

LAUNCHING OF COCONUT FLOUR BASED PRODUCTS IN THE 7TH PHILIPPINE NATIONAL COCONUT FESTIVAL

Archie Flores

The theme for the 7th National Coconut Festival was “Sufficiency and Prosperity through Coconut Productivity”. The four day festival started with a ceremonial ribbon cutting led by Senator Edgardo Angara and Bulacan Representative Lorna Silverio. The Festival was an initiative of the Department of Agriculture (DA) particularly the Philippine Coconut Authority (PCA) headed by PCA Administrator Oscar G. Garin. DA-PCA is the principal agency of the Philippine government responsible for the promotion of agricultural development and growth.

Prior to the opening ceremony the Festival was already featured on various television networks highlighting the importance of coconut in the health of humans.

Technology, Product Presentations and Demonstrations embarked on the presentation of new and improved equipment used for Virgin Coconut Oil (VCO) and coco flour production, copra, and coconut food processing.

The first day offered various presentations and launching of different healthy products. One of the presenters was Julie’s



Coco Pandesal



Mobile Julie's Bakershop

Franchise Corporation (JFC) – Product Management Manager Donald A. Precioso. He narrated the company’s program in launching different “Coconut Flour based Products”. He added that all products launched by JFC during the Coconut Month (August) contain 10% of Coco Flour. Coconut Flour refers to the screened food-grade products obtained after drying, expelling and/or extracting most of the oil from sound coconut meat. This flour contains 13.41% protein, 66.48% carbohydrates, 3%-4% minerals and 9%-10% fiber which are beneficial to the health of human beings. As fiber rich, this kind of flour prevents chronic diseases like diabetic mellitus, cancer and even cardiovascular diseases to occur.

Among the products displayed by JFC during the event were some of its newest such as sweet Coco

Pandesal, Pan Americano, Coco Oatmeal Muffin, Choco Milk Muffin, Coco Pemiento, Sesame Loaf and Indo Loaf. All products displayed by Julie’s gained favorable response from those who have tasted the products.

The current campaign of JFC in line with the celebration of the Coconut Month revolved around the production of healthy and nutritious breads. This campaign focuses on the idea that eating Julie’s Nutribeds can make the consumer healthy, strong and active all day.

JFC’s participation in the Coconut Festival spoke not only of its support to the government’s commitment to promote healthy product lines like those made from Coco Flour.

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