

Nuts About Business

Edelyn's Homemade Nuts

A housewife from Pampanga found it harder for a small entrepreneur to succeed in business than for a thread to pass through the eye of the needle. But faith, persistence, and help from the government took her eventually to success far more than she had imagined.

Edelyn Sitchon Cahero did not know that the nuts market was projected to grow at an annual rate of 5 percent in value and 3.1 percent in volume from 2015 to 2025. All that Edelyn knew in 2002 was that her husband was jobless and her income as a part-time real estate agent could not support their two children in elementary school.

Seeing peanuts as one of the nation's favorite snacks, Edelyn and her husband went into retailing nut delicacies. After a year, they embarked on wholesale.

With their small margin and scarce volume to yield sufficient income, the couple decided in 2005 to do the processing themselves and produce their own brand: Edelyn's Homemade Nuts.

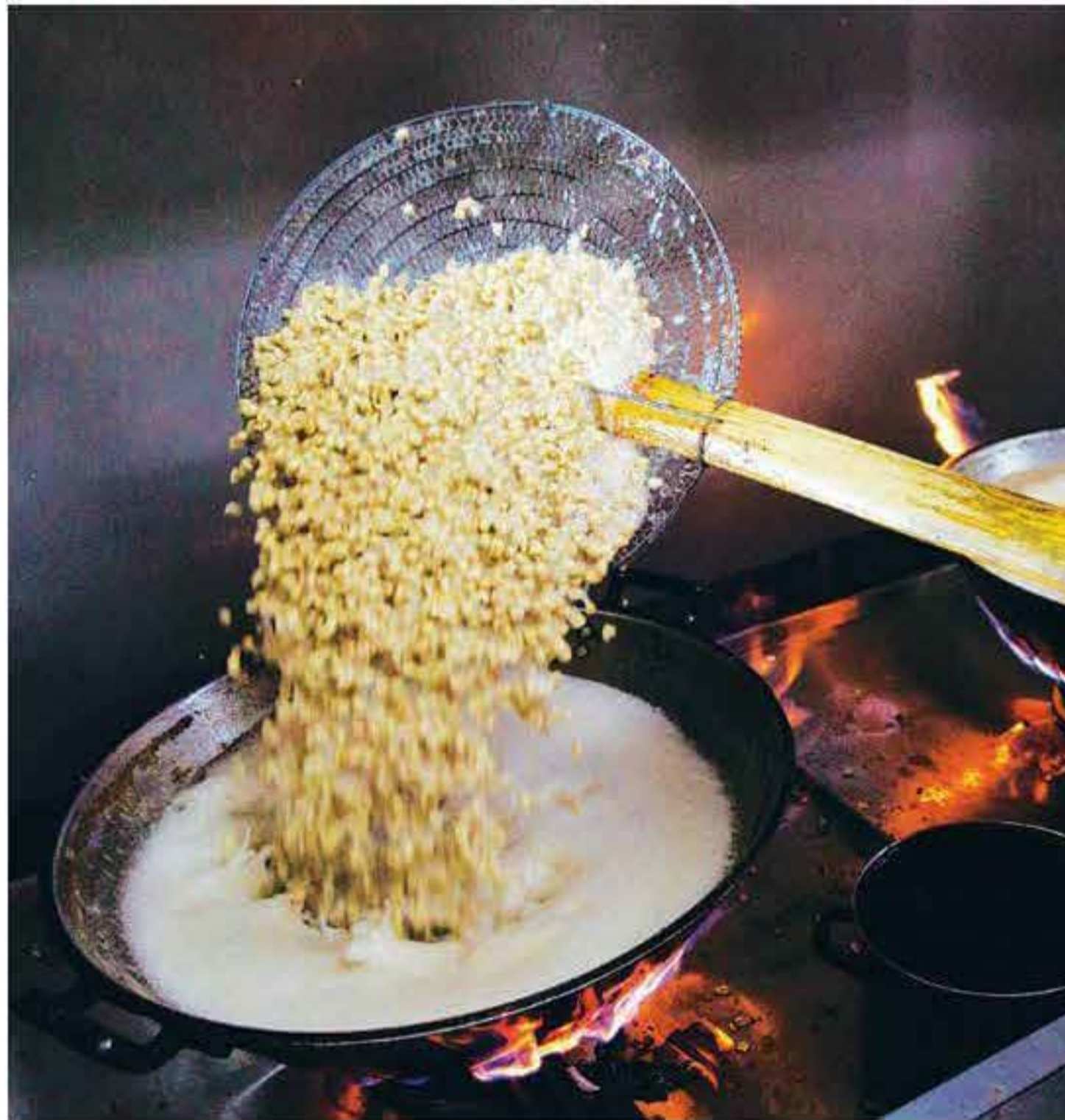
The venture posed even more challenges, especially in sourcing capital without having anything to offer as collateral, forcing her to succumb to interest rates as high as 24 percent to keep the business going.

She also had to put up with distributors, exporters, and mall stall operators who promised large orders, but demanded requirements too big for a small enterprise like hers. Supermarkets and specialty stores imposed similar requirements, while some companies ignored her proposals.

"We got so tired of getting rejected," sighs Edelyn.



SUCCESS THROUGH DETERMINATION
Edelyn did not take rejections as a failure. Now, her business has become one of the top household brands in the savory snacks and delicacies industry.



TRADE SECRET
The nuts are carefully roasted to perfection to achieve the signature taste. These undergo an intricate quality check before getting packaged.

Things began to turn around only when she resorted to taste tests or product sampling, severe price cuts, and selling on consignment to generate demand. Subsequently, the orders started coming in, after the Department of Trade and Industry (DTI) came into the picture. DTI guided her to success—from acquiring knowledge in nutrition and product packaging designs, to consumer trade, export marketing, brand management, and business development.

In no time at all, big institutional buyers began giving her a steady stream of orders and repeat orders. And in just five years, Edelyn's Homemade Nuts posted a 20-percent capital increase as sales surged to millions.

Since then, Edelyn's has been joining in DTI-sponsored local, regional, and national exhibitions and trade fairs, landing spots on various television shows, and making its way to foreign markets. She has received national awards for



business, as well as dozens of citations and certificates of appreciation and recognition from the government.

Her trade secret is in how she is able to bring out the natural flavor of the nuts with just enough garnishing and frying, or roasting, to get them cooked to perfection.

Daily, her company dishes out up to 400 kilos of peanuts alone. The other products are cashew nuts, garlic chips, pill seeds, and squash seeds, all retailed in over 100 outlets nationwide, and still counting.

To give back to the community and express her gratitude to the DTI, her company promotes social values while generating jobs and tax revenues.



The name EDELYN is also an acronym for the company's core values—Economy, Dependability, Enthusiasm, Loyalty, Youthfulness, Nurture, and Spirituality—which she makes her employees adopt and share with others to mitigate poverty.

Edelyn also donates to local civic projects, supports the church and its activities, and holds community events such as feeding programs, medical missions, and sports events. She provides seedlings to her neighbors for greening the environment. She also plans to help out small entrepreneurs start their own businesses.

In all of the 15 years since going into business in 2002, Edelyn's nuts and seeds have borne fruits in more ways than one.



TASTY TREATS
Among Edelyn's Homemade Nuts' specialties are Greaseless Peanuts, Dry Roasted Cashew Nuts, and Bitterless Garlic Chips.

EDELYN'S Core Values

economy
dependability
enthusiasm
loyalty
youthfulness
nurture
spirituality

HOW DTI HELPED

Edelyn's Homemade Nuts got exposed to big institutional buyers by participating in the DTI-sponsored **Silad Pinoy** trade fair in SM Megamall. Acquiring knowledge in nutrition, packaging design development, consumer trade and export marketing, brand management, and business development got easier for Edelyn through **Project KAPATID's Mentor ME** program.