

## **Packaging and Labelling Bagnet: an Iloko Food Product from UNESCO World Heritage City of Vigan**

Leticia A. Battad, MATiffi  
Clara I. Arquelada, MATPA  
Purissima F. Rabang  
Aida P. Vecina, MATPA  
Beatriz Ragon, MATPA

### **Abstract**

*The study focused on the packaging and labeling of bagnet, an Ilocano food product from the UNESCO World Heritage City of Vigan. The process in the preparation of bagnet was presented to come out with the indigenous way of handling the food. A key informant interview was implemented to assess the characteristics of the produced sample in terms of the appearance, color, texture, and palatability. The evaluators revealed that based on the characteristics mentioned, it was found out "Outstanding" in all the samples tested. It recommended that further development on the techniques and processes in preservation of the indigenous Ilocano food be employed without sacrificing the uniqueness of the Ilocano products.*

### **Introduction**

#### **Background of the Study**

Vigan City is famous being one of the UNESCO World Heritage Sites in the Philippines. The city is a tourist spot because of its places which attract the eyes of the Biguefios and visitors from the Philippines and other countries in the world. Aside from the unique place, some products are also well-known.

Bagnet is an Ilocano product known internationally because of its palatability, and nutritive value. Its sanitary preparation makes it popular. Item like this is sold like hot cakes especially so if it is properly labeled and well-packed.

Food packaging and labeling of food products to be sold are important aspects in order to win more customers to patronize them. These are very essential ways in preserving food because they aid in lengthening the shelf-life of the food, protect them from the infestation, and improve the overall appearance as well. This endeavor is of great help to entrepreneurs to improve the packaging and labeling materials to make a very flourishing enterprise.

### Objectives of the Study

The study focused on the packaging and labeling of bagnet manufactured in the historic UNESCO World Heritage City of Vigan.

The specific objectives of this study are the following:

1. present the Ilocano technique in the preparation of bagnet;
2. derive a technology in the packaging and labeling of bagnet;
3. assess the product in terms of appearance, color, texture, and palatability; and
4. derive the cost-benefit ratio in the production of bagnet

### Significance of the Study

This study is primarily attained to improve the quality of Ilocano products and labeling materials. It arouses the interest of the consumers locally and internationally. It is hoped that this endeavor will help maintain the texture, aroma, and flavor of the product. And with the new technology on the packaging and labeling of the product, the product line be protected from contamination.

### Review of Related Literature

The main function of a package is to insure complete protection of the contents. The packaging material should be suitable to the product properties and it should not alter good qualities of the product (Soriano, 1994).

De Leon (1966) claimed that packaging aids in lengthening the life of food. The packaging materials, their characteristics, their weak and strong points should be considered in order to use them to their full advantage.

Sealing the container on the package should be done carefully to prevent loss of moisture and exposure to air. The sealed container on the package should be clearly labeled (Vaal, 1978).

Meat preservation is a process in which it will lengthen the storage life of the meat. The physical appearance, the chemical composition and consistency of the product may change, but as long as its fitness from human consumption is lengthened, preservation is achieved for it is the means of delaying spoilage (Ibarra, 1983).

## **Methodology**

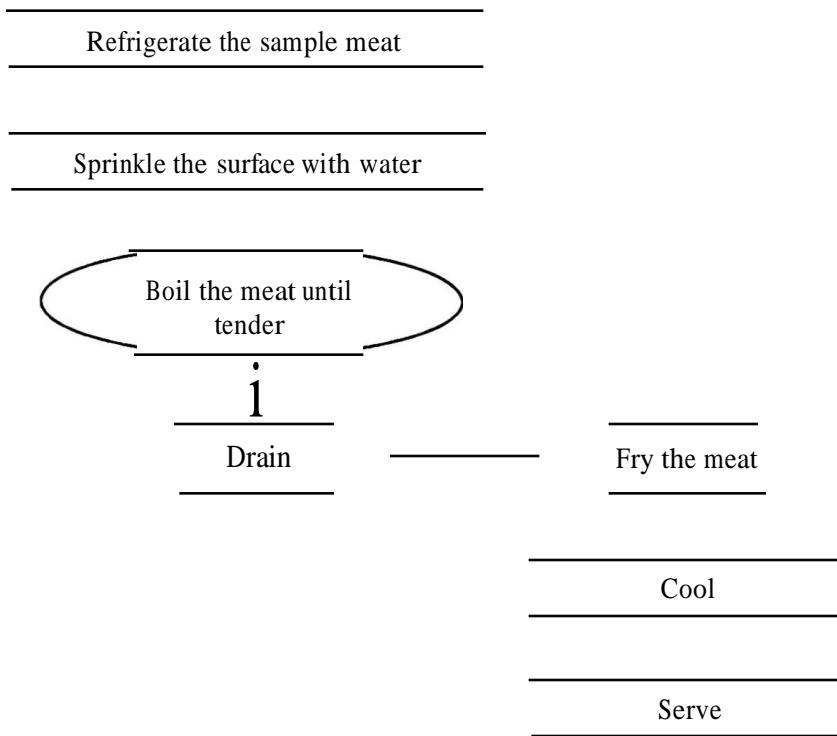
The study was conducted at the Laboratory High School of the University of Northern Philippines.

The researchers adopted the Ilocano techniques in the preparation of lloco products such as bagnet. A Key Informant Interview (KII) was used to gather related information regarding the packaging and labeling of the product. To answer the objectives of the study on the assessment of the Ilocano products, teachers and students served as evaluators on the characteristics on appearance, texture, color, and palatability of bagnet. The cost-benefit ratio in the production of bagnet was also derived.

## **Results and Discussion**

### **Technique in Preparing Bagnet**

The process in the preparation of producing a puffy or crackling bagnet is presented in Figure I.



**Figure 1. Process in the preparation of the Ilocano Bagnet**

**Assessment of the Product**

Table 1. Assessment of Bagnet in Terms of the Characteristics

<b>Characteristics</b>	<b>Mean Rating</b>	<b>Descriptive Rating</b>
Aopearance	4.9	Outstanding
Color	4.9	Outstanding
Texture	5	Outstanding
Palatability	4.7	Outstanding
<b>Overall</b>	<b>4.87</b>	<b>Outstanding</b>

4.21 – 5.00 *Outstanding*  
 3.41 – 4.20 *Very Satisfactory*  
 2.61 – 3.40 *Satisfactory*  
 1.81 – 2.60 *Fair*  
 1.00 – 1.80 *Poor*

Table 1 presents the assessment of bagnet in terms of the different characteristics. The table shows that the mean rating of appearance as rated by the evaluators is 4.9 which implies that bagnet is outstanding in terms of appearance. On color, it has a mean rating of 4.9 which is described as outstanding. The texture of bagnet produced has a mean rating of 5.0 and it described as outstanding. And when the product is assessed in terms of the aroma as well as the taste or palatability, it turns to have a mean rating of 4.7 which is outstanding in rating.

When the overall mean of the product bagnet is considered, it described as outstanding justified by a mean rating of 4.87.

### Cost-Benefit Analysis

Table 2 presents the matrix for the cost-benefit ratio in the production and packaging the bagnet product in Vigan City. It is noted that an amount of Php 3,696.00 is the total expenses for the production and packaging of 15 kg finished product of bagnet from 20 kg of pork in fresh. When this product is sold in the market at Php 350.00 a kilo, the total product cost is Php5,250.00. From the table, it is indicative that the expected gain per kilo of the product bagnet is Php103.60. This means that the cost-benefit ratio is about 29 %.

Table 2. Cost-Benefit Analysis in the Production and Packaging of Bagnet Product

Item	Quantity	Unit	Unit Cost (Pesos)	Total Cost Pesos)
<b>A. Expenses</b>				
Pork (Fresh)	20	kilos	Php 160. 00	Php3, 200. 00
Salt	2	gantas	15.00	30.00
Oil	12	bottles	18.00	216.00
Fuel		lump sum	(00.00	100.00
Styrofoam and Labeling Materials	15	set	10.00	150.00
Subtotal				Php3,696. 00
<b>B. Product Cost</b>				
Bagnet (with packaging)	15	kilos	350. 00	Php 5, 250. 00
Profit= Product Cost less Expenses				Phip_1, 554.00
Expected Gain per Kilo of Bagnet				Php 103. 60
Cost-Benefit Ratio				29.60 %

## Conclusion and Recommendation

The sample Ilocano food product such as bagnet was prepared in an indigenous way of preparation wherein the Ilocano techniques were implemented in the handling of the said food products. The sample specimen of bagnet was served to the evaluators in which it had an overall rating of 4.87 which has a descriptive rating of outstanding. In the analysis of the cost-benefit of the product, bagnet, it was derived that the ratio is about 29%. With the packaging of Ilocano bagnet product, the life span of it is expected to be prolonged for several weeks when properly stored on a cold temperature like other frozen products available in the market. Techniques on the improvement of bagnet should be implemented to improve the quality and presentation of this product of Vigan City, a world heritage site in order to compete in the world market. Other researchers should consider the marketability of the said Ilocano food product and conduct an in depth analysis of the status and prospects of the industry.

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