

# **UPGRADING PUBLIC MARKET AND VENDORS VIA THE QUALITY SEAL**



**USAID MIGP-BDS  
SWISSCONTACT**



**Ivan Idrovo • Marian Boquiren  
BDS Seminar 2005  
September 2005  
ILO Training Center - Turin, Italy**

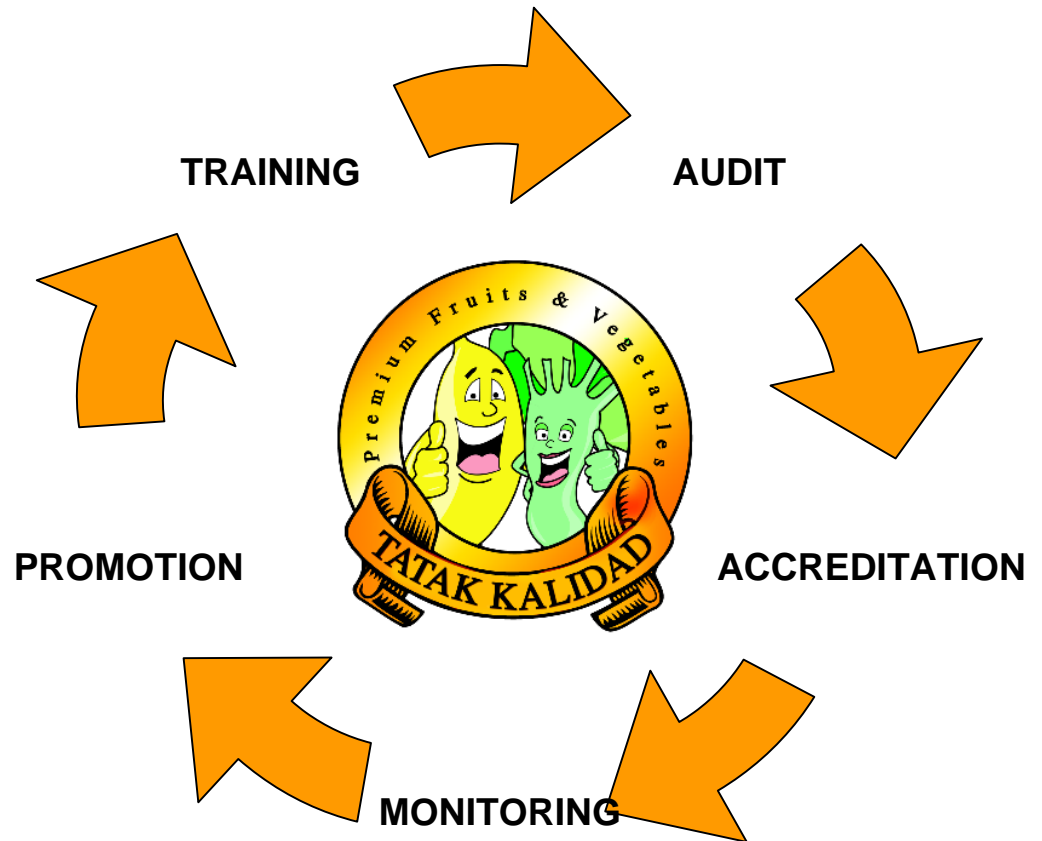
## Our interest in vendors and public markets ...

- ❑ Public markets provide farmers viable and low cost outlets for products
- ❑ Public markets offer start-up entrepreneurs viable locations to sell their products plus shared marketing and promotional programs that attract customers to the totality of the market experience, not just to an individual business.
- ❑ Public markets integrate start-up businesses with experienced vendors, producing a setting for the natural transfer of skills and experiences among businesses.
- ❑ Markets can help legitimize street vending by offering vendors a legal, safe, and supportive environment for business.

**In other words, public markets can be crucial stepping stones toward entry into the economic mainstream.**

# The Quality Seal (Tatak Kalidad) Program

- An integrated standardized protocol for quality uniformity and consistency in products, premises, and practices through the achievement of the Tatak Kalidad Seal.
- Uses the marketplace to promote quality and good practices by bringing the issues to the attention of the consumers and then using consumer interest to attract more vendors to the program.



# The Offer

- **Vendors:** improve income earning potentials of vendors through increase number of customers, ability to charge premium prices, and improvements in productivity and operational efficiency.
- **Consumers:** safe food, clean and orderly place to shop, honest and courteous service
- **Local Government:** improved enforcement of regulations, peaceful co-existence between stall owners and street vendors, framework for Public Market code

# Prerequisites

- Resolution from Local Government to provide the legal framework for the implementation of the program
- Set-up of Quality Policy Committee composed of representatives from the private and public sectors
- Definition and establishment of standards through forums with various stakeholders

## The Components

- **Training, Education, and Mentoring:** to provide vendors the means to acquire the necessary skills and knowledge for achievement of Quality Seal
- **Audit:** to check on the application of skills and compliance of vendors to standards
- **Accreditation/Certification:** to provide a formal recognition and, thus, an assurance to consumers that vendor has met has met quality standards of product quality, cleanliness, food safety, and business integrity and efficiency.
- **Monitoring:** to ensure that those eligible to use the seal continue to maintain the standards embodied by the Tatak Kalidad Seal
- **Promotion:** to create awareness among consumers on the relevance and meaning of the Tatak Kalidad seal and, consequently, get their support through patronage of Tatak Kalidad certified vendors, which could become motivating forces for vendors to improve practices

## TRAINING



## AUDIT



## ACCREDITATION





## MONITORING

## Model entrepreneurs awarded

THE office of the Strategic Development Cooperation for Asia (SDC Asia), a non-government organization, recently awarded the winners of the Search for Model Entrepreneurs of Pambaja Public Market in a program at the Freedom Park in Pambaja City on March 30.

BY RAQUEL C. BAGNOL Reporter

Best TK Trainer-Ricardo Villanueva, Larap/Vegetables Section, special award Priscila Alex Salcedo, TK Use director.

Winners for February were the following:

Airmine Bata and Asuroor Ranque Villanueva. The event formed part of the week-long celebration of Anniversary of Pambaja City which culminated on March 31.

The judges for the contest rep-

resented the following standards:

"The winners in the market premises which is a lot better compared to the best was seen based on the observations of Mayor Roy Garcia are Ivan Milawa, SDC Asia program officer from Ecuador during their visit "First week of March," the winners in February were the following:

## PROMOTION



## Progress to date ...

- Pilot public market is a leading contender in nationwide competition on Food Safety and Nutrition
- Peaceful co-existence between stall owners and street vendors. Street vendors allocated space inside the market.
- Vendors submitted a petition to City Government to include attendance to TK/QS training a prerequisite for renewal of business permits





**BEFORE**



**TODAY**



**BEFORE**



**TODAY**

**Before**



**Today**



## Progress to date ...

- Income of vendors increased on the average by 40%. Spoilage reduced by 30%.
- About 20% of the vendors collectively or individually process fruits and vegetables near spoilage. These provide them with additional income.
- Training services expanded to food processing. Vendors who have undergone training conduct instant demonstration to interested “customers” for a fee of PhP 5.
- Core group of trainors are also tapped by other organizations to conduct training

