“We make every resource count!”

The Philippines is the third largest producer of Pineapple in the world. However, a study reveals that only 35-40% of the fruit is edible meaning that 60-65% goes to waste. This contributes to climate change, soil and water contamination and air pollution. To address this high waste problem, the CNSC research team for Queen Pineapple Technologies (QPtech) developed cutting-edge sustainable technologies along with, energy development and additional sources of income for pineapple farmers.

QPTech in Camarines Norte State College converts agricultural wastes from Queen Pineapple (QP) into three products such as Queen’s Coal, QP Bran, and QP Instant Multi-use Marinade Mix.

Queen’s Coal - Compact, convenient and lower - cost coal that is all-natural and environmentally friendly with higher calorific value than commercial charcoal briquettes.

It boils water three times faster than other commercial briquettes, produces 59% less ash, with a higher heating value of 4,398.92 kcal/kg. Therefore is ecofriendly and affordable for low-income families.

Queen Pineapple Bran - QP Bran is an economically viable feed supplement for best health and performance of native chickens. It has a nutrient content of 75.34% carbohydrates, 5.28% protein, calcium, and enzymes that help digest food.

Queen Pineapple Instant Multi – use Marinade Mix - The QP marinade is a liquid mixture of QP pure extract, aromatic herbs, and spices. The blend of ingredients in the marinade tenderizes the meat and makes pork, beef, and chicken meat tasty when grilled or roasted. It is slightly sweet, salty, and aromatic. It can also be used to marinate fish and shrimp.

Butterball-size queen pineapple (QP), is priced very low in the market and, becomes a high valued commodity when processed into an instant multi-use marinade mix. The bromelain extract from QP’s peel, eyes, flesh, and core help tenderize meat.

Market strategy: licensing agreement, direct to consumer selling, and franchising

Target Beneficiaries:
- QP growers
- QP processors
- Households
- Food stalls, canteens, and restaurants
- Entrepreneurs
- Biofuel manufacturers
- Poultry grower
- Feeds manufacturer

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