INNOVATIVE PRODUCTS FROM TUNA BY-PRODUCTS: TUNA HAM ALA FIESTA





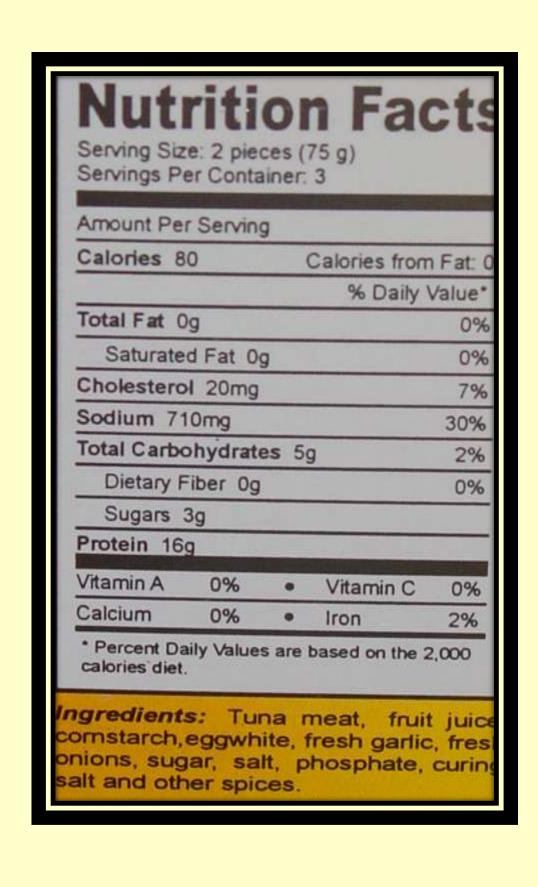
Tuna Ham Ala Fiesta is one of the best sellers of the CITRA MINA SEAFOOD Market, more particularly during the Yuletide Seasons. It is rich in omega-3 fatty acids; no added animal fat and no MSG. It is very low in cholesterol and sugar, hence, is the best substitute for pork ham with even better texture, color and taste. It can be yummingly served either steamed or baked.

The product is vacuum-packed in nylon pouch and placed in a fancy carton box, showing all the information, e.g. Nutrition Facts. It is available in slices (226g) and whole (500g). It can be kept frozen at -18°C. It had been successfully launched at the IFEX 2004 at the World Trade Center and is exclusively sold at the CITRA MINA Seafood Market with 11 branches in the country. Their main stores are located in General Santos City.



Sliced Tuna Ham and its secondary carton package

The CITRA MINA SEAFOOD GROUP, a big tuna exporter based in General Santos City had commissioned Dr. Erlinda B. Panggat to transform the yellowfin tuna by-products e.g. red and black meats, skin, trims, etc. into novel products that are affordable yet amazingly tasty and healthy. Other top selling products include a variety of sausages, rolls, dumplings, fish floss, skin crispies, kikiam; and thermally processed tuna in pouches and jars: sisig, adobo, burgers in mushroom sauce, and tuna in black bean sauce. Most of these products had already reached the US markets.





The CITRA MINA SEAFOOD GROUP

still communicates occasionally for any further modifications or innovations not only for product development but also for packaging and product quality and safety.

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