

ABCEDE'S BEST LUCBAN LONGGANISA AND MEAT PRODUCTS A MEATY SUCCESS

Are entrepreneurs born? To some people being an entrepreneur can be an innate, genetic business talent. On the other hand, becoming an entrepreneur can be a result of an unexpected opportunity. For whatever reasons, one becomes a successful entrepreneur through hard work, diligence and dedication.

For Ms. Perseveranda S. Abcede (simple known as "Percy") she became an entrepreneur for the simple reason that "it rans in the family"...and she is typically business-minded.

Lucban, Quezon, the famous place for the well-known "Pahiyas Festival" and the meat product, "Lucban longganisa"...and now the home of the popular "ABCEDE's Lucban Longganisa and Meat Products". How did it begin? Percy and her husband, Arthur recounts their story of success.

How did you start your business?

"We began the business in 1984 with a small Poultry-Agri Supply Store. Later, in 1987 we put up a pig farm. Due to the low farm gate price of pigs, we established a meat shop in 1999 to sell fresh pork meat and the famous "Lucban longganisa". In 2004, we established a restaurant, *para isang outlet ng pork galing sa farm namin and meat products* (just like an outlet for pork from our farm and our meat products)".

How did you come to know about ITCPH?

"Year 2000, we thought of using Artificial Insemination in our farm. So we asked where to get the needed information and ITCPH was recommended. We visited ITCPH and we came to know that the Center is also offering Meat Processing Course. Since we were also planning to process other meat products, we decided that I (Percy) would attend the Meat Processing Course".

"I attended a 5-day course on Meat Processing. *Marami kaming natutunan sa course, iba't-ibang processed pork products ang ginawa namin. Interesado ako sa paggawa ng tocino, tapa, skinless longganisa at bacon* (I learned a lot in the course and we did a lot of processed pork products. I got interested in making tocino, tapa, skinless longganisa and bacon)".



The interview at their restaurant in Lucban, Quezon.

What benefits did you get from your training at ITCPH?

“The training itself equipped me with knowledge and skills on meat processing. We have a variety of meat products now - from just lucban longganisa to tocino, tapa, skinless longganisa, bacon, pork barbeque...”

“There was an increased volume of production from 200-300 kgs. per month of various meat products to almost 1,200 kgs. per month now”.

“Moreover, aside from selling our products through retail and direct selling in the local market, we were able to penetrate other markets. We are the sole supplier of Buddy’s Pizza, a well-known restaurant in Quezon and Makati. And in 2003, we supplied SM Lucena Supermarket with our meat products, reaching more consumers”.

“And lastly, I gained self-confidence from my training. *Katunayan* (As a matter of fact), I got invited as an exhibitor to Food/Trade Exhibits in Manila, where I do the demonstration myself. *Mas magandang ako yong gumagawa para ma-explain ko ng maayos at masasagot ko din ang mga katanungan ng mga nanonood* (It is better that I am the one doing the demonstration so that I can explain it well and I can answer the questions of the audience)”.

What are your plans in the future?

“*Plano naming magpatayo ng hiwalay na building para lang sa processed products* (We are planning to construct a separate building for our processed products). And of course, though ambitious, we are working on how to export our meat products. *Kasi sa ngayon nagdadala ang aming mga kamag-anak at kaibigan ng aming mga produkto pag nag-aabroad sila* (As of now, our relatives and friends are bringing our products abroad). We want to make it official”.

What can you advise other entrepreneurs about running this kind of business?

“For us, it’s never easy to be an entrepreneur. There are ups and downs. However, always keep the faith that you can do it”.

“*Ang kagandahan ay integrated ang mga entity ng aming business. Merong koneksiyon ang bawat entity.* (Our business is integrated, that is, there’s a connection in each entity). And we supervise and manage our business. *Ika nga* (It’s like), “hands-on approach” and of course. hard work!”

“So our advice is, in this kind of business, you have to keep the faith, do hands-on approach and hard work! Don’t sacrifice the quality of your products!”