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ACCEPTABILITY OF AN INDIGENOUS PHILIPPINE BERRY [LIPOTE,
SYZYG. IM CURRANT] (C.B. ROB.) MEER., MYRTACEAE]
AS AN ENTREPRENEURIAL PRODUCT

EDITHA R. GUEVARA - REYES

Submitted in Partial Fulfillment of the Requirements for the
Degree of Doctor of Philosophy (Home Economics)
Department of Home Economics Education
College of Home Economics
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Diliman, Quezon City

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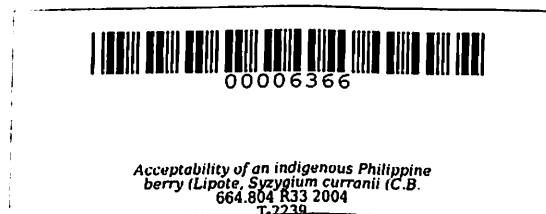
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ABSTRACT

This study was designed to determine the acceptability of processed *lipote* as an entrepreneurial product based on appearance, palatability and general acceptability. The respondents consisted of 12 laboratory panelists (food technology students) and 100 consumers who were purposively chosen from the CvSU Home Economics, Vocational and Technical Education Department (HEVTED) population. Score sheets using four-point Hedonic scale and a questionnaire were given to the respondents to gather data. Age, gender, educational attainment, family income, food and entrepreneurial orientation were factors found to be correlated with acceptability. However, coefficients of correlation were weak to be predictive. There were significant differences in the perceived acceptability of processed *lipote* products between the two types of respondents. All processed *lipote* products were found acceptable in terms of appearance, palatability and general acceptability. However, jelly was found to be more acceptable than jam and juice. Tertiary Home Economics should incorporate product development using indigenous fruits in the curriculum as part of entrepreneurship to create more livelihood opportunities, thereby improving family well-being.

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CHAPTER I

INTRODUCTION

The Philippines is endowed with a wealth of indigenous edible fruits. Yet, they are not the country's major crops today and their potentials as commercial crops have not been evaluated. From the point of view of horticulturists, native fruits can prove their potentials either as fresh or processed products. Statistics show that more and more developed and industrialized countries are turning to fresh and processed fruits (Tacio, 2000).

Background of the Study

The Philippines has 32 fruits and nuts that are found to be economically important. Of these, 23 fruit species and varieties were introduced from tropical countries in Asia and some parts of America. There are also fruits native to the country, yet they and the many other indigenous fruit and nut species have not been considered as major crops (Tacio, 2000).

A view of Philippine fruit situation cited by Gatchalian and De Leon (1992), states that fruits such as banana, pineapple, citrus, papaya and mango are among the many fruit bearing trees cultivated in large scale. All of them were introduced to the Philippines during pre-Spanish times (Tacio,2000). According to Coronel (1986), the Philippines is a native land to many fruits and nuts. Likewise, Sarian (2001) mentioned that the country is rich in native fruit berries but these are mostly taken for granted. He supported the view stressed by