasa Diliman, naging isa si Yolly sa mga mananahi ng sikat na Halili-Cruz School of Ballet (HCSB). Naglalagay siya ng beads sa damit ng mga ballerina tulad ni Lisa Macuja-Elizalde. Ilang buwan lang siya sa HCSB dahil nagsara ito nang pumanaw ang may-ari.

Pero patuloy ang pagtanggap ni Yolly ng mga patahi. Tumanggap din siya ng labada mula sa mga mag-aaral ng Kolehiyo ng Batas at mga nakatira sa boarding houses sa Area 2. "P300 ang singil kada mag-aaral. Isang sakong damit kada mag-aaral ang

tanggap namin." Ngunit nahinto ang mga ito nang magtinda na siya.

**Buhay-manininda.** Bandang 1995 nang magpalabunutan ng permit ang BCO. Masaya si Yolly dahil nabunot ang pangalan niya kaya inasikaso niya agad na makumpleto ang mga kailangang dokumento para makuha niya ang permit.

Naging full-time na manininda siya sa tapat ng Kolehiyo ng Inhenyeriya noong taong 1996. Wala pang permanenteng food stalls noon kaya medyo magulo pa ang sitwasyon. "Nakalagay sa kariton ang aming mga paninda." Tuwing umaga ay tulak-tulak nila ang kariton papunta sa kanilang puwesto at pagkatapos ng maghapon pagtitinda ay inuuwi nila ang kariton sa kanilang bahay.

"Minsan ay nahatak ng UPD Police (UPDP) ang aming kariton dahil nasa maling lugar daw kami. At hindi pa oras ng

**TURN TO PAGE 20** ➔

\*Si Sanvictores ay nagtapos ng BA Journalism sa Kolehiyo ng Pangmadlang Komunikasyon ng UP Diliman. Kabiyaq ni Ophelia at ama nina Shehhannah at Shekinah, siya ay manunulat ng UP Diliman Information Office.



# Food trip

JERWIN AGPAOA\* Images JEFFERSON VILLACRUZ  
KEVIN BRANDON SAURE

Along with UP Diliman's (UPD) rich academic history, liberal education and practice of perpetual inquiry and critique, food has eventually found its way into the university's identity.

No matter the occasion, food in UPD is one thing most people consider *Tatak UP*. For the majority of its stakeholders and even its visitors, an integral part of UPD's bustling lifestyle is its wide array of affordable food. Food in UPD provides community members and

visitors with the opportunity to catch up with friends, meet new people, reminisce the old days and set future goals. In most cases, UPD's different food varieties facilitate "the meeting of minds that shape the nation."

Standing on a 493-hectare land, the campus' relaxing landscape and refreshing environment

provide an ideal getaway from the hurly-burly of city life. Since it is open even to outsiders, the campus is haven to the mass who enjoys good food—from the serious foodie that is the gourmet to the ordinary hungry man on the street (bikers, joggers and passersby), or the occasional gourmand. There is nothing like a wonderful stroll in a big campus to build up an appetite.

**Tasty generalization.** Food choices in UPD can ably match the taste bud and budget of every person from the diverse social classes, on campus.

Whether prepared fried, steamed, boiled, grilled, baked or stir fried; sweet, salty or sour; food







A UP student carrying his "bounty."

served right away or food that takes almost one class time to prepare; options that fit your budget or those that require sacrificing at least another meal, you can find any of these in UPD. There are the usual food items to savor and new tastes to try and buy.

**Food travel.** Just as UPD has many academic programs and extracurricular activities, there too are different food places on campus where people come back to. Some of these can still be found in their original spots, while others have moved from place to place. New ones have eventually sprung, still others continue to make the entire UPD their food stand by bringing food right before their customers like they have always done. Nowhere

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does food taste better than in these food places where, despite individual differences, people share light moments and facilitate a healthy exchange of ideologies, information, beliefs and preferences in every bite. It is amazing how different food choices have the power to unite different minds and interests.

The food that people used to enjoy managed to survive in spite of increase in their prices. They are still relatively more affordable than their counterparts outside the university.

To some, UPD's food varieties may be common fare. They also are gastronomically delightful. What's more, food safety is closely monitored. UPD's street food vendors have regular checks by university food experts that keep an eye on their operations. Accountability and safety are not overlooked.

#### **P200 gastronomic journey.**

Primarily serving *Iskolars ng Bayan*, many food choices on campus are affordable and a good buy in terms of taste, price and experience. An inexpensive and nice place to stroll around, you need only bring P200 or less to

see most of UPD and taste the food it offers.

Just how far can P200 take you in terms of the variety of food to taste and the number of food places to visit?

When hunger strikes, expect a hawker's speedy service who will bring either bananacue, carioca, lumpia, cheese corn, taho, cotton candy, ice cream, turon or monay for an incredibly low price (ranging from P10 to P20). The places hawkers stop by become instant venues for people to grab a quick bite.

A place to go to that comes "alive" in time for afternoon snack is the "isawan." Here, long queues form and fill the "isawan" near the university swimming pool. Despite the many venue transfer, the smoke from the hundreds of chicken/pig intestines, pig liver, chicken gizzard and pig ears being grilled always lead barbecue lovers to where the "isawan" sites are (price ranges from P3 to P6). Happiness on a stick is served.

Ubiquitous in UPD are the kiosks that sell fish ball, chicken ball, squid ball, kwek-kwek and kikiam among others. Providing fast hunger relief (prices range from P10 to P60), these places act as mini **TURN TO PAGE 18** ▶



A vendor and his green mangoes.



# Tasting the archipelago



KEVIN BRANDON E. SAURE\*  
image LEONARDO A. REYES

**Anybody who had a chance to live at Kalayaan Residence Hall surely had a taste of the Pasalubong Festival (Pasafest).**

**P**asalubong Festival, or Pasafest, is a once-a-year showcase of delicacies from different regions of the Philippines. What is undoubtedly the most popular

and most exciting event of all at the freshmen Kalayaan Residence Hall or Kalai, Pasafest is also an exhibition of cultural performances and local tourism.

Pasafest was originally held in January, although the new academic calendar now moved the festivity to March. Pasafest is known beyond the walls of Kalai for its openness to visitors – anyone can taste the flavors of Luzon, Visayas and Mindanao in booths representing the country's regions. It is a re-imagining of a barrio fiesta, where everyone is welcome to partake in the food of the hosts, and in this case, the Kalai dormers.

**Suman started it all.** Pasafest was conceived by then dorm manager Alma Tirona. She said dormers would often bring something, usually food, as they return to Kalai after the

Christmas break. Dormers would then exchange and share these pasalubongs among themselves.

This traditionalized bringing of regional delicacies highlighted cultural diversities. Residents would yearly bring different versions of the suman or sticky rice cake – steamed, grilled, covered in some sort of decorative wrapper, or garnished with sweet additives. There was not one suman after all, she thought.

With this interesting discovery and the longstanding tradition of bringing pasalubong to the dormitory, Tirona institutionalized the event as a culminating activity for Kalai dormers. It was named Pasalubong Festival as homage to the Filipino habit of bringing gifts as they return home from visiting another place.

From the simple, indoor pasalubong-sharing among the residents in 1998 to the grand, contest-filled event in 2014, Pasafest has undergone several changes. Each year, with the creative ideas of the ever-changing demographics of Kalai, a new feature or gimmick is introduced.

However, what remains as constant in the 2-decade tradition is the gastronomic extravagance that all Filipinos love.

**A memorable festival.** Months before Pasafest, residents are grouped into their respective regions.



As region-mates, we were aggressive in soliciting money from relatives and kababayans. It was especially difficult since we were soliciting from the most frugal people this country has ever seen. The notion of our kind that we were trying to sweep under the rug was



# Merienda tayo!

CECILE LEAH BAYAGA\* Image JEFFERSON VILLACRUZ

Food is something that unites the Filipino people. As food-loving individuals, we are perceived to eat more than three meals a day.

However, this seems true because in observing the eating behavior of an ordinary Filipino, morning snacks or *segundo Almuerzo* (second breakfast) and afternoon snacks or *merienda cena* are staples. These are believed to have started with the people from the rural areas where their day commonly starts at 4 a.m. The need to grab a bite several times during the day is essential to provide them with the needed energy for work.

In UP Diliman, its constituents, especially the students enjoy snacking on bananacue, camotecue, karioka, lumpiang togue, kwek-kwek, pancit canton, isaw, fishball, monay, etc. along with popular sodas, flavored tea beverages and buko water.

In general, the required three meals provide 75 percent of our energy needs. The remaining 25 percent of our caloric requirements can be acquired from the snacks we eat. Eating snacks is an effective way to fill in extra nutrients into our diet. At the same time, it prevents overeating at mealtimes. Getting 25 percent of the calories from snacks makes it an important part of the diet and choosing healthy options is crucial.

It is all right to have a less-than-healthy snack once in a while, but it is important that our choice of snacks should consist of nutrient-

dense food items or those which contain more nutrients and fewer calories such as fruits, vegetables, dairy, soy milk and products, and whole grain products. Balance and moderation are the keys to a successful snacking. Balanced eating is necessary in the proportional distribution of nutrients in the body. For example, calcium and iron are both important minerals that our bodies need. Taking calcium-rich food like milk products should be balanceably consumed with iron-rich food items such as meats, fish and poultry. Overconsumption of one food group may lead to a deficiency of a mineral.

Take a look at the snack items you eat. Fresh food items are

commonly rich in potassium, while processed food items are rich in sodium. Eating instant *pancit canton* on a regular basis gives the body plenty of salt and less of potassium. Sodium and potassium are essential minerals and both are needed by the body in recommended amounts for proper health, growth, and development.

Simply put, eating in moderation is consuming just the right amount of food. Food items rich in fat and sugar such as chocolates, milkshakes and doughnuts provide energy but relatively few nutrients. In addition, these popular sweets promote weight gain when taken in excess. From the review article of Golay and Bobbioni (1997), epidemiological evidence suggests that a high-fat diet promotes the development of obesity and that there is a direct relationship between the amount of dietary fat and the degree of obesity. A person who eats in moderation takes energy-giving food items only on certain occasions and regularly selects food products low in fat and sugar.

Eating a healthy snack also helps in keeping our blood sugar



Fruits and vegetables have lower calories.



levels even, especially when we consistently eat the recommended amount of carbohydrates at each meal or snack. This is especially helpful for diabetics. Large spikes and dips in blood sugar levels can cause insulin resistance, Type 2 diabetes, obesity, heart disease and high blood pressure over time.

Snacks are best eaten two or three hours before a main meal. If lunch is served at 12:30 p.m., then morning snacks must be eaten between 9:30 and 10:30 a.m. Avoid eating food items high in fat during snack. Food high in fats lack density or “bulk” so one tends to eat more of these food items. High fat food items also delay hunger, which can lead one to skip main meals. Examples of high fat foods include instant *pancit canton*, french fries, hamburgers, milkshakes and doughnuts. It is hard to totally eliminate fat from our diet. Fat is an essential nutrient that provides numerous bodily functions for proper health. As a general rule, it is good to keep your intake of fats as low as possible. Eating instant *pancit canton* once to twice in a month is an example of keeping fat intake low.

Finally, do not snack right before a meal, and only eat a snack if you are truly hungry. Snacking out of boredom or for other emotional reasons is not healthy and can only lead to overeating, weight gain and even obesity. ♦

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# The 4 M's of UFS

*A conversation with Mitzi Reyes*

Dr. Michael L. Tan in his message at his affirmation as 10<sup>th</sup> Chancellor of UP Diliman (UPD) on Oct. 17, 2014, focused on eight bridges as metaphors to his mission and vision for UPD.

**T**an believes there are gaps that needed to be filled, "To build and sustain a university, after 106 years, we need to look at the gaps that divide, that require bridges."

The first gap is a bridging between the mind and the body. Tan explores the relationship of critical thinking, the wellness of being and health. He said, "Hindi rin natin maaasahang umandar ang matatalinong isip kung ang katawan ay pinahihina ng dyetang instant noodles at softdrinks."

Among the Tan administration's concerns is the well-being of UPD stakeholders by providing nutritious food.

The University Food Service (UFS) thus plays a crucial role as its mandate is to provide food for the UPD community that is acceptable, nutritious, safe, wholesome and reasonably priced.

UFS began in 1937 through the UP Board of Regents resolution that a cafeteria be established as a training laboratory for Home Economics students. The cafeteria sold reasonably priced meals to students, faculty and staff for the purpose of financing the service laboratory. UFS over time operated six dormitory dining halls and 15 canteens. By 1994 however, these were awarded to private concessionaires. Today, UFS is left with only three units at Vinzons Hall: Catering Unit, Bakeshop and Vinzons Grille.

UFS has for some time struggled with its operations, in meeting its mandate, and in dealing with its many limitations like problems with the kitchen condition, poor

ventilation and insufficient equipment and appliances.

With its 37 staff members, UFS is steadily reviving its reputation as the university's main provider of affordable, nutritious and delicious food through its new director, Prof. Mitzi Marie A. Reyes (MMAR).

Her appointment is the first time that the UFS head is someone from the arts, not a nutritionist or a trained business manager.

Reyes is a professor from the College of Fine Arts (CFA) Department of Visual Communication. She served as its department chair from 2005 to 2010. She graduated with a Bachelor of Fine Arts degree in 1983 from the CFA, and earned her MA degree in Art History in 1994 from the UPD College of Arts and Letters. Reyes also worked in an advertising agency before she taught at the CFA.

The UP Diliman Information Office (DIO) spent a few hours with Reyes and visited the newly-managed UFS.

**DIO: How do you define food service?**

**MMAR:** Food service is making good food accessible to the people in a community. Food service can be summed up in three words. This I am quoting from the grandmother of my husband, Lola Asiang Reyes, who was in the restaurant business. She imparted to the family that food service should have the 3 M's. *Ito ay dapat masarap, mura at malinis.* I am quoting her because she has left a huge impact on our family and she has contributed significantly to the

food and restaurant industry in the Philippines.

As an artist, I will add another "M:" *maganda*. I intend to make 4 M's the guiding principle of the UFS. This is where branding, image building and packaging come in. Beauty always attracts. *Maganda* will refer to beautiful presentation of food during catering services; colors of table cloths and skirting for buffet and cocktail tables should harmonize; simple yet eye-catching packaging design of the baked products like the cookies and pastries; ornate buffet tables; well-designed menu cards and food labels that are appealing to the eye; dressing our staff in proper professional attire for daily





operations and special functions; the UFS will even have a new logo to symbolize its rebirth.

You have to create an ambiance of beauty so that eating becomes appetizing and enjoyable.

**DIO: Other than the mandates of UFS in paper, what do you think are its primary goals especially since UFS is under the Office of the Vice Chancellor for Student Affairs (OVCSA)? How will these benefit the University, especially its students?**

**MMAR:** The primary mission of UFS, as one of the auxiliary units under the OVCSA is to provide clean, healthy and delicious food within reach, both geographically and budget wise to its constituents — students, university officials, faculty, administrative personnel and staff inside the Diliman campus. This applies especially to the students.

The UFS also serves as a research facility for the College of Home Economics (CHE) students and faculty. In the past months, the graduate students and faculty members in food nutrition from the CHE have requested to use the UFS facilities and test their experiments and research related to food.

Finally, the vision to provide conducive training and facilities to students — is something, which I think should be revisited. I wish to bring back the practicum-training program for students, by having collaboration through an MOA (Memorandum of Agreement) with the CHE. After all, when the UFS “cafeteria” was established on May 28, 1937, it was to serve as a training laboratory for Home Economics students. I want to collaborate with the CHE so that their academic programs can be in line with the practicum programs the UFS can plan-out. We can also collaborate with the Interior Design Department to help us redesign and re-envision our dining area, conference room and kitchen. We have three units of operation; one of them is the Grille or

the cafeteria. It needs to be renovated. You saw the condition of the old dining area. It is now a *bodega*. It is sad and such a waste if this will not be used. It has a history; the whole UFS has a rich historical past.

**DIO: What is your memory of the UFS when you were a student, e.g. favorite food, other activities inside the establishment?**

**MMAR:** Honestly, I never went to the UFS to eat when I was a student. I was a student, in the early 1980s, at the CFA when it was still housed in Gonzalez Hall, before it was moved to its present location. *Nagbabaon ako ng pagkain noong mga araw na iyon.* I had one experience with the UFS. One time when I was hungry, and I was here at Vinzons Hall, *naghahanap ako ng pagkain, pumunta ako rito.* I wanted to eat, but the only food available was *arroz caldo*, so that’s what I ate. I remember the lady in

the counter telling me that there was no more food available because it was almost closing time. *Masarap naman yung arroz caldo.*

My husband has good memories about his favorite pastries from UFS such as the Blitz Torte, cream puff and the egg pie when he was a freshman. He and his friends would go to the UFS cafeteria in the AS (Palma Hall) basement to buy those treats.

**DIO: Today, what do you think is the specialty of UFS?**

**MMAR:** From the experience in the 1980s, I think it is important to note that the UFS has changed a lot. Even before I accepted the post, the UFS already boasts of several foods *na may tatak UFS na talaga. Ibig sabihin — yung hinahanap ng mga tao.* I think that UFS has a variety of food that they are known for until now. For baked and pastry products, they have the chicken *empanada*, **TURN TO PAGE 21** ▶





# Good food, good service

## THE UP PILOT FOOD PLANT STORY

DJANNA F. CORNAGO\*

**O**ften your relatives would advise you to have it canned to extend its shelf-life. When you live within or near Quezon City, you will be referred to the UP Pilot Food Plant (PFP).

A 547-square meter service facility at the left side of the UP Diliman (UPD) College of Home Economics (CHE) main building, the PFP was established in 1961 through the efforts of then CHE dean, Dr. Presentacion Perez. The Dean wanted CHE to provide in-

college laboratory experiences in food science and technology for CHE students.

The PFP blueprint was patterned after the community canning center of the US Department of Agriculture Marketing Administration. The first equipment and machines in the PFP, including the refrigeration facility and can sealing machine, was donated by the Rockefeller Foundation. The refrigeration facility has been replaced in 2013, but the can sealing machine is still used today after undergoing minor repairs.

Have you ever wanted to send your famous home-made *adobo sa gata* or *bagoong* to your relatives abroad but feared that it might get damaged or spoiled along the way?

**In-house products.** PFP originally sold their in-house products mango juice and mango scoops. Due to limited funds and inconsistent quality of raw materials, the manufacture of mango-based products was discontinued. Meanwhile, the manufacture of other products such as traditional ham, fruitcake, bottled bangus-in-oil, and canned pork adobo continues to date.

Different offices and individuals within and outside UPD yearly anticipate the production of traditional ham and fruitcake, with orders placed at least one month before the Christmas season. The guarantee of complete ageing makes the customers flock to the Plant to claim their reserved orders.

**HOMEEO.** In the 1960s, CHE developed the brand HOMEEO for the PFP food products. The original design has the name enclosed in the shape of a home. In July 2011, HOMEEO debuted a new design in time for CHE's Golden anniversary. The new HOMEEO design has a sun at the center, the CHE logo and the university colors indicating commitment to sustainability, quality, food safety, health, wellness and excellence.

In July 2014, HOMEEO's bottled bangus-in-oil and papaya *achara* were repackaged in preparation







\*Cornago has been a faculty member of the Department of Food Science and Nutrition, College of Home Economics since 2005, handling courses in Food Microbiology, Chemistry and Processing. She has served as Faculty-in-Charge of the UP Pilot Food Plant since 2012.

(Above) Volunteers at the Pilot Food Plant repacking ready-to-eat bion. (Opposite page) Mango Ginger Jam and Papaya Calamansi Jam the CHE prepared for the Pagpapatibay of Chancellor Michael L. Tan in 2014.



for Chancellor Michael L. Tan's investiture in October 2014. The repackaged products were replaced by two newly developed products (mango-ginger and papaya-calamansi jams) as Investiture give-away.

**PFP and the food industry.** The PFP also served as a processing unit for the food industry. Its equipment were rented out on limited scale to private companies and individuals to help supplement the facility's limited funds. Some of the companies that rented PFP were RAM Food Products Co., Commonwealth Food Corporation, Agrix Co., Dizon Farms, Basic Flavors, Mama Sita, Danasia, Superb Catch, La Contessa, Bagong Soy, Estrel's Caramel Cakes and Nutriasia. Equipment for rent include those for thermal processing (horizontal boiler, set of steam-jacketed kettles, an exhaust line, can and band sealers and vertical retorts) and meat processing (automatic meat slicer, tumbler, manual ham injector and LPG blow torch).

The PFP also provides technical assistance to micro-, small- and medium-scale enterprises (MSMEs), government agencies, other academic institutions and private individuals through product development and quality control services. Product development services include formulation, production and quality testing. Meanwhile, quality control services include tests for food components for nutrition labelling (e.g. protein, moisture, fat, ash, and crude fiber contents determination), for indicators of quality (e.g. total soluble solids, titratable acidity, free fatty acids, pH, water activity, color, sensory evaluation) and for food safety (e.g. microbial analysis).

**Dedication and shared vision.** PFP through research projects has acquired various equipment. As part of a Department of Science and Technology (DOST)-funded



*RTE rice prepared by volunteers at PFP.*

research led by Prof. Teresita P. Acevedo, a clean room was established in the PFP in 2008. The clean room, which houses a pasteurizer, filling machine and sealer, is used to aid small-scale juice processing companies.

The PFP also has a single-screw extruder, an equipment that could be used for the production of ready-to-eat breakfast cereals and snacks. This was acquired through a grant to Dr. Ma. Patricia V. Azanza from the Philippine Council for Industry and Energy Research and Development

(PCIERD) for her Okara (soybean milk residue) project. Additional meat processing equipment, silent cutter, meat smoker, stuffer and linker courtesy of Azanza's Rice Bran Project are also in the PFP.

Researches implemented in the PFP served as basis for CHE's public service activities. In 2003, through Azanza's research, PFP hosted the development of prototypes of thermally-processed rice and rice meals in cans for the Philippine military. The prototypes were canned rice and canned rice meal with pork sausage.



Recently, PFP became the center for the production of ready-to-eat (RTE) rice and *bihon* given to the survivors of super typhoon Yolanda in November 2013. Almost 8,000 packs of RTE rice and *bihon* were produced in the PFP within three weeks through the assistance of over 300 volunteers from within and outside UPD and through the Office of the Vice Chancellor for Research and Development's (OVCRD) Source of Solutions grant. The food packs were distributed to different locations housing the survivors including UPD dormitories, tent cities within Metro Manila, and to Leyte and Aklan.

**Upgrades and upcoming.** PFP has gone through a number of upgrades in its 54 years of existence. In 2000, PFP was rehabilitated due to collapsed trusses in the production area. In 2011, through funds from the Office of the Chancellor, several new equipment were acquired.

As an offshoot of its 50<sup>th</sup> Anniversary Kick-off last Sept. 25, 2010, the UP Board of Regents approved a P10 million budget for the PFP's rehabilitation. This was used to repair various parts of the thermal processing line and in acquiring new equipment for analyses (an atomic absorption spectrophotometer and a high-performance liquid chromatography unit). It is hoped that the new equipment will further enhance PFP's food analytical services especially in terms of minerals, vitamins, bioactive components and toxin analyses.

Very soon, UPD will see the complete PFP extension building. This will be named the UPD-DOST NCR Food Innovation Facility. A 2-story structure with a total floor area of 145 square meters, it will house equipment fabricated by the Metal Industry Research and Development Center of the DOST.



CHE, home of PFP

Awaiting its completion, donors are set to deliver a spray dryer, vacuum fryer, freeze/vacuum dryer, immersion freezer, small-capacity water retort for research and development studies, vacuum packaging machine and vacuum evaporator. The facility is slated to be a showcase venue for students, local food industry and government agencies on the proper construction and management of a processing facility using a demo dry

processing facility as benchmark.

The PFP hopes to continue the tradition of ensuring quality, safe, healthy, eco-friendly and sustainable food supply for the Filipinos through its products and services. The PFP is a labor of the heart birthed by unwavering dedication, a love child of those who shared the vision for excellence in teaching and learning. (Photos courtesy of Djanna F. Cornago, Benjamin A. Gonzales and OVCRD) ♦





## Food trip

convenience stores and become venues for discussions that are academic and non-academic alike.

Over time, the number of food options in UPD increased with the university's fast-growing diverse population. Food stalls have daringly put new food selections: noodles, burgers, pasta, takoyaki, siomai, footlong sandwiches and others, allowing individuals to enjoy foreign food tastes (prices range from P25 to P70).

Over at the Shopping Center, full meals and snacks (prices range from P20 to P100) are served. Some of the stalls here have managed to keep up with their customers' preferences. Food concessionaires have continued to attract the palate of those who are eager to try their menu, famed for their taste and charm.

Just a couple of steps away from the Shopping Center, food aroma is just as intense in a street bustling with food lovers. Nowhere can you find more proof of food expansion and variety than in Laurel Street.







Turned gastronomic haven, the food choices here taste just as good as they smell. This area caters to a mix of hungry individuals all day long, offering different food pegged at different prices. Serving practically anything from breakfast to dinner, rows of food stalls, ranging from the famously old to the creatively-named new ones, line Laurel Street (prices range from P10 to P150).

As inflation continues to lower the Philippine peso's monetary value, P200 may no longer have much purchasing power. In the context of using the same amount in UPD, you can see how P200 shows resilience to some economic realities. Like the UP spirit that enables one to remain steadfast despite challenges, the various food choices on campus enable individuals to buffer the negative effects of peso devaluation. In UPD, delightful food journeys need not always be expensive. ♦

*(On this page) Take your pick: Bananacue (above) or corn on the cob for merienda? (below)*

*(Opposite page) Isaw, pig innards (above) and balut (below) are choice snacks in UPD.*





# Pantawid...

pagtitinda,” kuwento ni Yolly. Na-impound sa UPDP Headquarters nang isang linggo ang kariton nila at naibalik lang sa kanila nang sumulat sila sa Hepe ng UPDP at ipinaliwanag ang kanilang panig.

Mula sa Inhenyeriya, nalipat sila sa tapat ng Narra Residence Hall (UP Integrated School na ngayon), sa Kolehiyo ng Edukasyon at sa mga kalapit na lugar tulad ng Vinzons Hall.

Inaabangan nila ang Kapaskuhan dahil maraming bumibisita sa UPD para puntahan ang mga tiangge at para manood ng taunang Oblation Run at Lantern Parade.

**Mga pagsubok at tagumpay.** Dahil bukas ang kanilang tindahan buong taon, naranasan na nina Yolly ang iba't ibang uri ng panahon. Tag-init, tag-ulan, bagyo.

Kahit malakas ang ulan ay tulak-tulak nila ang kanilang kariton. Minsan naman ay nakauupos ang init ng araw. Ang mahirap para sa kanila ay ang pag-uwi dahil “kahit pagod na sa maghapon pagtitinda ay kailangan pa naming ibalik ang kariton sa aming bahay.”

Hindi rin masyadong maganda ang kita noong nakakariton sila dahil naiilang ang mga mag-aaral na bumili sa kanila. Mas pinipili ng mga ito na bumili sa mga nasa puwesto tulad ng mga nasa Shopping Center at Cooperative Canteen.

Taong 2014 nang maging maayos ang buhay pagtitinda. Nagpanukala ang mga manininda sa BCO ng disenyo ng mga tindahan na ipagagawa ng isang sponsor. “Laking saya namin nang aprubahan ang disenyo kaya nagkaroon na ng mga permanenteng tindahan,” kuwento ni Yolly. Ang kasunduan sa pagitan ng sponsor at mga manininda ay ang pagtitinda ng huli ng mga produktong mabibili sa mas mababang halaga.

Marami na ring mga tao, partikular na ang mga mag-aaral, ang natulungan ng tindahan ni Aling Yolly. “Serbisyo talaga ang gusto naming gawin kaya mura ang mga tinda namin. Ang mga pagkain namin ay pantawid-gutom,” sabi niya.



Ang tindahan ni Aling Yolly.

Ang ilang mag-aaral na bumibili dati ay mga mag-aaral na ng mga gradwadong kurso sa Kolehiyo ng Edukasyon. Ang ilan din sa mga mag-aaral na napautang niya ay dinadalaw siya sa tuwing pumupunta ang mga ito sa UPD para alalahanin ang mga panahong nag-aral sila rito.

Isa sa mga suki niya nitong mga nakaraang buwan ay si Tiffany Grace Uy, mag-aaral ng BS Biology, na isa sa mga nagkamit ng Gawad Tsanselor sa Natatanging Mag-aaral 2015. “Minsan ay kasama pa niya ang nanay niya sa pagbili kapag sinusundo siya nito,” ani Yolly.

Sa tulong din ng pagtitinda ay napag-aral nina Yolly at Nestor ang kanilang apat na anak. Nagtapos ng kursong Accountancy si Mary Grace, umabot sa ikatlong taon ng kursong Nursing si Mary Jane bago nagkapamilya, si Mark Anthony naman ay nag-aral ng Criminology at ang bunsong si Nestor Jr. ay nasa ikaapat na taon na ng kursong BA Filipino sa UPD pagdating ng pasukan sa Agosto.

“Natutuwa din kami kasi nahalal na konsehal sa Kolehiyo ng Arte at Literatura si Nestor Jr.,” sabi ni Yolly. Maglilingkod si Nestor Jr. para sa akademikong taong 2015-2016.

**Hamon ng bukas.** Malapit sa puso ng pamilya Sinoy ang pagtitinda.

Ang unang nagtinda sa UPD ay ang biyenang ni Yolly na si Aling Luzviminda, sumunod ay ang anak nitong si Edna, na ngayon ay kasalukuyang pangulo ng samahan ng mga manininda sa UPD, at siya na manugang ni Luzviminda. Ngayon ay tinutulungan naman si Yolly ng anak na si Mary Jane.

“Grade 1 pa lang noon si Mary Jane nang una siyang tumulong sa lola niya sa pagtitinda sa Mababang Paaralan ng Pansol. Bandang 1994 iyon,” kuwento ni Yolly.

Dahil mahal nila ang pagtitinda at ito ang pantawid-buhay nila, nagkakaroon ng agam-agam ang mga manininda kapag may mga bali-balitang ipalilipat o ipatatanggal sila ng administrasyon. Ang mga ganitong usapin ang nagbunsod sa kanila na magsagawa ng rally noong Marso 5 sa Quezon Hall. “Naging maganda naman ang resulta ng rally. Binaba kami ni Chancellor Michael L. Tan at nakipag-usap siya sa amin.” Sa ngayon ay patuloy sina Aling Yolly sa pagtitinda.

**Mag-aalas-diyes na ng gabi.** Magsasara na ang tindahan matapos ang maghapon pagpupuno ng mga gutom na tiyan. Bukas ay isa na namang araw para muling magtawid-gutom, magtawid-buhay. ♦



# UFS ...

one of the bestsellers. These are some of the old recipes of UFS: *yema* cake, avocado cake, mango cake, carrot cake, fruit tart, baguette with herbs, and oatmeal cookies. *Meron talagang* signature food items ang UFS. *Yung* oatmeal cookies, *hindi siya yung* standard oatmeal cookies *sa labas*. *May twist palagi* when the staff bake these products. For the *ulam*, we have the beef *kare-kare* and seafood *kare-kare*. There's also the roast pork with mushroom gravy and *inasal*. There's chicken with honey lemon, and chicken lollipop with garlic. *Masarap din ang* pasta ng UFS, *tulad ng* pasta marinara, putanesca, fettucine carbonara. The veggie kebab is something new in our menu, and of course we have the fish stick with aioli dip. We are thinking also of the vegetarians and the Muslims in our community, so it is important to have a variety of dishes that everyone can eat.

**DIO: What about nutrition? How do you make sure that the food is nutritious?**

**MMAR:** We make sure that our ingredients are fresh and adequate. We do food sampling and food tasting sessions and review the recipes. We improve them based on given comments or as needed.

**DIO: How about the affordability of the food items?**

**MMAR:** We are following a standard price list. Food items range from P50 to P65. A meal normally consists of rice, a meat or fish dish and soup. The University is requiring the UFS to produce food or meals that students may enjoy at a very low price. You just pay extra if you add a dessert or drink.

**DIO: As a professor of Fine Arts, how is your discipline useful to your leadership at the UFS?**

**MMAR:** I give importance to efficiency, function and presentation.

In managing the food service, one has to pay attention to details without missing out on the bigger picture. I want to emphasize professionalism and character among the UFS employees.

Customer service is pertinent. I believe that the position was offered primarily because of my background as someone in Visual Communication from Fine Arts. A food service needs branding and a bulk of this is also aesthetics. It doesn't end with just delicious and healthy food. This is something that I wish to contribute to the community: how the arts, management and science of food can work closely together.

The University Food Service needs branding and image building. It needs to be packaged effectively so that it communicates with the hearts and minds of the customers, what food and services it has to offer. The brand communicates who you are and what you want to be, your identity as a food service. It's the same as form and function working together to create good design.

**DIO: How is UFS different from the other food establishments in UP Diliman?**

**MMAR:** UFS has two faces. The first one is its down-to-earth quality

which allows it to cater to the students giving them comfort and convenience. The other side of it is its ability to carry a classy and esteemed appeal through its catering service and menu.

**DIO: What other activities do you plan to work on for the UFS?**

**MMAR:** Last July 1 and 2, we had our Wellness and Enrichment Program and Family Day at the UFS for the employees. We closed operations so employees can take a break, re-energize and enrich their minds and body with the activities we had planned for them such as the Fun Run and the Zumba, which was facilitated by College of Human Kinetics faculty, Zyra Brebante. The UP Diliman Police and the University Health Service ambulance escorted us during the Fun Run. We had a talk on "First Aid in the Kitchen" by Dr. Jesusa Catabui; food preparation/ demonstration by Nutri Asia and Mama Sita; and a talk by Mrs. Luz Sabas and Mrs. Leonarda Reyes Tulao of the Zero Waste Recycling Movement of the Philippines, Inc. on "Wastong Pagtapon ng Basura: Waste Management at the UFS."

We are working hard on achieving proper waste management at the UFS. In fact, I have formed the UFS Zero Waste **TURN TO PAGE 24 ▶**





# Tasting ...



Spicy food may be hot, but that's what make Bikolanos scream "Be cool, Bicol!"

taste and playful packaging I can recall. This goes without saying that the brain may sometimes forget, but the tastebuds will always remember.

**Gastronomic journey.** Kalai dormers come from all corners of the country. As such, they represent different cultures, each with a unique lifestyle and customs. We learn about ethnic differences from books and stories. However, Pasafest brings to table (literally) a more concrete and more delectable way of learning about our fellow Filipinos.

A saying goes "you are what you eat." Food is indeed reflective of people's way of living and cultural experience. The Ilokano and Cordilleran's diet consists mainly of

vegetables and farm produce, as meat is hard to come by in the region. The Kapampangans boast of an ample selection of *ulam*, very much telling of the rich soil conducive to the growth of rice that they live on. Bikolano's enjoy the burning sensation of spicy food, the perfect complement of *gata* which is another local favorite. The Visayans and the Mindanaoans eat mostly seafood, reflecting how they are blessed with treasures from the sea.

Food as the mirror of culture is precisely what I think the heart of the Pasalubong Festival is. More than the merrymaking, Pasafest finds its essence in acquainting dormers and guests of different ethnic backgrounds through food sharing, which happens to be a good Filipino



Tirona

value as well. Without the use of words, one is introduced to the other by virtue of taste.

For every shade of preference, the Filipino menu has something to offer. If it were a piece of art, it is not a monochromatic picture, rather a collage with textures and layers of colors and shades, topped with *latik* and served with *sukang paombong* or *pinakurat*.

The Pasafest experience is likened to a favorite food – one that is fondly eaten for the good memories that come with it. Each bite gives a feeling of nostalgia and happiness, a taste of how I got to know my fellow Filipinos and toured the archipelago without even moving a foot. (Photos courtesy of Francis Santiago) ♦



Tour de Central Luzon (Region 3) – chicharon, maja blanca and sisig!



Suman is the "culprit" behind the Pasalubong Festival.



Hands off! Pansit habhab pretty much sounds how it is eaten.



# Lutong bahay sa COOP

NOEL T. PANGILINAN\*

**F**orget about academic freedom and intellectual ferment. Never mind the beauty of the campus and the beauties in the campus.

The thing that I miss most about Diliman is the *kare-kare* and other *lutong-bahay* food at the Cooperative Canteen beside the Shopping Center.

Although we, denizens of the Diliman Republic, love to debate on almost anything - from issues to isms, from the trivial to the profound - there is no argument that among life's little pleasures in campus are the virtual indulgences at the Coop. Every person who struts along the food counter is greeted by a smorgasbord of choices. But no one can blame you for playing favorites.

The University's tradition of critical thinking may have taught us to subject to "cruel criticism everything existing," but no one will dare subject to criticism my deeply-held view that the ox tripe in peanut sauce served at the Coop is among the best-tasting *kare-kare* one could ever try.

Several generations of Iskolars ng Bayan, myself included, will even swear that the *kare-kare sa Coop* is like *Inang Bayan* - it's to die for.

The best way to enjoy the *kare-kare sa Coop* is to order it along with two cups of rice and plead with the

canteen staff at the food counter giving the servings, "*Pakilagyan naman ho ng sabaw ng kare-kare ang kanin.* (Please put extra *kare-kare* sauce on the rice)."

Then don't forget the *bagoong*, the lowly shrimp paste without which, the *kare-kare* loses much of its savor. *Kare-kare* without the *bagoong* is like UP without its passion for polemics - banal, bland and boring.

At the Coop where you have to help yourself to your own serving of *bagoong*, you must scoop at least two spoonfuls. Nothing can be as frustrating as running out of *bagoong* in the middle of a blissful *kare-kare* meal.

Make sure also that you reserve a seat or table before you line up to order your servings, especially during lunch on weekdays. On these days, every square inch of space at the Coop is occupied by students, teachers, residents of nearby villages and employees of nearby government offices, most of which are devotees of the Coop's *kare-kare*. Lunch at the Coop is a certified shoulder-to-shoulder communion, where one rubs elbows quite literally with all kinds of Diliman denizens.

But rather than turn people off from dining at the Coop, the mass of humanity converging at a small place during lunch time is to me the biggest reason why Coop fanatics keep coming back for more. The strong feeling of community that pervades the air makes one feel right at home.

In her book, *The Natural History of the Senses*, poet-naturalist Diane Ackerman pointed out that because taste is the most social of our senses, rarely would people choose to dine in solitude. We find it more pleasurable to dine in the company of friends, family and loved ones. By way of extending this observation, having lunch with people who share the same gustatory devotion to *kare-kare* at the Coop symbolically links the individual to a larger group bringing about a sense of oneness with the community in and around campus.

If there is one place in campus that comes close to the long-time activist dream of an egalitarian society, the Coop would be a strong candidate. For one,

Co-op is a self-service canteen. There are no waiters to take your orders. You just have to get up and get it yourself. And when you decide you're up to queuing along the crowded, damp and heated counter, the only mitigation for the long wait is the prospect that you'll have a hot and filling meal.

And two, devotion to Coop food cuts through classes. On any given day, one can see fair-skinned Bracket-Nine students alighting from their cars to share tables with Yakal or Narra dormers in rubber slippers; or joggers and tennis enthusiasts lining up with *pulot* boys; or jeeploads of MWSS or Quezon City Hall employees taking advantage of the generous helpings at affordable prices; and faculty members just wanting to have honest-to goodness home-style cooking.

The ambiance at the Coop is not contrived. It is created by its patrons. There are no etiquette patrols that monitor your table manners. There is no right or wrong way to eat your chicken barbecue. No one bothers you if you plow into your mound of rice with abandon. You can even slurp or sip your soup.

The Coop milieu also cuts through ethnolinguistic divisions. The Diliman Republic is peopled by men and women from all parts of the country. The University's constituents are as diverse as the Coop's *kare-kare* with its hodgepodge of ingredients.

One can hear Coop diners conversing in regional languages as heartily as they enjoy their meals. Snippets and whole conversations in Ilocano, Pampango, Bicolano, Cebuano, Ilonggo and Tagalog, punctuated by the clatter and clanging of spoons and forks, transform the Coop into a modern-day Tower of Babel.

Didn't it cross your mind that perhaps the Coop is a microcosm of the larger University? Just a food for thought. ♦

\*Pangilinan is a journalist and an alumnus of UP Diliman. He used to teach at the College of Arts and Letters and later at the College of Mass Communication in UP Diliman. The author wrote this article on Oct. 28, 1998 for the column Off Tangent in Observer.





# UFS ...

Management Committees, so the employees become actively involved in cleanliness and sanitation.

I want to have a clean-as-you-go campaign at the UFS, particularly at the cafeteria. Maybe the Visual Communication Department through the Visual Design classes can create a campaign design for UFS. People who eat at the cafeteria should not just leave *yung pinagkainan nila*. I wish students would realize that the clean-as-you-go is not about shortage of cleaners at the UFS, but as something that is suggestive of care and responsibility. We are practicing clean-as-you-go now at the cafeteria, but there are still several individuals who do not follow.

Aside from the usual activities that the UFS performs, we are also looking into future collaborations with other colleges as well as cooking and art workshops and food festivals for the UP community.

I would like to continue my collaboration with the College of Music, maybe a food festival cum music festival/art exhibit. I have collaborated with the Music Education Department for five years now, for my Visual Perception/Visual Communication and Visual Design classes and I wish to continue this partnership...this time we relate to food, music and art.

It would be interesting and a

challenge to collaborate with the College of Science and College of Engineering! Another plan I want to do is to collaborate with the CFA Ceramic Workshop under Rita Badilla Gudiño. A ceramic workshop will be given to the UFS employees to enrich and awaken their artistic talents. The art pieces they will make will be used at the UFS. Excited *ang mga staff na ma-experience ito*.

I also wish to collaborate with the Materials classes through the Industrial Design faculty, *para yung mga condemned na gamit ay pwedeng gawing art*, to make something out of junk. *Pwede itong pang-exhibit* and may be used for fundraising for UFS.

Someone even suggested that we could transform the UFS into having a café-like atmosphere. I thought that this would be interesting — *pwedeng lagyan din ng art works or photographs for exhibits*. There are so many possibilities.

*Pwede rin kaming magkaroon ng art workshop for young kids...yung mga anak ng employees and from the community...art and baking with parents such as baking and decorating cookies and cupcakes, to promote wellness and quality time between parents and children. I teach art to kids too. I have an art workshop group, known as ArtPlay, that's why I can't resist the love and interest in teaching art for kids.*

With regard to meals sold at the cafeteria, I want to review and further improve the menu cycle so that we will provide varieties of meals that are delicious and healthy. *Para hindi rin magsawa ang customers*. I want to have more fresh fruits, herbs and vegetables in the menu and fresh fruit juices instead of the usual bottled juice.

To enrich and educate the staff on the new trends on food service and healthy recipes, we will continue to invite food experts to give food demonstrations, talks and seminars to UFS.

**DIO: What about the Tatak UP Diliman in the different food items you produce in the UFS, do you have plans of branding these items?**

**MMAR:** Yes, definitely, I have plans of branding UFS products. This will be done through creating a logo for UFS and a packaging design for the food products. As I have mentioned earlier, these are ways to establish the brand image of UFS.

**DIO: Final thoughts about the UFS?**

**MMAR:** *Sa totoo lang marami pang pwedeng gawin para sa UFS*. These can be done with the help, support and cooperation of everyone from the UFS staff to the UP administration and employees, students, faculty—everyone in UP.

In my seven months in the position, I realized that UFS has a lot to offer and I discovered that the staff has much potential that can be tapped. Efficient service and good food should be complemented with the best facilities and a favorable venue to house all these. It is my vision that the UFS will be able to accomplish its plan for renovation and upgrade its facilities, such as being able to purchase two new vehicles for catering, brand new chillers and refrigerators, etc. I wish to bring back the glory of the UFS. (Photos courtesy of UFS) ♦



UFS staff briefing prior to a catering event.