



De La Salle University – Dasmariñas

CAVITEÑO SPECIALTY FOODS

An Undergraduate Thesis Presented to the Faculty of the
Communication Arts Department
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ABSTRACT

TITLE: CAVITEÑO SPECIALTY FOODS

ADDRESS: Dasmariñas, Cavite

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OBJECTIVES OF THE STUDY

A. GENERAL

This study aimed to determine how Caviteño specialty foods present the identity of the different towns in Cavite.

B. SPECIFIC

1. What is the historical origin of the Caviteño specialty foods?
2. What are the processes in making the Caviteño specialty foods?



3. What are the political-economic and socio-cultural contributions of the Caviteño specialty foods to the towns of Cavite?
4. What are the indications that these Caviteño specialty foods represent their hometowns?
5. What are the efforts exerted by the local inhabitants to preserve the existence of these Caviteño specialty foods?
6. How do the local governments support the preservation and promotion of the Caviteño specialty foods?

SCOPE AND COVERAGE

The major purpose of this study is to describe how the special foods from different towns in Cavite present the identity of the hometown. A video production entitled “E-Meal-io Aguinaldo” is created featuring six specialty foods from six different towns in Cavite chosen based on five sources: the OTOP website, interview with faculty chosen of the Social Sciences Department of DLSU-D and Studies Center Events Coordinator and researcher Mr. Jeffrey Lubang, and three literatures highlighting Cavite foods. The video tackles the historical origin, production processes, the social, cultural, economical and political contributions and the government and locals’ ways of preserving the specialty foods.



MAJOR FINDINGS

Based on the video and series of interviews done to gather information in this study, it shows that most specialty foods or its ingredients are naturally available in the towns where these specialty foods are found. The production process for each specialty food is different from the ways other foods related to it are created. The specialty foods have major impacts to the locals' lifestyle, and the local government and its inhabitants have serious efforts to innovate and maintain their specialty foods.

CONCLUSION

The identity of each town presented by its specialty foods are based on different factors. The identity of the town can be seen in the authenticity of the food processes, which can be traced in the town's history, its preservation, and the specialty food's or its ingredients' natural abundance to the town. The locals' culture and lifestyle reflects the people's adaptation of the specialty foods in their way of life is also a point to consider. The aggressive support of the local government to promote their specialty foods through programs such as creating food festivals to celebrate it, which media broadcasts, is a big help to advertise the product. The locals' initiative to re-invent their specialty food into a new product gives fresh means for their towns to be identified.



RECOMMENDATION

The researchers suggest that the future studies focus on how the specialty foods can build a regional food identity for Cavite, or examine how Caviteño food festivals portray the food culture of the towns in Cavite since food culture is reflection of the town's history and society's culture. The researchers also encourage that future researchers would make an update of this study to check the specialty foods' development in relation to the aspects featured in this study.





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