



# PHILIPPINE COCONUT AUTHORITY STRATEGY MAP

**VISION:** By 2022, PCA shall be the premier authority for products, process, research and development, policy, and services that promotes a globally competitive industry that is productive, self-sufficient, relevant, and knowledge-driven.

## MISSION:

PCA shall ensure the growth of the coconut industry by empowering its farmers and accelerating trade and market development thru the implementation of responsive programs and projects.

## CORE VALUES:

Professionalism  
Integrity  
Transparency  
Excellence

