



09 May 2019

**MR. EMMANUEL F. PIÑOL**  
*Chairman and DA Secretary*

**MR. GLENN B. SANTOS**  
*OIC-Administrator*

**PHILIPPINE COCONUT AUTHORITY (PCA)**  
 Elliptical Road, Diliman,  
 Quezon City



**RE: TRANSMITTAL OF 2019 PERFORMANCE SCORECARD**

Dear Sec. Piñol and OIC-Admin. Santos,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**) and 2019 Performance Scorecard (**Annex B**) of PCA. The same is to be posted in PCA's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.<sup>1</sup>

The PCA-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 27 November 2018<sup>2</sup> were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 18 December 2018 and evaluation of revised documents submitted through its letters dated 14 January 2019,<sup>3</sup> 20 March 2019,<sup>4</sup> and 26 April 2019.<sup>5</sup>

We take this opportunity to **REMIND** PCA that Item 5 of GCG Memorandum Circular No. 2017-02<sup>6</sup> mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter.

**FOR YOUR COMPLIANCE.**

Very truly yours,

**SAMUEL G. DACPIN, JR.**  
*Chairman*

**MICHAEL P. CLORIBEL**  
*Commissioner*

**MARITES C. DORAL**  
*Commissioner*

<sup>1</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

<sup>2</sup> Officially received by the Governance Commission on 29 November 2018.

<sup>3</sup> Officially received by the Governance Commission on 25 January 2019.

<sup>4</sup> Officially received by the Governance Commission on 21 March 2019.

<sup>5</sup> Officially received by the Governance Commission on 03 May 2019.

<sup>6</sup> INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.



# PHILIPPINE COCONUT AUTHORITY STRATEGY MAP

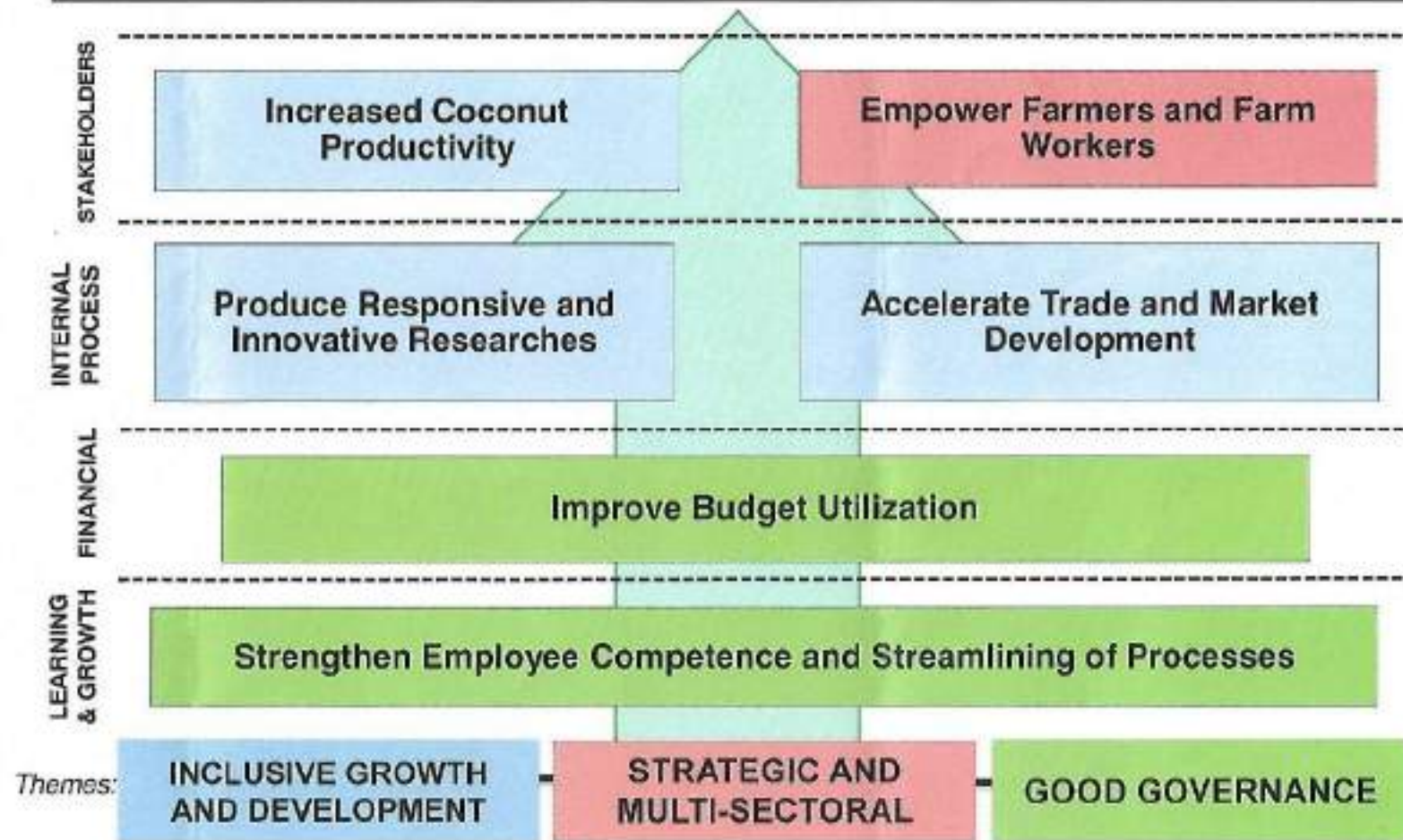
**VISION:** By 2022, PCA shall be the premier authority for products, process, research and development, policy, and services that promotes a globally competitive industry that is productive, self-sufficient, relevant, and knowledge-driven.

## 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





## PHILIPPINE COCONUT AUTHORITY

Component					Baseline Data		Target	
Objective/Measure		Formula	Wt.	Rating System <sup>a</sup>	2016	2017	2018	2019
SO 1	Empowered Farmers and Farm Workers							
SM 1	Average Annual (Gross) Income of PCA-assisted Farmers Per Hectare (in sale of copra and whole nuts)	Average Income of KEDP farmers	5%	Actual / Target	P20,000	P31,197	P44,640	P44,640
SM 2	Average Annual (Gross) Income of PCA-assisted Farmers Per Hectare (in intercrops, livestock, and coconut processing)	Average Income of KEDP farmers (in intercrops, livestock, and coconut processing)	5%	Actual / Target	P28,142	P41,824	P50,000	P50,000
SM 3	Percentage of Satisfied Customers	Number of respondent which gave <i>at least</i> a Satisfactory Rating / Total number of respondents	5%	Actual / Target 0% = If less than 80%	N/A	N/A	90%	90%
SO 2	Increased Coconut Productivity							
SM 4	Average nut yield of coconut palms per year	Total nuts produced / Total mature coconut palms	7%	Actual / Target	45	62	60	60
SM 5	Survival rate of PCA-distributed Coconut Seedlings Planted in the Last Three Years	Total number of subsisting coconut trees by end of the year / Total number of coconut seedlings planted in the last three (3) years	8%	Actual / Target	85.01%	86.89%	85%	85%
SM 6	Number of seed farms established (cumulative)	Absolute Number	8%	Actual / Target	N/A	0	12	13

Component					Baseline Data		Target		
	Objective/Measure	Formula	Wt.	Rating System <sup>a</sup>	2016	2017	2018	2019	
STAKEHOLDERS / SOCIO-ECONOMIC IMPACT	Number of planting materials distributed from PCA seed gardens:								
	SM 7	a. Hybrid	Absolute Number	5%	Actual / Target	253,842	231,434	N/A	600,000
		b. Open pollinated variety (OPV)	Absolute Number	5%	Actual / Target	829,061	584,670	N/A	1,900,000
	SM 8	Percentage of pest-infested palms recovered after treatment	Number of treated trees recovered / Total no. of treated trees	7%	Actual / Target	N/A	N/A	N/A	65%
	SM 9	Number of KEDP sites generating their own income (cumulative)	Absolute Number	7%	Actual / Target	242	348	209	560
	Subtotal			62%					
INTERNAL PROCESS	SO 3 Accelerate Trade and Market Development								
	Number of market promotional activities								
	SM 10	a. Organized	Absolute Number	3%	Actual / Target	36	37	N/A	3
		b. Participated		3%	Actual / Target			N/A	3
	SM 11	Number of New Coconut Hubs Operationalized	Absolute Number	4%	Actual / Target	5	3	15	17
	SO 4 Produce Responsive and Innovative Researches								
SM 12	Number of approved Research and Development (R&D) manuals	Absolute Number	6%	Actual / Target	N/A	N/A	N/A	3 (Management approved)	

Component					Baseline Data		Target	
Objective/Measure		Formula	Wt.	Rating System <sup>a</sup>	2016	2017	2018	2019
SM 13	Number of coconut-based products approved for commercialization	Absolute Number	6%	Actual / Target	N/A	N/A	N/A	2 (Management-approved)
Subtotal			22%					
SO 5	Improve Budget Utilization							
SM 14	Budget Utilization Rate	Utilized amount / Total Budget	6%	Actual / Target	72%	47%	100% of carry-over and 90% of current	90% of carry-over and 90% of current
Subtotal			6%					
SO 6	Strengthen Employee Competence and Streamlining of Processes							
SM 15	Percentage of employees with required competencies	CY minus PY all over number of incumbents meeting required competency (PY)	5%	Actual / Target	53% Competency	72% Competency	65% Competency	15% increase
SM 16	ISO 9001:2015 Certification	Milestone	5%	All or Nothing	Draft QMS Manual	Implementation of QMS Manual	ISO Certified (Regulatory function/process)	Certification
Subtotal			10%					
TOTAL			100%					

6. Not to exceed the weight assigned per indicator.