

Secondly, essential oil such as cinnamon oil and clove oil could be added into cake for a good flavor. Cinnamon oil has been one of the ingredients to be mixed into fruitcake, carrot cake, and spicy cake for a number of years (Allrecipes.com, 2004).

Thirdly, according to the survey of the IMF products in Thailand, the price per weight of premium cake was the highest (0.78 Baht/gram) among those of the five potential products screened (ratios second of price per weight of bread, ham, bacon were 0.25, 0.12, and 0.3 Baht/g respectively). Therefore, the value added to the product after preservation with the active packaging would be the highest.

Table 11 Comparison of potentiality of IMF products from product survey

Product	Shelf-life (days)	Cost (Baht/g)	May contains cinnamon oil and clove oil flavous
Cake	2-14	0.78	Yes
Bread	2-14	0.25	Yes
Ham	30-45	0.12	No
Bacon	15-30	0.30	No
Cheese	30-90	0.92	No

There were also reasons to reject other four potential products. Firstly, the price per weight of bread is too low (0.25Baht/gram) as a result value added to the product to prolong the shelf life by the active packaging technique would be insignificant. Secondly, ham and bacon, which could be spoiled by bacteria, are easily preserved by a hard salt and nitrate normally added into the products (Zhao *et al*, 2005). The application of modified atmosphere and essential oil is not much beneficial to extend shelf life of these products. Finally, the price per weight of cheese is high (0.92Baht/gram) but cheese having shelf life from 1 month to 3 months is normally kept under a low temperature condition between 3 °C to 5 °C (Schär and