

# Mountain Maid Training Center

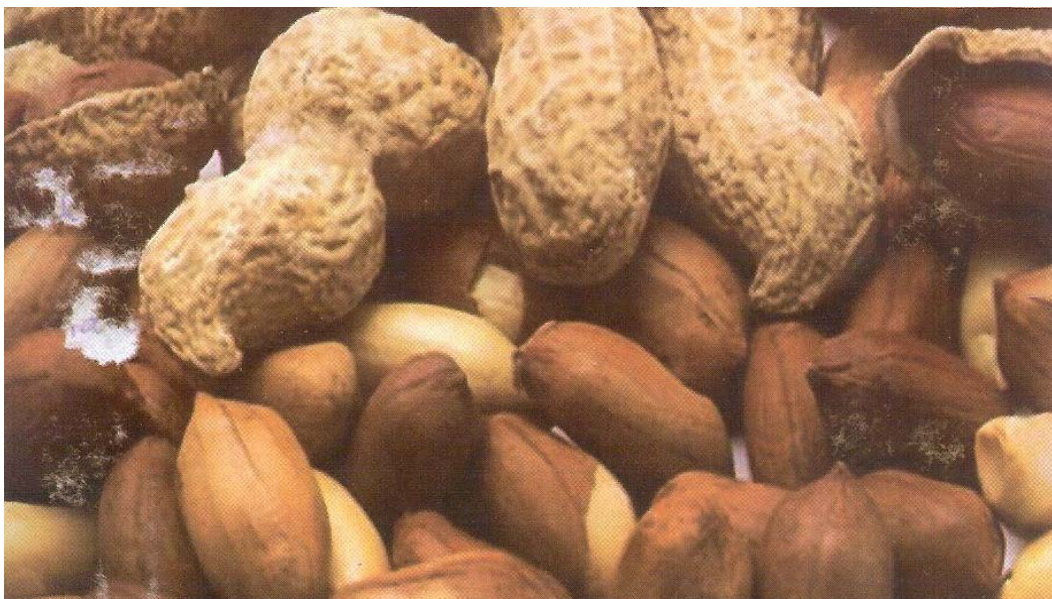


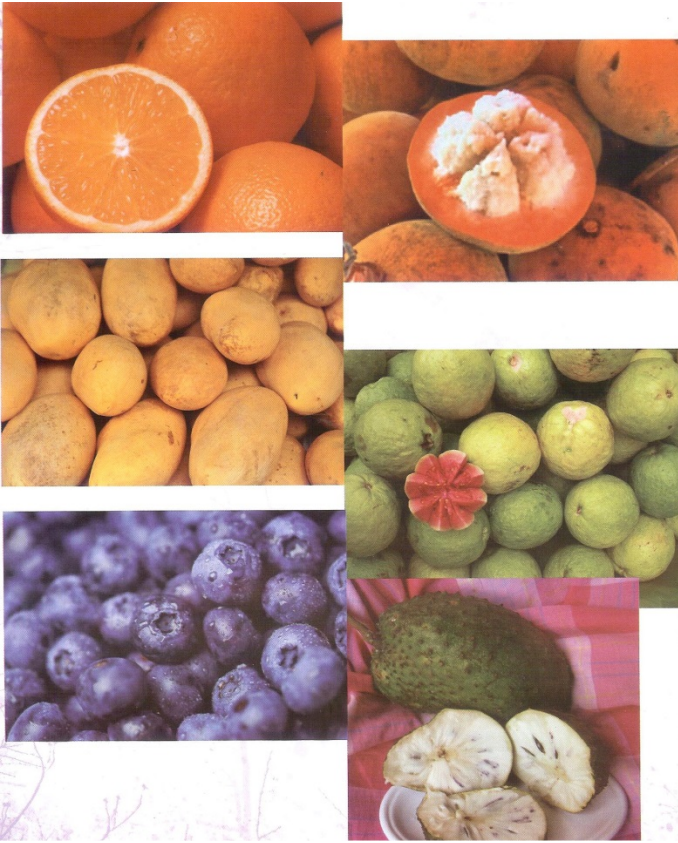
Good Shepherd  
Compound  
15 Gibraltar Rd.,  
Baguio City,  
PHILIPPINES

**Our mission** is *“to continue the redemptive mission of Jesus the Good Shepherd, of bringing about fullness of life with care and compassion, by enabling the economically challenged, deserving youth from the six tribes of the Cordilleras to live in dignity and integrity”.*



Raw Materials





Raw Materials





Washing

# Production First Floor Ube Jam



Peeling



Grinding



Cooking



Packing



What started as a rolling store in the 1950s grew into what it is today, a large scale social enterprise in food processing. The first product was strawberry jam. At present, among the best sellers are ube jam (50% of sales), peanut & cashew brittle, lengua de gato, alfajores and angel cookies.

Our annals tell the story that when the Sisters and students first made strawberry jam over sixty years ago, they collected used glass bottles of different sizes, begged their friends to buy their jam and asked for the bottles back after the jam was consumed. We now source our glass jars and metal caps from San Miguel Packaging Corporation delivered in container vans.

Production  
Second Floor  
Jams Jellies  
Pickles  
Flakes



Hulling



Cooking

Packing





## Our Blessings

We count as our blessings -

- ✚ availability of raw materials
- ✚ dedicated and committed work force
- ✚ available market
- ✚ overeager customer
- ✚ creativity, innovation and openness to new trends.

Production  
Third Floor  
Brittle,  
Crunch







In the Jubilee Year of 2000, the Asian Institute of Management (AIM) did a case study of Mountain Maid Training Center. The title of the study was

‘Winning with Inferior Resources:  
A Superior Strategy for Helping the Poor’.

The introduction best encapsulates the strategy that has guided us all these years.

*Those who seek to help the poor whom we call development managers are like revolutionaries. They too, have to make do with inferior resources . . .*

*They succeed due to the TOTALITY OF THEIR COMMITMENT, the SUPERIORITY of their STRATEGY and the SUPERBNESS of their PROJECTS.*

Bakeshop  
Breads, cookies





Mountain Maid Training Center Store



Snack Bar



Organic Store



Value Formation  
Retreats





## Secret Recipe?

- Integrated/holistic human development approach to the training and formation programs of the student-workers, staff and farmers. These include values formation on the dignity of work, discipline, honesty; Christian formation, retreats, daily bible reflection and prayer, all on paid time.
- Multi-generational loyal customers who share in our mission as stated on the metal caps of our products, *“Each time you buy our products, you help send us to college - Cordillera youth”*.
- Quality and integrity of our products – our products advertise themselves, promotion is by word of mouth which makes paid advertisement unnecessary, despite the many copycats.
- Power of prayer, gratitude for all God’s gifts, shared blessings. The social enterprise is to support the mission. Blessings are shared with staff, student workers, farmers, customers.