



# PHILIPPINE COCONUT AUTHORITY STRATEGY MAP

**VISION:** A government institution with a competent workforce and responsive service towards a globally competitive industry by 2025.

## MISSION:

The Philippine Coconut Authority shall ensure the development and implementation of responsive and sustainable programs carried out in a participatory manner for the benefit of all stakeholders.

## CORE VALUES:

Professionalism  
Integrity  
Transparency  
Excellence

