PHILIPPINE COCONUT AUTHORITY (PCA)



VISION

The Philippine Coconut Authority: a proactive and competent institution steering the modernization of the coconut industry and the development of other palm oil industries by 2028 towards the empowerment of its farmers and other industry stakeholders.

STRATEGY MAP

Philippine Coconut Authority

mpact

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Support

Increased Farm Productivity

Empowered Farmers and Farm Workers

Globally Competitive Industry

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

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 develop and implement sustainable programs utilizing relevant and appropriate technologies and policies that foster growth, modernization and inclusivity across the entire coconut value chain with utmost degree of excellence and professionalism CORE VALUES
Professionalism | Integrity |
Transparency | Excellence

