PHILIPPINE COCONUT AUTHORITY (PCA)



VISION By 2040, a globally-recognized institution championing a market-driven coconut industry

mpact

Increased Farm Productivity

Empowered Farmers and Farm Workers

Globally Competitive Industry

rocess

Undertake research aligned with the strategy using advanced science and technology Capacitate farmers to sustainably manage enterprises anchored on priority commodities

Open new and expand markets for more products to stabilize prices and provide farmers sustainable livelihood Ensure compliance to trade and market requirements for industry sustainability and competitiveness

Support

Restructure and retool the organization to better respond to the evolving needs of the farmers and the industry Develop an integrated ICT system for lease of doing business and enhanced data -driven decision making

Pursue policy reform to fully capacitate PCA and facilitate roll-out of technologies

Use available resources efficiently and achieve financial self-sufficiency

MISSION To implement an integrated and inclusive coconut industry development program, carried out in a participatory manner, in order to benefit the coconut farmers

CORE VALUES
Professionalism I Integrity
Transparency | Excellence