

#TheFilipinoCan

In March 2020, Metro Manila, along with other regions in the Philippines, was placed under community quarantine as COVID-19 began to spread in various areas. Since then, the daily routines of many Filipinos have been overturned as the new set-up saw general mobility restricted and non-essential establishments confined to limited or even zero operations. Only essential services were permitted to continue, such as medical services, financial services, retail and wholesaling, food preparation and delivery services, utilities, and manufacturing.

Initially, we saw consumers panic buying due to the uncertainty brought about by this new threat to public health. Many Filipinos prioritized basic necessities, including our own products as they are affordable and shelf-stable which resulted in a surge in demand.

As a business tagged part of an essential industry, CNPF was allowed to continue operations to help provide the needs of Filipinos. We sought to overcome the new challenges brought about by the community quarantine as quickly and efficiently as possible to address the heightened demand. We had to determine how to mobilize our workforce when public transportation was suspended and how to move our products when mobility was restricted.

With the guidance of CNPF's leadership team and the support of the rest of the organization, we have undertaken various efforts to continue fulfilling our commitments to our many stakeholders.

Today, we face the fight
of our lives. But our spirit
can't be slain.

Business Continuity

We have taken measures to ensure business continuity given our responsibility to help ensure affordable food products are available to the nation.

On supply chain management

With regard to our raw materials, we are taking measures to mitigate potential disruptions on the global supply chain, and have alternative suppliers in place should we encounter any supply issues. These allow for sufficient raw materials inventory.

We are in constant coordination with our suppliers and trade distributors who are also tagged as essential industries. We are also increasing our logistics capabilities to ensure a smooth supply chain and continued finished goods inventory replenishment to address growing demand.

These are achieved with the help of the Department of Trade and Industry as well as the Inter Agency Task Force to maintain a smooth flow of goods, and allow for continued operations across all business units.

On capacity expansion

Some of our expansion programs have been accelerated to meet high demand. Our new tuna plant in General Santos was commissioned last March, effectively increasing our capacity. We have also hired additional personnel such as merchandisers and warehousing staff and continue to automate and expand production lines to further support the business.

On emerging consumer trends

We continue to take stock of our medium- to long-term growth plans, taking into account new consumer trends that are emerging as a result of the enhanced community quarantine.

As a good portion of the population are unable to freely go outside of their homes, there has been an increase in the number of consumers cooking at home. We have been catering to this by actively using digital media to post recipes and how-to guides, allowing us to continuously

build brand equity and connect with consumers even while they are at home.

We have also increased our ability to sell via non-traditional channels such as dedicated online stores and home delivery service. There has been positive reception and take up from these channels.

Product health and safety will definitely be top of mind amongst consumers in the foreseeable future. During the enhanced community quarantine, this has benefitted products that serve as alternatives to food items which are inaccessible or perceived to be "less safe" than the packaged format. Standard production processes for our canned goods also involve ultra-high heat processes that again ensure the safety of these products. We are also currently emphasizing the added health benefits in our existing products to cater to the more health conscious consumer.

Following the economic uncertainties brought about by this pandemic, "value for money" products are likely to outperform. Most of our brands fall within this segment and cater primarily to the base of the consumer pyramid.

On production adjustments

Regular operations continue as these expansion programs and growth investments are carried out. In part to above efforts, our production, distribution, and warehouse facilities, alongside other critical functions, are operational around the clock. This allows us to maintain a decent customer service level amidst an uptick in demand, ensuring our products are readily available.

While maintaining production levels, we have revised our plant layouts and shift schedules to ensure not only the safety of our products but most especially the health of our workforce. We have also implemented stricter security and safety protocols across all worksites. These include regular disinfection of our plants and warehouses, enforcement of social distancing in all areas, distribution of health kits to employees, and all other Department of Health safety protocols.

Our Employees, Our Frontliners

Our employees are the reason we are able to continue operations and service the Filipino community. We are immensely grateful for their dedication to help the company and its stakeholders during these trying times, and are providing the necessary support to each and every one of them.

Our employees continue to be properly compensated, with an advance in their prorated 13th month pay. We have worked to make health benefits more accessible while areas are still under community quarantine. The Company also distributed free canned products and vitamins, and

provided free transportation, accommodation, and meals in certain facilities.

Our employees are proud of the work they do, ensuring our products are available at this time when consumers need them the most. We see renewed commitment from our own frontliners even as we face more challenges going through the COVID-19 situation in the country. They embody our values of customer-centricity and *malasakit*, focusing on the needs of Filipino consumers during this pandemic in order to fulfill our purpose of nourishing and delighting everyone, everyday, everywhere.



"We process and deliver all orders from trade and local government units, ensuring that supermarkets and groceries have enough stocks on their shelves and that local government units are able to distribute CNPF products to every family. We also make sure that we have enough delivery units to serve requests for donation nationwide. These may just be regular day-to-day activities, but we know deep inside our hearts that we have touched lives and have provided nourishment and healthy food to our countrymen. At first, I was afraid to report for work due to COVID-19; but being a logistician, I know that I have a responsibility to ensure that my fellow Filipinos have food on the table. I also have a responsibility to the company and my team members to ensure the supply chain will not be hampered and will continue to provide its services to the people."

Manolito Oliquiano, Distribution Center Manager



"My work contributes to the processing of some company finances, without which we would not be able to sustain the expenses needed to operate. I choose to report to work despite the COVID-19 pandemic because I want to contribute to society by ensuring smooth operations in the back office, making our products available in the market as financial operations are covered."

Sandra Ramirez, Treasury Officer



Being in the Human Resources team, our clients are our employees. It is our task to nourish them with proper processes and policies that are suitable for whatever situation, especially now that we are forced to have a work-from-home set-up.

Employees are delighted knowing we continuously adjust the gears of our processes to ensure smoother workflows and employee assistance.

Given the current situation we are facing, our job in Human Resources is mainly to support management and align our employees to the direction we are moving towards. We should not be boxed to the norm but go beyond what is expected of us, being an arm in providing the needs of our employees to ensure business continuity.

Mark Avanceña, Human Resources Associate



"As the outbreak of COVID-19 continues to spread around the world, we safety officers play a vital role in keeping our factory safe by leading sanitation and conducting surface disinfection on a daily basis, and ensuring that employees comply with the proper use of masks and other personal protective equipment. We also take part in keeping our community safe by engaging with our local government units in their street disinfection program."

Glenn Umali, Plant Safety Officer

One with the Filipino People

We are also working closely with the national government and partner local government units to donate one million assorted food packs. As of May 2020, we were able to distribute more than 700,000 of these food packs. In addition, we support our country's healthcare workers, serving close to 260,000 snacks to 128 hospitals in 31 cities. This initiative was in collaboration with local food service brands "Shakey's" and "Peri-Peri Charcoal Chicken and Sauce Bar" as well as Frontline Feeders Philippines.

CNPF also formed part of Project Ugnayan-Damayan, the largest private sector-led fundraising collaboration including some of the country's leading business groups, Caritas Manila, and the Philippine Disaster Resilience Foundation. This initiative has helped feed 7.5 million individuals in Metro Manila's poor communities.



"The Perpetual Help Medical Center-Biñan would like to express its profound gratitude and gratefulness to Century Pacific Food, Inc. for donating boxes of sardines for our health workers and hospital staff. Anything is possible in the midst of this crisis because we have you to support us to win the battle against COVID-19. We cherish your kind support! God bless us all!"



"Another shout out to our friends at Century Pacific Food, Inc.! Thank you for donating 30 boxes of Century Tuna and 555 sardines to help take care of stranded UPLB students. *Mabuhay po kayo at maraming salamat!*"



"When difficulty comes, keep it in mind that there will always be heroes of their own kind that will make a difference in someone's life.' Earlier, Santa Rosa City Jail Female Dormitory, headed by JSINSP Analiza G. Foster, Female Warden, received nine hundred sixty (960) pieces of Century Corned Tuna easy open cans donated by Century Pacific Food, Inc., coordinated by JO1 Melvin Abastillas, CRS Officer. The said donation benefitted one hundred fifty-two (152) female Persons Deprived of Liberty (PDLs) of this facility. It is the facility's approach to lessen the burden on our PDLs due to suspension of 'Paabot' amidst the COVID-19 pandemic. We would like to extend our heartfelt gratitude to Century Pacific Food, Inc. Thank you so much!"

Pagsabog ng bulkan
Lindol
Bagyo

Nalampasan natin lahat yan
Pero hinaharap natin ngayon
ibang klaseng kalaban

Pero Pilipino Tayo
Matulungin
Mapagbigay
Handang magsakripisyo
Para sa bayan

Di natin pababayaan ang isa't isa
Matagal pa bago matapos ang laban na 'to
Tutulo ang luha
At may masasawi

Pero mananalo tayo
...kasi mas nakakahawa ang kabutihan
ng Pinoy

Kaya ng Pilipino.
#TheFilipinoCan

Volcano eruptions
Earthquakes
Typhoons

We have weathered them all
But what we are facing now
is a different kind of enemy

But we are Filipinos
Helpful
Generous
Ready to sacrifice
for our countrymen

We will always be there for each other
The battle will be long
Tears will flow
and there will be casualties

But we will WIN
...because Filipino Kindness is more
contagious

We can do this.
#TheFilipinoCan

We will win this
fight because
kindness is
infectious.

