



# The Enterprise

Official Newsletter of Salinas Foods, Inc.

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## DOH & Salinas launch the Community-Based Healthy Lifestyle Maintenance Program in Bacarra, Ilocos Norte



Salinas Foods, Inc. team with its corporate social responsibility (CSR) has established another community partnership in the promotion of Health and Wellness, this time with the municipality of Bacarra, Ilocos Norte.

The partnership was sealed during Salinas' participation in the municipality's nutrition month activities for the year 2009. The company was invited by Bacarra's Municipal Nutrition Action Officer, Ms. Mency Tolentino to facilitate a 2-day seminar on Health and Wellness staged last July 24 and 25. The audience of the seminar were the municipality's Barangay Nutrition Scholars, Nutrition Action Officers, Barangay Health Workers and Senior Citizens. Two sets of seminars were conducted everyday by Salinas personnel only, wherein the morning slots were allocated for the nutrition action officers, barangay nutrition scholars, and health workers and the afternoon slots were scheduled for the senior citizens.

The seminar aimed to impart the company's Healthy Lifestyle advocacy to the municipality of Bacarra. Lectures about the company's programs in the promotion of health

and wellness were conducted during the seminar. Among the topics discussed included DOH- Salinas Community-Based Healthy Lifestyle Maintenance Program that calls for the eradication of Non-Communicable Diseases (NCDs) such as diabetes, obesity, stroke, hypertension, and other diseases. It was stressed during the talks that the company is promoting a healthy lifestyle that involves eating balanced diet paired with regular exercise. To emphasize on Salinas Healthy Lifestyle principle, Nigari Waza exercises were conducted for everyone to shed those unwanted calories in a light and rejuvenating exercise. After enjoying the exercise, "Arroz Caldo" with native chicken was served as a healthy treat to their appetite. Free patak of Nigari 100% Natural Mineral Supplement was dropped in each serving of lugaw and to improve the taste, Salinas Quality Patis Amuyin ang Sarap was passed around. The audience were also made to experience the rejuvenating Tropics Spa products wherein free trials of Tropics Mineral Skin Bath were given to the attendees.

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Salinas Corporation President, Mr. Johnny Khong Hun doing courtesy call with Bacarra Public Market Administrator and Executive Secretary of Bacarra Mayor Hon. Nicomedes Dela Cruz, Jr., before the Healthy Lifestyle Activity.



Mr. Johnny Khong Hun with Bacarra Municipal Nutrition Action Officers President, Ms. Wency Tolentino (1st row, 2nd from left) and Ilocos Norte Provincial Nutrition Action Officer, Ms. Elma Irapta (2nd row, 2nd from left).

### Salinas Corporate Social Responsibility

Calling all interested cities and municipalities to contact Salinas for Assistance in the launch of HL program in their areas.

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BHWs enjoying Nigari Waza exercise

(Bacarra, Ilocos Norte... from p 2.)

During the product presentations, Salinas facilitators, stressed the importance of minerals in the maintenance of life and in the efficient absorption of nutrients for proper cellular functions. It was explained that minerals play a big role in fighting NCDs. Some of the functions of minerals discussed include the role of Zinc in the fight against cancer, the role of magnesium in the battle against hypertension and the role of chromium in combating the risk factors of diabetes, etc.

Part of maintaining a healthy lifestyle is taking care of ones' digestive organ, so the importance of eating tender meat was shared during the discussions. It was pointed out that the negative health consequences of swallowing tough meat, such as failure to absorb nutrients of the food we eat is one of the causes of NCDs and Chronic Obstructive Pulmonary Diseases (COPD) and it can be prevented by using Fidel Hammer Meat Tenderizing Salt. To show the effectiveness of the product, FHMTS was used in cooking the arroz caldo served to the participants. The cook who prepared the "healthy treat" explained to the audience that FHMTS was used to cook individually the rice and the native chicken adobo before mixing them. She shared that the cooking time of the rice and the native chicken were relatively cut in half because of FHMTS.

The highlight of the activity was the launching of an Income Generating Program for Ilocos Norte's Municipal Nutrition Action Office (MNAO) Organizations. The IGP program offers a 50% donation to every MNAO unit that would invest at least P10,000 worth of start-up capital. A lot of incentives are up for grabs for the members in their purchases and recruited clients or buyers. The BHW organization and the PNAO organizations immediately availed of the offer and each invested P10,000 for their Health and Wellness Business.

The IGP program aims to sustain the Health and Wellness crusade in Bacarra, Ilocos Norte by making available the Health and Wellness products of Salinas all-year round. This also ensures that the link between Salinas and Bacarra organizations would be sustainable.



Senior Citizens finding Nigari Waza suitable for not very young people like them.



Arroz Caldo cooked using FHMTS was served during the seminar. Salinas Quality Patis was passed around for additional flavor on the healthy treat.



Free patak of Nigari 100% Mineral Supplement was mixed to the Arroz Caldo with native chicken served to the participants.

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