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**"Resource Management:  
Private-Public Partnership and Knowledge Sharing"**

**INCORPORATING PRIVATE - PUBLIC RELATIONSHIP INTO  
FOOD TECHNOLOGY DEVELOPMENT: CREATING ADDED  
VALUE TO "ALOE VERA" PRODUCT**

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Description of the project

The project consisted of several phases:

- Identification
- Preparation
- Appraisal
- Implementation
- Evaluation

It has been conducted for quite long period since 1995 and the 'Aloe Vera' product (in this case Aloe Vera dessert) was launched commercially in May 1999. The study was considered as an integrated study program. University (through department of Industrial Technology) prepared research on the utilization of 'Aloe Vera' as a new innovated food product and the private sector prepared all the necessary financial support and finding market.

Sustainable issues:

The appraisal report states that only limited beneficiaries in this case only the private sector which gain benefit clearly from the project, the effects of the project would be "not alarming from the nation point of view". However, no such cost benefit analysis was made yet but from the university point of view units this collaboration has made available a place and resource to do the research and university can develop knowledge on the particular aspect and that has enriched to the development of food technology.

From the macro economic point of view this project has also contributed a great deal economic impact such as create job opportunities, increase export value and any other market opportunities

Commercial product from this study is a product called 'Aloe Vera' dessert, it is categories as a healthy food.