



# The enterprise

Official Newsletter of Salinas Foods, Inc.

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## SALINAS FOODS INC. ADVOCATES HEALTHY LIFESTYLE WITH PHA AND NDAP

**S**alinas Foods, Inc. is the maker of no.1 iodized salt brand nationwide (FIDEL Iodized salt) who first responded to the call of the Department of Health (DOH) in 1993 promoting the use of iodized salt as means of ending the prevailing risks of Iodine Deficiency Disorders (IDD). Through advocacies and strong support of Salinas in the drive of United Nations Children's Fund (UNICEF) and DOH against IDD, nutrition surveys showed that from 1993, onset of FIDEL iodized salt program, to present there is a significant decrease of Filipinos who suffer from low IQ, cretinism, mental retardation, stillbirths and goiter.

In year 2006, Salinas extended their advocacy from battling one type of nutrient deficiency, iodine deficiency, to improving the overall health of every Filipino. Salinas renewed its commitment to DOH through a Memorandum of Agreement with Secretary Francisco T. Duque III promoting Healthy Lifestyle Programs and implementation of PP 958-Declaring 2005-2015 as Decade of Healthy Lifestyle as a tool in addressing



Salinas Foods Inc. joining the PHA family as an affiliate member

the prevention and control of Non-communicable diseases (NCD's). NCD's affect almost 90% of the population and among the top causes of death among Filipinos nowadays.

For 15 years now, Salinas initiative to support the DOH programs of reducing the risks brought about by micro nutrient deficiencies and unhealthy living continues. Last September 2008, Salinas joined the Philippine Hospital Association (PHA) headed by Dr. Tiburcio Macias as an affiliate member. In partnership with a broad base of health care organizations, both public and private, PHA is an organization dedicated in attaining the highest quality of hospital services and health care for the people. And Salinas being an affiliate member and one of the private sectors shared the same vision of promoting excellence in the delivery of health care services and the same mission of contributing to the overall objective of ensuring a healthy nation through products preventing iodine deficiency disorders and other mineral deficiency related diseases. Several advocacies have been conducted in different institutions disseminating the importance of having enough minerals in the body as a means of promoting good health and preventing illnesses.



Salinas President Mr. Johnny Khong Hun during 2008 PHA Regional



## Healthy Lifestyle Advocacies in Roxas City

With the vision of becoming a dynamic City Health Office that provides accessible and sustainable quality health services for the people of Roxas City, members of city health office led by Dr. Amelita Robles invited Salinas Foods Inc. headed by their President Mr. Johnny Khong Hun to conduct a Community-Based Healthy Lifestyle Maintenance Program. An event was composed of sets of advocacies with the members of the AMHOP including Dr. Ana Mae Belasoto- treasurer; barangay health workers led by Mrs. Erlinda Victoriano; members



As part of the DOH Community Based healthy Lifestyle Program, Salinas President Mr. Khong Hun explains the partnership of the City Health Office and Salinas Foods Inc. to the people of Roxas City

of the meat vendors association; and restaurant, hotels and catteria owners. An Income Generating Project (IGP) with

the members of city health office was launched as support to PP 958 by providing an access to healthy products, Nigari 100% Mineral Supplement Drops and Fidel Hammer Meat Tenderizing Salt, fortified with iodine, prevents IDD and other mineral deficiency related diseases to the people of Roxas City.

To address the problem of physical inactivity, unhealthy diets and stress as factors of NCD's, Nigari Waza especially led by Mr. Khong Hun, was conducted



Salinas President Mr. Johnny Khong Hun teaching the stretching exercise of the Nigari Waza to the members of the City Health Office



at around six in the morning in the Baybay area of Roxas City. Nigari Waza is an exercise composed of set of postures best intended and conducted at the crack of the dawn. It is a thousand year-old based method of exercise coming from the ancient traditions of Tai-Chi, Yoga and Aikido that involved the relationship of the mind and body. It is proven to be an enjoyable, way to achieve a stress free living, overcoming anger, avoiding mental and physical tension and cultivate an inner spiritual strength. After the enjoyable Nigari Waza exercise, a cooking demonstration using one of the latest Salinas products, Fidel Hammer Meat Tenderizing Salt, was done at Casa Feliza Restaurant, owned by Corazon Ortiz. The cook used the product in their special recipes of grilled squid and chicken tinola. The effectivity of the product that it can be used in any kind of meat giving a more tender, more tastier meat dishes was proven.

As part of the growing family of PHA, Salinas Foods Inc. extended their advocacy in Roxas City by visiting, St. Anthony Hospital, who is member of PHA. St. Anthony Hospital is owned and managed by the Daughters of Charity of St. Vincent de Paul. Salinas Team presented Fidel Iodized Salt, Nigari 100% Natural Mineral Supplement Drops, Fidel Hammer Meat Tenderizing, and Tropics, to the members of the Daughter of Charity. A cooking demonstration regarding the effectivity of Fidel Hammer Meat Tenderizing Salt was conducted. It was highlighted that the Filipinos



Salinas Foods headed by Mr. Khong Hun with the St. Anthony Hospital Medical Staff headed by the members of Daughter of Charity

usual eating habit of chewing meat 3 to 5 times from the healthy eating habit of 26 times chewing to avoid stomach problems was answered by Fidel Hammer Meat Tenderizing Salt. It will enable us to eat more tender meat healthy enough for digestion plus it is fortified with iodine.

The importance of having adequate minerals as means of preventing illnesses was discussed during the Nigari presentation. A bulb demonstration on electrolysis to explain how Nigari and its minerals work in the body was shown. The demo explains that if the



**FEATURING LAMBOT-SARAP Fidel Hammer Meat Tenderizing Salt! special kind of iodized salt guaranteed to tenderize any kind of meat in the shortest period of time with up to 50% savings in LPG consumption and cooking time. TRY IT NOW!**



body is inadequate of minerals, it will be prone to illnesses for it cannot function well.

### Healthy Lifestyle Advocacies in Baguio City

As part of the 10<sup>th</sup> Pre-Nutrition Month Celebration of the Nutritionist-Dietitian Association of the Philippines (NDAP), Salinas Foods and NDAP Baguio Benguet Chapter joined together in the Community Based Healthy Lifestyle campaign last June, 2008. NDAP Baguio Chapter is the Most Outstanding NDAP chapter of year 2006.

The 10<sup>th</sup> Pre-Nutrition Month Celebration is one of their programs in preparation to the upcoming Nutrition Month for year 2008. The program is aligned with their mission of empowering the Registered Nutritionist Dietitians (RND) for the effective and efficient delivery of nutrition and dietetics through sustained continuing professional education program, an enhanced image of the profession and nurturing values commitment, dedication, and civic consciousness for the



Salinas Foods Glenn Khong Hun with the members of the Nutritionist Dietitian Association of the Philippines (NDAP) Baguio Benguet

ultimate vision of healthy nation through adequate nutrition for all.

Before the formal convention, Salinas President Johnny Khong Hun challenged every member of NDAP to wake up early, experience the cold weather and breath taking scenery of Baguio City while having a stimulating exercise, Nigari Waza. The activity was held at the Baguio Country Club at around six in the morning wherein every members of NDAP who attended enjoyed the experience. Following the exercise, a healthy breakfast of hot swimming pool caldo, a one dish meal complete of carbohydrates, proteins, fats, vitamins and fortified with minerals through addition of Nigari 100% Natural Mineral Supplement Drops, was served.

After the Nigari Waza Exercise and healthy arroz caldo breakfast, NDAP members actively joined the 10th Pre Nutrition Month Seminar with the theme "Sa Wastong Nutrisyon ni Mommy, Siguradong Healthy si



Members of NDAP Baguio Benguet Chapter actively participating in the Nigari Waza exercise held at the Baguio City Country Club at around 6:00 in the morning



Baby". Salinas Foods also participated in the same event as Mr. Khong Hun provided a speech regarding the importance of having adequate minerals in the body through products preventing iodine deficiency and other mineral deficiency disorders. The speech is backed up with a booth that displayed samples of such products namely Nigari 100% Mineral Supplement Drops, FIDEL Iodized Salt, FIDEL Hammer Meat Tenderizing Salt and Tropics.



Mr. Johnny Khong Hun talks about the importance of having adequate minerals in the body during the NDAP 10th Pre-Nutrition Month

Salinas booth displaying products that provide adequate minerals in the body during the NDAP 10th Pre-Nutrition Month Seminar





# The enterprise

**P**resently, Salinas Foods Inc. is continuously conducting advocacies in partnership with members of PHA and NDAP. These advocacies support the DOH programs to combat the problems of mineral deficiencies and promote healthy lifestyle programs with the main objective of improving the lives of every Filipinos.

## FEATURED PRODUCTS!!

Salinas Foods Inc. has come up with a product **Fidel Hammer Meat Tenderizing Salt** that will give LAMBOT-SARAP to your meat dishes. A special kind of iodized salt guaranteed to tenderize any kind of meat in the shortest period of time with up to 50% savings in LPG consumption and cooking time. It is very easy to use, for every ½ kilogram of meat, you will only need one sachet (5g) of Fidel Hammer. When boiling, pour the contents of one sachet after the scums are removed and enjoy the tender and delicious taste of your favorite meat dishes. **TRY IT NOW!**



**FIDEL Iodized Salt** has been the no.1 brand iodized salt nationwide. Since 1993, the onset of salt iodization campaign, Salinas Foods Inc. first responded to the call to end the high prevalence of Iodine Deficiency Disorders (IDD) through this brand-FIDEL Iodized Salt. Today, FIDEL has gained popularity throughout the country primarily for its health benefits, high quality and for giving a very good livelihood to many Filipinos.



**E**njoy skin exfoliation and rejuvenation at the comfort

# Tropics

of your home through Tropics Minerals for the skin, another Salinas breakthrough designed merely to take care of the largest organ of our body, the skin. It enriches our skin with vital minerals and exfoliates dead skin that is best applied when the body is sweating. During sweating, the skin pores are open thus minerals like magnesium are better absorbed. Magnesium forms a bond with the sebum on the surface of our skin forming protective veil preventing the skin's moisture from evaporating and protecting it from irritant keeping the skin to be firm, glowingly-healthy, hydrated complexion. Tropics comes in three interesting varieties and scents, **TROPICS MINERALS SKIN BATH** is available in Peppermint and Lavender scents, **TROPICS MINERAL SALT GLOW SCRUB** is available in Tropical Fruits, Lavender and Peppermint scents and **TROPICS BATH and FOOT SOAK** is available in Rosemary, Lavender and Peppermint scents. **TRY IT NOW!**



**M**inerals are important to having a healthy body, as with carbohydrates, proteins, fat and vitamins. However nowadays processed foods are everywhere and water is being purified leading to loss and/or removal of essential minerals. Without minerals, the nutrients in the food we eat cannot be used by the body or turned into energy, illnesses will result like cardiovascular diseases due to lack of magnesium. **INTRODUCING!**

**Nigari 100% Liquid Mineral Supplement Drops**, food supplement that brings back essential minerals in our body thus brings back life's energy! It contains macro



BFAD FR: 54832

and micro minerals to improve energy, fight stress and prevent lifestyle related diseases such as CVD, diabetes, hypertension, arthritis and others. It is a supplement comes in liquid form thus 98% absorbable and very convenient. **TRY IT NOW!**

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Articles and layout of this issue by:  
Joanna C. Mosatalla RND

Editors:  
Johnny Khong Hun  
Glenn John Khong Hun  
Christine A. Capul

Comments and suggestions  
are welcome.  
Please contact us at:

**SALINAS FOODS, INCORPORATED**  
33 Scout Rallon St., Quezon City, Metro Manila  
Tel: (02) 371-4384 to 85 ; 412-5426 FAX: 371-4385  
Text hotline: 0908-2467630  
E-mail: [consumer@salinas.com.ph](mailto:consumer@salinas.com.ph)  
Visit: [www.salinas.com.ph](http://www.salinas.com.ph)