

BFAR-10 and SanteH: Hito innovation unleashes culinary and economic brilliance

NAAWAN, Misamis Oriental (Feb. 08) – The Bureau of Fisheries and Aquatic Resources 10 (BFAR-10), in collaboration with SanteH Corporation and this province's hito growers, promotes the advancement of hito or "pantat" technology and value addition.



This initiative took center stage during the inauguration of this town's ceremony of the new municipal hall.

The event featured the preparation and free tasting of fifty kilograms of cultured hito, creatively cooked in various styles such as curried, ginataan, adobo, sinugba, fried, and grilled.

Attendees had the opportunity to savor these hito dishes, enhancing their appreciation for the versatile culinary applications of the species.

Moreover, a notable 30 kilograms of live hito, worth P4.5-K were successfully sold during the event, showcasing the economic potential of hito cultivation in the region.

SanteH Corporation, a prominent feed manufacturer with nearly two decades of experience in the aquaculture industry, played a pivotal role in the promotion of hito technology.

The company not only sponsored the free-taste activity but also showcased its hito feeds, underlining its commitment to supporting and advancing aquaculture practices.

The collaboration of the BFAR-10, SanteH Corporation, and the local hito growers in the province of Misamis Oriental is a strategic alliance aimed at raising awareness, innovation, and economic growth within the aquaculture sector.

Through the efforts of the provincial fishery office of Misamis Oriental and the FPSSD's Fisheries Post-Harvest and Marketing Session, the event intended to increase the market of cultured hito and contribute to the livelihood of its farmers. **(JTadena//PFOMOr)**

For detailed information on the hito growers, please refer to the brochure.



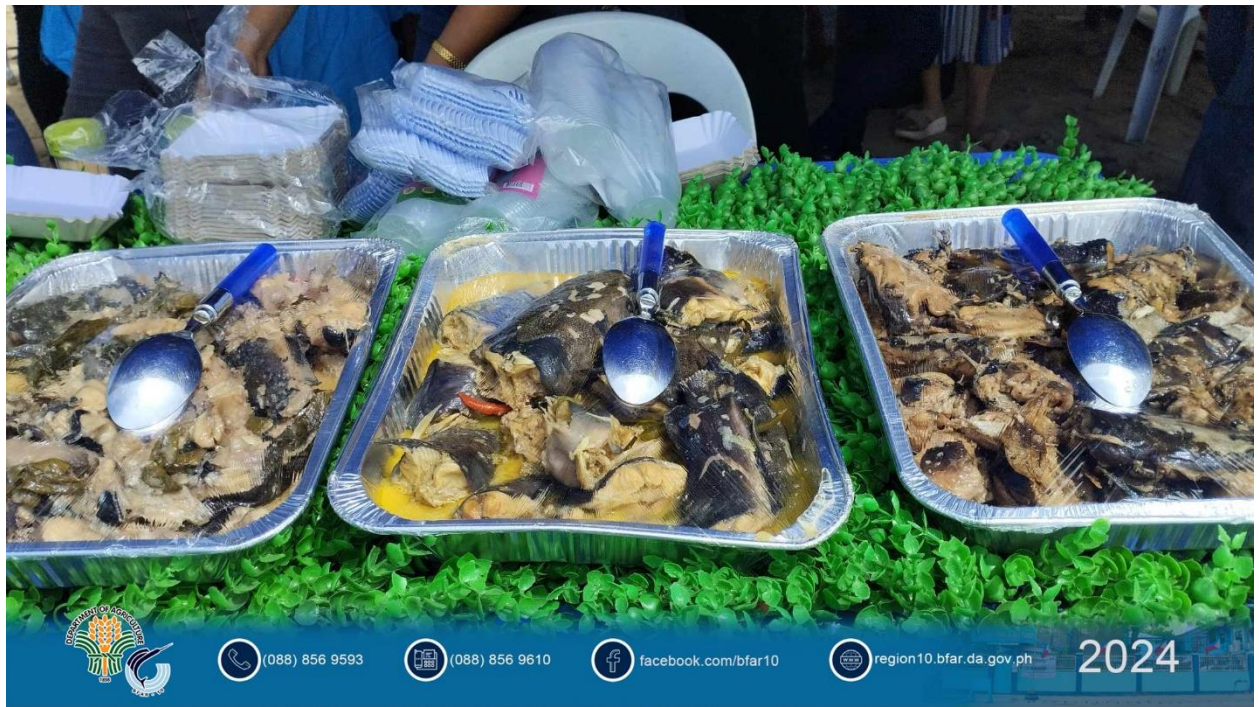
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