



27 March 2024

HON. DEXTER R. BUTED
Acting Administrator/CEO
PHILIPPINE COCONUT AUTHORITY (PCA)
Commonwealth Avenue, Diliman
Quezon City

RE: TRANSMITTAL OF 2024 PERFORMANCE SCORECARD

Dear Acting Administrator/CEO Buted,

This is to formally transmit the 2024 Charter Statement and Strategy Map (**Annex A**) and 2024 Performance Scorecard (**Annex B**) of the **Philippine Coconut Authority (PCA)**. The same is to be posted in **PCA's** website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The PCA-proposed Strategy Map and Performance Scorecard submitted through a letter dated 24 November 2023² were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 18 December 2023, evaluation of revised documents submitted through letters dated 03 January 2024³ and 29 January 2024,⁴ and finalized during the Performance Target Conference (PTC) held on 27 March 2024.

We remind PCA that Item 6 of GCG M.C. No. 2023-01⁵ requires GOCCs to submit its Quarterly Targets within 15 calendar days from receipt of the GCG-approved Performance Scorecard. Moreover, Item 7 of the same Circular directs GOCCs to accomplish the requisite Quarterly Monitoring Reports detailing its progress in accomplishing its performance targets. The Quarterly Monitoring Reports should disclose substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of targets.

FOR PCA'S INFORMATION AND COMPLIANCE.

Very truly yours,

ATTY. MARIUS P. CORPUS
Chairperson

ATTY. BRIAN KEITH F. HOSAKA
Commissioner

ATTY. GERALDINE MARIE B. BERBERABE-MARTINEZ
Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

² Officially received by the Governance Commission on 11 December 2023.

³ Officially received by the Governance Commission on 11 January 2024.

⁴ Officially received by the Governance Commission on 30 January 2024.

⁵ PERFORMANCE EVALUATION SYSTEM (PES) FOR THE GOCC SECTOR, dated 19 January 2023.



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



PHILIPPINE COCONUT AUTHORITY (PCA)

IMPACT	Component				Baseline		Targets		
	Objective/Measure		Formula	Wt.	Rating System ^{N/}	2021	2022	2023	2024
	SO 1	Increased Farm Productivity							
	SM 1	Average Nut Yield per Coconut Palm per Year	Total nuts produced / Total mature coconut palms	7%	Actual over Target	-	73	85	90
	SM 2	Survival Percentage of Coconut Seedlings Planted in the Last Three (3) Years	Total number of subsisting coconut trees by end of the year/ Total number of coconut seedlings planted in the last three (3) years	10%	Actual over Target	89.39%	91%	85%	93%
	SM 3	Survival rate of oil palm seedlings	Percentage of oil palm seedlings planted from 2020-2022	4%	Actual over Target	N/A	N/A	N/A	90%
	SM 4	CFIDP - Development of Coconut Hybrid Farms							
		a. Number of Hybrid Seednuts Produced	Absolute Number	3%	Actual over Target	N/A	N/A	3,108,932	3,300,000
		b. Number of Communal Nurseries Established	Actual Number	2%	Actual over Target	N/A	N/A	251	282
		Area (ha) Planted with Coconut Seedlings							
	c.1. Area (ha) Planted to Hybrids	Actual Area Planted to Hybrids	2%	Actual over Target	N/A	N/A	17,555	8,904	

Component					Baseline		Targets		
Objective/Measure		Formula	Wt.	Rating System ^{a/}	2021	2022	2023	2024	
IMPACT	c.2. Area (ha) Planted to Open Pollinated Varieties (OPV) Seednuts as Parental Palms	Actual Area Planted to OPV Seednuts	1%	Actual over Target	N/A	N/A	N/A	14,799	
	Increase in Average Annual (Gross) Income of PCA-assisted Farmers per Hectare								
	a. Coconut	Average Income of Farmers	5%	Actual over Target	55,878.00	55,088.00	76,000.00	60,000.00	
	b. Intercrops/livestock integration	Average Income from intercrop and livestock integration	5%	Actual over Target	-	-	N/A	71,244.00	
	SO 2	Empowered Farmers and Farmworkers							
	SM 6	Number of Coco-based Enterprise Established	Absolute Number	7%	Actual over Target	N/A	N/A	34	50
	SM 7	Percentage of satisfied customers	No. of respondents which gave at least a Satisfactory Rating / Total Number of Respondents	5%	Actual over Target 0% = if less than 80%	92.90%	-	90%	90%
	SO 3	Globally Competitive Industry							
	Subtotal		51%						
	SO 4	Undertake Research Aligned with the Strategy Using Advanced Science and Technology							

Component					Baseline		Targets	
Objective/Measure		Formula	Wt.	Rating System ^{a/}	2021	2022	2023	2024
SM 8	Number of Coconut Research Completed and Translated to Policies	Absolute Number	5%	Actual over Target	-	-	N/A	16
SO 5	Capacitate Farmers to Sustainably Manage Enterprises Anchored on Priority Commodities							
SO 6	Open New and Expand Markets for More Products to Stabilize Prices and Provide Farmers Sustainable Livelihood							
SM 9	Number of Investments Secured	Absolute Number	5%	Actual over Target	2	3	N/A	3
SO 7	Ensure Compliance to Trade and Market Requirements for Industry Sustainability and Competitiveness							
SM 10	Percentage of RA 8048 Reported Violations / Conflicts Acted Upon within 15 working days	RA 8048 Reported Violations / Conflicts Acted Upon within 15 working days over Reported Violations / Conflicts	5%	Actual over Target	100%	100%	100%	100%
Subtotal			15%					
SO 8	Pursue Policy Reform to Fully Capacitate PCA and Facilitate Roll-out of Technologies							
SO 9	Develop an Integrated ICT System for Ease of Doing Business and Enhanced Data-Driven Decision Making							
SM 11	ISSP – Number of Systems:							
	a. Developed	Absolute Number	3%	Actual over Target	N/A	N/A	N/A	4

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Component					Baseline		Targets		
Objective/Measure		Formula	Wt.	Rating System ^{a/}	2021	2022	2023	2024	
SUPPORT	b. Implemented	Absolute Number	3%	Actual over Target	N/A	1	N/A	6	
	SO 10	Restructure and Retool the Organization to Better Respond to the Evolving Needs of the Farmers and the industry							
	SM 12	Percentage of Employees Meeting Required Competencies	Number of Incumbents Meeting Required Competencies over Total Number of Incumbents	5%	Actual over Target	77.40%	-	Improvement from the Baseline	87%
	SM 13	ISO 9001:2015	Milestone	5%	All or Nothing	Failure of ISO Bidding	Revision of Manual	1 st Surveillance Audit Passed	ISO Certification
	SO 11	Use Available Resources Efficiently and Achieve Financial Self-Sufficiency							
	SM 14	Percentage of PCA Fee collected	Collection over Current Assessment	5%	Actual Over Target	100%	100%	N/A	100%
	SM 15	Budget Utilization Rate							
		a. Subsidy							
		a.1. Obligation Rate							
		Current	Total Obligated Subsidy over Total COB from Subsidy [net of PS Cost]	2%	Actual over Target	N/A	-	90%	90%
Carry-Over		2%		Actual over Target	N/A	-	90%	90%	
a.2. Disbursement Rate									
Current			2%	Actual over Target	N/A	-	90%	90%	

Component						Baseline		Targets	
Objective/Measure			Formula	Wt.	Rating System ^{a/}	2021	2022	2023	2024
SUPPORT		Carry-Over	Total Disbursement over Total Obligation [net of PS Cost]	2%	Actual over Target	N/A	-	90%	90%
	b. Coconut Farmers and Industry Trusts Fund: Health and Medical Program - Current								
		b.1. Obligation Rate	Total Obligated CFITF over Total CFITF	2%	Actual over Target	N/A	-	90%	90%
		b.2. Disbursement Rate	Total Disbursement from CFITF over Total Obligations	2%	Actual over Target	N/A	-	90%	90%
		c. Disbursement Rate of Internally-Generate Fund	Total Disbursement from IGF over Total COB from IGF [net of PS Cost]	1%	Actual over Target	N/A	-	90%	90%
	Subtotal			34%					
TOTAL			100%						

a/ But not to exceed the weight assigned per indicator.

For GCG:


HON. MARIUS P. CORPUS
Chairperson

For PCA:


HON. DEXTER R. BUTED
Administrator