

## Impact Assessment on Food Production & Processing as Livelihood Project

Asia Pacific Journal of  
Management and  
Sustainable Development  
Vol. 10, No. 1, pp 34-39  
March 2022  
ISSN 2782-8557(Print)

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**Abstract** – One of the tri-fold function of Lyceum of the Philippines University Batangas is Community Extension that plays an important and significant role in the social transformation and became an instrument in improvement of lives of many Batanguenos by providing sustainable projects. The College of International Tourism and Hospitality Management is one with the university its effort on helping its adapted community conducts several community extensions projects and one is the effort to help the beneficiaries in Food production and processing. This study assessed impact and effectiveness of the livelihood project to the Beneficiary of SHL Restoration Village. The participants of the study were the residents of SHL Restoration Village covering 50 houses. There a total of 10 housewife beneficiaries who volunteered to be trained in processing foods and baked products. Based on the result of the study, it was revealed that there was a positive impact on the beneficiaries, CITHM Faculty and students. It is also proven that the livelihood project is effective. Furthermore, it is revealed that the impact of the project is directly affected by its effectivity. It is suggested that the college may continue its effort in training and guiding the beneficiaries in growing their business through monitoring their progress and helping them to cope up in challenges of food business through management aid. And, guide them in acquiring assets and equipment that will help them ensure food safety and hygiene even if the food production and processing are done in the village

**Keywords** – Community extension, entrepreneurial, effectiveness, volunteerism.

### INTRODUCTION

As part of the commitment of Lyceum of the Philippines University Batangas to help the residents in its adopted community, the Sotero H. Laurel Restoration Village they were trained to a livelihood project entitled; Food production and processing 2.0. Pioneered by College of International Tourism and Hospitality Management, selected resident beneficiaries of the village went through trainings in production of processed food through the expertise of Chef instructors under the college. In the last 5 years the beneficiaries were trained and guided to the business of processed food production to allow them to be self – sustaining. An impact assessment will be helpful to measure the effectivity of the project and assess future interventions, the process of identifying the anticipated or actual impacts of a development intervention, on social, economic, and environmental factors is defined by Roy [1] in his study as impact assessment. This assessment is important for the university to evaluate and assess the project that were launched for continuous improvement.

Since community extension is one of the functions

of Lyceum of the Philippines University – Batangas it makes an important participation in the change of lives of many residents of Batangas and socially helping to transform them through reaching out to provide venue for sustainable programs. As mentioned, one of the adopted communities of Lyceum of the Philippines University – Batangas is the Sotero H. Laurel Restoration Village located at barangay San Jose Sico, Batangas City. The university has been accommodating good number of residents in the said community through provision of houses and different community development projects to help them improve their quality of life.

One of the leading colleges in Lyceum of the Philippines University – Batangas that aid the residents is the College of International Tourism and Hospitality Management, the college together with its faculty members and students have launched various livelihood projects to help the beneficiaries and to help the university achieve its endeavour. One of the college's projects is bracelets selling through beads made by the residents as they were trained by the college [2]. Another project was Food production and processing 2.0 which aims to train the beneficiaries in

producing processed foods and other food products. The project started as a training for the beneficiaries in baking simple baked goods and eventually led into progressively trainings for processed foods. The college provided the trainings for skills in baking and cooking, and the materials and ingredients for the products as initial capital for the start-up of the project.

As mentioned by Borbon and Ylagan [2] in their study, livelihood program is a beneficial initiative that will have a favourable result and improved on opportunities economically for many. This study would like to evaluate the impact and effectiveness of the livelihood program led by the college. The result of the study would benefit the university and at the same time the future of the adopted community and families in SHL Restoration Village since it aimed to provide action plans for continuity of improvement. With this, this study evaluates impact of the livelihood project to the Beneficiaries of SHL Restoration Village. It aims also to assess the impact of the livelihood project in terms of values gained and economic status. In addition, the study determines the significant relationship on the impact and effectiveness of the livelihood project. As a result, the researcher proposed a recommendation for continuous improvement.

One of the goals of community extension is to provide opportunity for the community improve their quality of life, and order to measure if the efforts of helping the community in improving their life it is important to obtain quantitative feedback from the residents. As mentioned by Magnaye and Ylagan [3] in their study, to conduct a community assessment, it is very much needed to receive feedback from the residents about their experiences towards the surrounding. It is not only benefiting for the community but also from the end of the university since this is a way for the students to apply the skills learnt in school as they help and participate in the community extension programs. Those students who got involved to the service-learning project take advantage of inculcating their knowledge from their learnings in their classrooms [4].

Community extension programs are not only beneficial for the community but at the same time for the students and the university since it gives opportunity for the university to hone and transform its students to be future professionals moulded to their desired graduate attributes [5]. This is through the experience and training they got in immersing themselves in the projects led by the university. As stated by Roxas et al, [6] the development of

sustainable destinations are perceived task and effect of good governance. Equally beneficial for the adopted community, foreseen to benefit in long term basis as the projects became successfully sustainable for the residents and eventually will lead them into self-sustaining life and future. As mentioned by Vista, et al., [7] sustainable livelihoods allow the people especially rural poor to create a meaningful livelihood for their households; hence the quality, promotion and provision to livelihood are important in improving livelihood resilience as stated by Fang, et al., [8].

Community assessments leads to people to self – realizations and community involvement and cooperation then will lead to potential exploit of resources to address community needs leading into the development of need-based projects that are for long – term. As mentioned by Lewis [9] emerging technologies in agriculture, urban agriculture opportunities, existing facilities and resources and actively engaged constituents are some of the important assets of community extension.

Livelihood is very important for every people; it allows us to have the capacity to buy things that are needed to live on a day-to-day basis. While it is a reality that employment is an open opportunity specially for those who have secured credentials through education, not everyone is able to secure one specially those who are members of marginal sector. It is a reality that one cannot be financially free if he will remain an employee for the whole lifetime. To be financially free one way is to establish your own business, as mentioned by Dua, et al., [10] a person that establishes a business or enterprise is called entrepreneur. Skilled with innovative thinking and initiative he looks for high achievements. The primary objective of the project is to train the beneficiaries of the adopted community in food processing and production aiming to help them to have sustainable income in the future, as stated in the project proposal. The project has been running for quite several years and this has brought many benefits not only for the beneficiaries but for the faculties and students as well. Being able to reach out to people whom you do not know and ultimately help them to achieve improvement the quality of life is a rewarding experience already for the faculties and students. Witnessing the beneficiaries strive as they learn useful new skill brings fulfilment for them every after the training.

The College of International Tourism and Hospitality Management aimed to align its effort of helping the adopted community of LPU Batangas in a

manner that is related to the college. Through training the beneficiaries in food processing and production, the endeavor to help them put up their own livelihood and ultimately make it sustainable for the community is hoped to be achieved. Furthermore, as mentioned by Roxas, et al., [6] in sustainability concepts and issues thus tourism planning, and development revolved and addressing concerns in sustainability, environment conservation, and local community involvement has become more and more challenging. To ensure economic developments of the cooperative projects it is important to monitor accountability and transparency of project managers [11].

### OBJECTIVE OF THE STUDY

This study evaluates impact of the livelihood project to the Beneficiaries of SHL Restoration Village. It aims also to assess the impact of the livelihood project in terms of values gained and economic status. In addition, the study determines the significant relationship on the impact and effectiveness of the livelihood project. As a result, the researcher proposed a recommendation for continuous improvement.

### METHODS

#### Design

This study used a descriptive method to assess the impact of the livelihood project to the Beneficiary of SHL Restoration Village as a basis for the proposal for sustainable tourism community extension program.

#### Participant of the Study

The participants of the study were those residents of SHL Restoration Village covering 50 houses. There is a total of 10 beneficiaries who voluntarily serve to be part of livelihood project which is food production and processing.

#### Data Gathering Instrument and Procedure

The instrument that used in this study is an adapted questionnaire to assess the impact of the livelihood project in terms of values gained and economic status. The researcher conducted the distribution of questionnaires to the residents of SHL Restoration Village.

#### Data Analysis

The collected data were tallied, encoded, and interpreted using different statistical tools such as weighted mean and Analysis of Variance (ANOVA) The abovementioned tools like weighted mean will be used to determine the demographic profile and to assess the impact of the livelihood project in terms of values gained and economic status.

### Ethical Consideration

In the 21st Century, research opportunities, approaches and environments are in a continual state of flux, and this is also the case for the associated ethical issues thus the Issues of privacy and confidentiality have been considered beyond what is legally required [11]. In accordance with the Code of Ethics, all the data to be collected by the researcher from the respondents will be free consent – fully volunteered from them. The researcher also ensured that there is an utmost respect and value regarding the integrity of their respondents in the treatment to receive an effective response from them. Hence, respecting the ideas and opinions of the respondents and recoding their advice on the research topic can ensure a fruitful study.

### RESULTS AND DISCUSSION

**Table 1**

*Impact of the Livelihood Project in terms of Values*

Indicators	WM	VI	Rank
1. Improved my quality of life	3.67	Very Much	1
2. Build up my confidence	3.44	Much	2
3. Develop my creativity	3.33	Much	3.5
4. I become responsible citizen	3.33	Much	3.5
5. Give me chance to be productive	3.11	Much	5
<b>Composite Mean</b>	<b>3.38</b>	<b>Much</b>	

*Legend: 3.50 – 4.00 = Very Much; 2.50 – 3.49 = Much; 1.50 – 2.49 = Little; 1.00 – 1.49 = Not At All*

Table 1 presents the impact of livelihood project in terms of values. The composite means of 3.38 signifies that the impact was high. Improved quality of life was the most observable which obtained the highest mean score of 3.67 and assessed as very much.

Others were to the level of high such as build up my confidence (3.44), develop my creativity (3.33), become responsible citizen (3.33) and give chance to be productive (3.11). Build up my confidence ranked 2 which indicates that through the livelihood program the beneficiaries were inspired to pursue putting up a livelihood. Taking the risk in acquiring new skill in food production and in marketing led them into exposure to small business settings. Through the project as well it is observable for the beneficiaries to be confident as they reach out to students, staffs, and faculties of the university whenever they set out for product free tasting, making them more socially connected and interact with potential customers. Develop my creativity (3.33) and become more responsible citizen (3.33) were tied in the ranking, since through the community extension programs of the university, the faculties and the students were encouraged to immerse themselves in the spirit of the

university for the love of God and country. The project led the stakeholders – the students, the faculty and staff and the beneficiaries into greater appreciation of becoming responsible citizens as it gave opportunities for immersion into someone's real – life situation, realizations on the ways to help others in our own simple ways. The provision of extending the expertise of the faculties and the application of learnings for the students as they train the beneficiaries brought a great impact for them that will help them become more responsible citizens. Livelihood program is a beneficial initiative that will have a favourable result and improved on opportunities economically for many [2].

However, gave me chance to be productive (3.11) ranked least with a verbal interpretation of much. Being in the food business would require a lot of attention for the manager/proprietor, being attentive to the right processes and standards would practically require time for them if they wanted to secure safety specially in sanitation. Since the university is also looking after helping the beneficiaries create a safe and secured food product, the project perceived the trainings for the beneficiaries to be held in the university premises where in the facilities and equipment are well maintained and stewarded based on food safety standard. In this regard the beneficiaries would need to travel from the restoration village all the way to the university every scheduled training and would require them to leave their house and chores for a significant number of hours for them to be trained. It is observable that since all the beneficiaries are housewives and have kids, they would need to sacrifice some tasks and even undergo per batch training just for them to be able to participate.

**Table 2**  
*Impact of the Livelihood Project in terms of Economic Status*

Indicators	WM	VI	Rank
1. Help provide needs of my family	3.33	Much	2.5
2. Help me have a regular source of income	3.33	Much	2.5
3. Give me opportunity to save for the future	3.00	Much	5
4. Able to handle my finances very well	3.22	Much	2.5
5. Inspire me to put my own small business	3.33	Much	2.5
<b>Composite Mean</b>	<b>3.24</b>	<b>Much</b>	

*Legend: 3.50 – 4.00 = Very Much; 2.50 – 3.49 = Much; 1.50 – 2.49 = Little; 1.00 – 1.49 = Not At All*

Table 2 shows the result of the study in the Impact of Livelihood Project in terms of Economic Status, the composite means of 3.24 showed positive impact. Among the indicators, help provide needs of my family (3.33), help me

have a regular source of income (3.33), able to handle my finances very well (3.22) and inspire me to put my own small business (3.33) ranked the same. The indicators reveal the benefit for the beneficiaries the project

hoped to achieve, since the primary goal of the project is to help the beneficiary's startup a sustainable business. Food will always be one of the primary need of people, and to start a business capitalizing in this basic need is a good opportunity specially for those who have limited access to formal work. Being able to manifest these indicators is a good sign of development for the beneficiaries leading them into becoming self-sustaining through entrepreneurship. Ultimately becoming entrepreneur who is the person who puts up a business or enterprise [10]. The ability to perceive opportunity to provide for the family through small entity, generating regular income are indicators of becoming self-sustaining individual. As mentioned by Vista, et al. [7]. sustainable livelihoods allow the people especially rural poor to create a meaningful livelihood for their households.

However, give me opportunity to save for the future (3.00) ranked least among the indicators. Although food business is an income generating business, it is also a reality that competition is tough in this field. A lot of enterprises are popping out within the same market range. Since the project would allow the beneficiaries to generate income on a profit – sharing basis among the beneficiaries, it doesn't eliminate the competition in the field. Since the beneficiaries would have their share based on their recorded time – in and time – out participation, their personal income would be a reflection on how they have involved themselves in the project. To be financially free one way is to establish your own business [10].

Table 3 displays the effectiveness on livelihood project. The composite mean of 3.44 implies that the livelihood project is effective. Among the indicators the project is well funded and supported by the college and LPU got the highest weighted mean score of 3.56. Starting a food business would require a substantial amount of capital, from the ingredients needed in food tasting up to the production of orders itself involves significant amount of money. Since the training and initial production are done in school laboratory kitchen in order to ensure food safety and sanitation, a fund to support the beneficiaries' transportation and food cost was allocated. Training in a well-maintained facility led the beneficiaries to perceive the importance of sanitation and food safety in food business which in result will make their products reliable and of good value for their customers. The commitment of the university in supporting the beneficiaries to start their own sustainable livelihood were evident through the provision of startup capital for the training materials needed like ingredients, packaging materials, food and transportation allowances, and equipment. Generously allowing the beneficiaries to use the school facilities for their training is a manifestation of support from the college and LPU. the development of sustainable destinations are perceived task and effect of good governance [6].

**Table 3**  
*Effectiveness of the Livelihood Project*

Indicators	WM	VI	Rank
1. The faculty and students teach the beneficiaries effectively	3.44	Effective	3
2. There is enough time allotted in the project to make it successful	3.44	Effective	3
3. The project is well funded and supported by the college and LPU	3.56	Highly Effective	1
4. The project also helps the save and preserve the environment	3.44	Effective	3
5. The project is successful and effective.	3.33	Effective	5
<b>Composite Mean</b>	<b>3.44</b>	<b>Effective</b>	

Legend: 3.50 – 4.00 = Highly Effective; 2.50 – 3.49 = Effective; 1.50 – 2.49 = Less Effective; 1.00 – 1.49 = Not Effective

Furthermore, the faculty and students teaches the beneficiaries effectively, there is enough time allotted in the project to make it successful, the project also help the save and preserve the environment were all tied in weighted mean of 3.44 with a verbal interpretation of effective. One of the objectives of the project stated in the project proposal is to develop the spirit of Volunteerism to the Faculty members, Staffs of LPU and CITHM together with their students thru engaging them to participate in the effort through sharing their resources, talent and skills. For the faculty, staff and students of CITHM to go out of their comfort as they help the beneficiaries learn skills in food processing and production is remarkably an experience of sharing life with others. With their expertise they led the beneficiaries into creating opportunity to become self-sustaining through starting a small food business and in return led the faculties and students to deeper appreciation of social responsibility and volunteerism. Those students who got involved to the service-learning project take advantage of inculcating their knowledge from their learnings in their classrooms [4].

More so, the project continue to be supported and guided by the college it is observable that with enough time for the business to mature, the project is becoming successful and as the beneficiaries are exposed to importance of hygiene and sanitation, greater appreciation of awareness to environmental conservation are observed.

However, the indicator the project is successful and effective got the lowest rank with a weighted mean of 3.33. Although with a verbal interpretation of effective it is observed that the beneficiaries perceived this as least among the indicators. The increasing competition in food business and the challenge of practical distance from the village to the university limits the availability of the beneficiaries in continuous production of processed foods, in addition the limitations of market brought by competition results on lower income that what is expected. The beneficiaries

divides their share from all the profit they collected in collective efforts of selling their products [13]. According to Pesigan et al [14], tourism and hospitality students are willing to help others without expecting anything in return. The community extension activities had a significant impact on students' values and attitudes, as well as their knowledge and abilities. The students could do a class exercise about their volunteer experience and how they learnt values and life lessons while participating in community extension programs.

**Table 4**  
*Relationship Between Impact of the Livelihood Project and Effectiveness of the livelihood project*

Impact	r-value	p-value	I
Values	0.726*	0.027	Significant
Economic Status	0.790*	0.011	Significant

Legend: Significant at p-value < 0.05

Table 4 displays the association between the impact of the livelihood project and its effectiveness. It was observed that the computed p-values indicate a strong positive correlation and the resulted p-values were less than 0.05 alpha level. This means that a significant relationship and implies that the greater the impact, the more effective are the program. the project have been running for five years already and it can be observed that as the impact of the project increases in the livelihood of the beneficiaries the more it also affects the overall effectiveness of the project. The project Food production and processing is geared towards training the beneficiaries in producing baked products, processed foods and simple food items that are affordable for the general market. Guiding also the beneficiaries in marketing strategies like packaging and helping them as well in acquiring basic food costing skills are all made possible through the support of the university and through the expertise and skills of the faculty, staffs and students. With these foundations of the project it aimed to prepare the beneficiaries in sustainable and quality life in the future, allowing them to earn additional income since they are housewives and are not able to be formally employed by companies. Furthermore, it is important in community extension programs to measure its effectivity by the assessments of its impact to different stakeholders like students and most especially to the community [2].

### Conclusion and Recommendation

The positive impact of the project in terms of values gained is that the beneficiaries were able to have improvement in the quality of their life and it is observed that four indicators such as help provide needs of my family, help me have a regular source of income, able to handle my finances very well, and inspire me to put my own small business are positive impact in economic status. It also shows that the impact of the project in the values of the beneficiaries is appreciated by them. Furthermore, the fund and support by

the College and LPU are very helpful in achieving the effectiveness of the livelihood project. Moreover, the study proves that there is a significant relationship on the impact and effectiveness of the livelihood project.

The College of International Tourism and Hospitality Management may continue its effort in training and guiding the beneficiaries in growing their business through monitoring their progress and helping them to cope up in challenges of food business through management aid. The college may continue its expression of committing to help other potential benefactors in starting small businesses related to its field of expertise, hospitality and tourism. The university and the college may continue its guidance for the beneficiaries in sustaining their startup business but it is recommendable to guide them in acquiring assets and equipment that will help them ensure food safety and hygiene even if the food production and processing are done in the village. The future researchers may continue to explore on the impact assessment of other beneficiaries having different set of variables.

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