

Johanna's Chicken shines as model SME

Small-town chicken processor grows to become poultry pillar



Johanna's Chicken Processing Center is one of five outstanding SMEs in the 2013 Meralco Luminaries Awards.

For almost every golden brown fried chicken that the Filipino fast food industry proudly hails as a staple delight, the journey begins in a high-tech facility in Lucban, Quezon, where Johanna's Chicken Processing Center (JCPC) stands.

JCPC runs the full spectrum of poultry operations – from hatching eggs through its temperature-controlled hatchery systems to handling the various stages of automated chicken processing. Its Lucban plant alone processes about 42,000 birds per day, or about 3,300 per hour. Manned by at least 700 workers, JCPC also boasts of modern facilities for cold storage and blast freezing.

These technologies ensure JCPC delivers products that meet the highest quality and safety standards for every chicken served in some of country's major fast food chains, and safe even for those exported abroad.

Blast freezers for instance, not only inhibit the growth of bacteria that could lead to spoilage of food, but also but also help retain the integrity and quality of fresh produce. By rapidly bringing the chicken's temperature down, small water crystals are formed that help retain the integrity and quality of JCPC's fresh produce.



JCPC supplies frozen poultry products to some of the country's most popular fast food chains.

"Kritikal talaga ang yelo at kuryente dito," noted JCPC chief operating officer and plant manager John Michael Gonzalvo. "Sa hatchery, halimbawa, ilang minutes lang mawala ang kuryente, malaki ang possibility na hindi mag-hatch ang itlog. Imagine kung mawala ang kuryente ng isang araw, ang laking loss nun."

Quality service

Beyond its traditional role as energy provider, Meralco supports JCPC as an SME partner. The young Gonzalvo noted, "Sa planning ng proposed business *pa lang kasama na kaagad namin ang Meralco. Maganda ang relationship namin sa kanila at ramdam talaga namin yung reliability and quality of electricity na galing sa Meralco.*"

The chicken processing company is also enrolled in the utility's Peak/Off-Peak (POP) scheme. Under the POP program, customers can take advantage of lower energy costs during pre-defined off-peak hours. By working closely with the utility, JCPC was able to plan the expansion of new facilities and roll out its 24/7 operations.

The significant energy savings has also inspired Gonzalvo to adjust production schedule and take advantage of off-peak energy prices on Sundays.

"Ang laking bagay ng partnership namin with Meralco," the JCPC chief added. "*Hindi na namin pino-problema yung quality ng kuryente kasi alam namin na 'pag galing sa Meralco, malinis at stable ang daloy ng kuryente. 'Tsaka masipag sila magbigay ng advice kaya madalas naiwasan na namin ang mga aberya sa kuryente.*"

Sustainable partnership

JCPC is one of five outstanding SMEs in the 2013 Meralco Luminaries Awards under the small to medium enterprise (SME) category. The Luminaries Awards is a customer recognition program which recognizes the utility's most outstanding clients and partners from the public and private sectors.

Rain Reyes, Meralco vice president and head of SME business Group said, "We don't want to be just an energy provider. We want to be an enabler of Filipino SMEs through the quality and consistency of service and electricity that we provide. We want to be a partner in nation-building which is why we want to empower the sector that drives the growth of the local economy."



The successful partnership of JCPC with Meralco is the product of early collaboration and continuous coordination.

"Ang laking bagay ng partnership namin with Meralco. Hindi na namin pino-problema ang kuryente kaya naka-focus na lang kami sa growth ng business."

- John Michael Gonzalvo
JCPC Chief Operating Officer
and Plant Manager

Gonzalvo credits continuous collaboration with Meralco as key to the steady growth of their business. The company is, in fact, set to open its second rendering facility and its first feed mill. "As an entrepreneur, isa talaga sa best advice *na maibibigay ko ay 'yung lumapit at mag-coordinate with Meralco. Sila pa mismo magsasabi sa'yo kung anong programs ang applicable para may energy savings ka without compromising the quality of electricity that you need to sustain your business.*"



Clean and stable electricity is crucial in running a hatchery and maintaining the high quality of products.

Supporting Filipino SMEs

Whether it's the onset of a new business or plans for expansion, there is immense value in collaborating with Meralco. As the country's premiere power distributor, Meralco understands that Filipino SMEs need dedicated support to thrive in a competitive market.

Meralco SME Partners is a team of Meralco professionals specifically assigned to understanding and supporting the energy needs of Filipino SMEs. To find out more about it, call the Meralco customer service hotline at 16223-SME (16223-763) or send an e-mail to sme@meralco.com.ph.