



The enterprise

Official Newsletter of Salinas Foods, Inc.

Vol. 14 Issue No. 18

June 2009

RAMBO WINNERS FIDEL SALES CONTEST 2008



For 14 years in the iodized salt program, the Department of Health, UNICEF, Salinas Foods, Incorporated, and its distributor, Philippine General Merchandising Corporation (PGMC) proved to be the right partners in making available the country's top brand in iodized salt, FIDEL Iodized Salt.

Just like the inseparable products in the kitchen--FIDEL Iodized Salt and Silver Swan (distributed by PGMC), the partnership has gone a long way of making FIDEL the most widely-used iodized salt brand in every household.

Committed to the mission of helping the country in eliminating iodine deficiency disorders (IDD), PGMC Salesmen are working hard to make FIDEL available in major outlets nationwide. As a form of motivation, Salinas conducts yearly incentive programs to reward exceptional performers in selling FIDEL Iodized Salt. Criteria is either by percentage of growth or volume of sales. Incentives come in the form of cash, home showcase, gadgets, motor scooter and a trip to

Hong Kong. The contest comes with the yearly theme which are based on the blockbuster film of the year, or a popular game show.

In 2008, the theme is RAMBO (from the popular movie which is the fourth installment to the sequel, starring Sylvester Stallone as John Rambo). The word RAMBO is modified to RAM30 which means Rapid Attack Marketing: leapfrog to 30%. Just like Rambo, the salesmen are given a tough mission to attack the salt market, giving advocacy to the retailers and consumers, and maintain FIDEL as the top brand in the iodized salt market despite the tough competition.

Aside from the PGMC Salesmen, dealers who performed exceptional record in their FIDEL purchases are part of the incentive program.

For 2009, bigger and more exciting rewards awaits the PGMC Salesmen as a motivation to increase the placement of FIDEL Iodized Salt in the entire country. ■



GMMD Winners:
Mr Alfred San Pedro (Marketing Area Manager - P25, 000.00)
not in photo - Romeo Noquera (Territorial Salesman) - P15, 000.00



GMMD Winner:
Mr Danny Manaois (Booking Salesman - P20, 000.00)



LUZON Team Winners:
Melanio Arandia (Marketing Area Manager - P25,000.00)
Louie Ramos (Booking Salesman - P20, 000.00)
Edwin Panis (Territorial Salesman - P15, 000.00)



VISMIN Winner:
Mr Darwin Abella (Marketing Area Manager - P25, 000.00)



VISMIN Winner:
Mr German Pacot (Booking Salesman - P20, 000.00)



VISMIN Winner:
Mr Uldarico Cagasan (Territorial Salesman - P15, 000.00)

ROADSHOW AWARDING

The RAM30 Awarding was done in the different Marketing Areas. For the Metro Manila winners, the awarding was done in PGMC Head Office in Mandaluyong City. PGMC Brand Manager and GMMD Manager Mr. Manny Magbanua, personally hand-over the check to the winners: Mr. Alfred San Pedro and Mr. Danilo Manaois. Mr. Romeo Noquera, winner of the GMMD Territorial Salesman Category was not available to attend the awarding and the check was received by his Manager, Mr. San Pedro. For the Luzon winners, the awarding was done in Candon City, Ilocos Sur last April 22, 2009. This Marketing Area swept the three awards for the Luzon Category – Melanio Arandia (Marketing Area Manager), Louie Ramos (Booking Salesman) and Edwin Panis (Territorial Salesman). The Luzon group is led by District Manager Alden Tan.

The VisMin Awarding was done in three separate Marketing Areas. In Tacloban City, Mr German Pacot recieved the award for the Booking Salesman Category. The award was given during the cycle meeting of marketing area V1A last May 16, 2009. In May 23, 2009, we proceed to Cagayan de Oro City to award the winner for the Territorial Salesman Category, grabbed by Uldarico Cagasan of M3A. For the Marketing Area Manager Category, the prize was won by Darwin Abella of M2A. The awarding in the areas was attended by District Manager Cecilio Banania.

Aside from the awarding of prizes, Salinas Foods introduced the Healthy Lifestyle Program to the PGMC Salesmen through the Nigari Waza Exercise. The activities was led by Salinas President Mr Johnny A Khong Hun.



(Top) V1A group doing the healthy lifestyle program of Nigari Waza
(left) Mr Khong Hun admires the improved box design during visit in Davao Warehouse



Mr Khong Hun leading the "sexy pose" of Nigari Waza with the M1A and M3A...



The LIA team are all smile with their prizes. Keep it up guys!



Mr Khong Hun having fun with the Davao group...



...while there's the serious mood with Panay/Negros group



Cheers to business success! Mr Ben Sison with Mr. Manny Magbanua, Mr Mario Cruz, Mr San Pedro and Mr Mangaoang during dinner with the Managers.



SCHOOL PROGRAM FOR 2009

The year 2009 is declared by Salinas as the School Program year. Salinas prepared a series of school-based activities that will benefit the elementary and high school students in the selected areas of the country. One of the main program is the Iodized Salt Brigade, wherein selected students will be trained to become iodized salt advocators in their respective community. Other program will include school hopping of FIDEL Kid--the FIDEL Iodized Salt mascot to entertain students as well as to distribute giveaways.

For interested school principals or teachers who wish to avail of this activity, please contact Vincent Tansiongco (09209087842) or email to consumer@salinas.com.ph



FIDEL IODIZED SALT

STILL THE MOST WIDELY-USED IODIZED SALT

In an informal survey by Salinas Foods on the placement and sales of packed iodized salt in Supermarkets, groceries and public markets nationwide, **FIDEL** Iodized Salt is still the leading brand preferred by the consumers. The main strength of **FIDEL** is its high quality yet affordable price compared to other brands. And because it conforms to BFAD standards, consumers are more confident that **FIDEL** is the best choice of iodized salt as value for money. **FIDEL** is the first to have the **FIDEL** seal and has Sangkap Pinoy Seal as a DOH's seal to products that conforms to the food fortification standards.

The quality of **FIDEL** is continuously improved to give the consumers the most hygienic and healthier choice. The salt comes from the seas of Pangasinan and carefully processed by Salinas' salt engineers in order to maintain its rich mineral contents from the sea. Quality is the first priority in the production of **FIDEL** from its plant to the consumers' kitchen and table.



FIDEL IS AVAILABLE NATIONWIDE



... AND ALL MAJOR GROCERIES AND SUPERMARKETS!!!

USED BY FAMOUS FOOD SERVICE OUTLETS



MGA KATANUNGAN TUNGKOL SA IODIZED SALT

ANO BA ANG FIDEL IODIZED SALT?

Ang **FIDEL IODIZED SALT** ay ordinaryong asin na nilagyan ng sustansyang iodine. Ang IODINE ay sustansyang kailangan ng ating katawan araw-araw, ngunit hindi natin ito nakukuha ng sapat ating mga kinakain. Dahil lahat ng tao ay gumagamit ng asin sa pagkain araw-araw, ang **FIDEL IODIZED SALT** ang pinakamabisa at pinakamurang paraan upang magkaroon tayo ng sapat na iodine araw-araw. Ang ibig

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ANO BA ANG ASIN AY IODIZED?

Ang asin ngayon ay hindi pa. Ngunit ang Department of Health ay nagpapalaganap ng ASIN Law (Republic Act 8172). Ang asin ngayon ay nagsasabi na lahat ng asin na binebenta at ginagamit sa pagkain ng tao at hayop ay kailangang iodized.

PAANO MALALAMAN KUNG TUNAY NG NA IODIZED SALT ANG ASIN?

Ang tunay na iodized salt ay nagiging kulay blue o violet kapag pinatakan ito ng "starch solution". Kung hindi nagiging blue o violet, maaari mo itong dalhin sa pinakamalapit na health center para ma-test. Maaari ring magkaroon ng FIDEL logo sa pakete kung merong FIDEL registration number ang pakete. Kapag may **FIDEL** logo, ang asin ay iodized salt. Ang Sangkap ng **FIDEL** seal ay tunay din na iodized salt na ang binibiling produkto.



Kapag may **FIDEL** logo, ang asin ay iodized na ito.

ANO BA ANG KAILANGAN IODIZED SALT ANG BILHIN KO?

Ang iodized salt ang pinakamabisa at pinakamurang paraan upang siguradong ligtas tayo at ang ating pamilya mula sa masamang epekto ng Iodine Deficiency Disorders tulad ng Goiter, pagkabansot, panghihina ng katawan, at hindi maayos na panganganak ng mga buntis.

ANO BA ANG FIDEL IODIZED SALT KESA HINDI IODIZED?

May kaunting dagdag sa presyo ang **FIDEL Iodized Salt** kaysa hindi iodized. Ito ay dahil sa proseso ng paggagamit ng masusing pangangalaga sa produkto (Quality Control) upang masiguro na ang binibiling iodized salt ay sigurado ang kalidad nito. Kung hindi sigurado ang kalidad nito, maaaring iisipin natin ang mga epekto ng hindi iodized salt sa ating katawan.



makukuha sa **FIDEL Iodized Salt**, hindi na malaking halaga ang pagbili nito dahil siguradong tunay na iodized salt ang ating binibili.

SAAN PWEDE GAMITIN ANG FIDEL IODIZED SALT?

Ang **FIDEL Iodized Salt** ay katulad din ng ordinaryong asin na maaring gamitin sa lahat ng lutuin o pagpreserba ng pagkain (daing).

Dahil siguradong malinis ito, ang **FIDEL** ay mainam din gamitin bilang oresol para sa mga nagtatae, pagmumog (gargle) para sa mga sakit ng lalamunan. Kumunsulta sa inyong Barangay Health Worker para sa dagdag na kaalaman.

MASAMA BA KAPAG SOBRA ANG GAMIT NG IODIZED SALT?

Dahil lahat ng bagay ay masama kapag sobra ang gamit, ang sobrang paggamit ng anumang uri ng asin sa ating kinakain ay maaring magdulot ng sobrang sodium sa ating katawan na maaring maging dahilan ng hypertension.

Ang direktang paggamit ng **FIDEL Iodized Salt** ay maging dahilan ng hypertension. Kumunsulta sa inyong Barangay Health Worker para sa dagdag na kaalaman.

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PAANO KUNG HINDI IODIZED SALT ANG BINEBENTA NG ASIN SA PALENGKE?

Ayon sa ASIN Law (Republic Act 8172) ang lahat ng binebentang asin ay kailangang iodized na. Ang hindi tumutupad dito ay may multa at maaaring makulong. Sumangguni sa inyong local na pamahalaan o sa Public Market Master at City Health Office upang ipaalam ang mga natitinda ng hindi iodized salt.



ALSO AVAILABLE

High quality iodized salt at more affordable price



ASIN PINOY IODIZED SALT

Ang Asin Para sa Masa.



MR SALT IODIZED TABLE SALT

The free-flowing salt.

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