



# **AGRIBUSINESS OPPORTUNITIES IN THE COCONUT INDUSTRY**

Chief, Trade Information & Relations Division  
Trade & Market Development Department  
Philippine Coconut Authority





# OUTLINE OF PRESENTATION



1. Status of the Philippine Coconut Industry
2. Value Chain Development Opportunities of Coconut
3. Market Performance of Philippine Coconut Products
4. Major Growth Drivers
5. Programs Supporting the Development of the Coconut Industry
6. Comparative Advantage of the Philippine Coconut Industry
7. Challenges and Bottlenecks of the Industry
8. Strategies to Enhance Industry Competitiveness
9. Investment Areas & Business Potentials



# Philippine Coconut Industry: Brief Profile

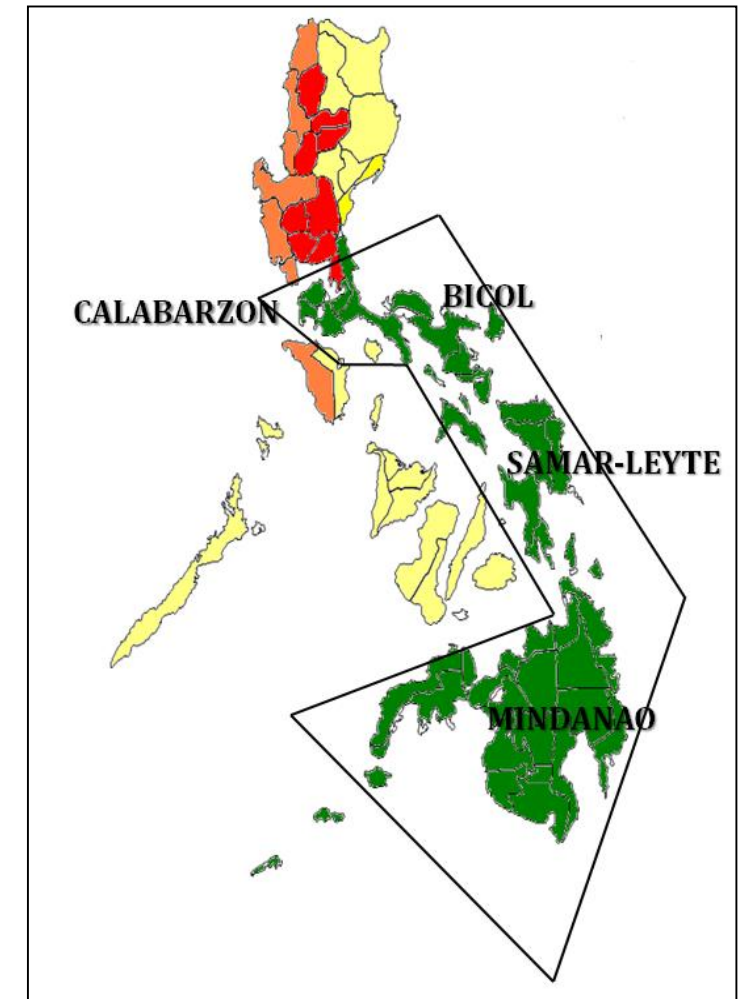
- ❑ **Coconut industry** is one of the **pillars of the national economy**.
- ❑ Source of the country's **biggest agricultural exports** (CNO, DCN, Copra Meal, Activated Carbon, Oleochemicals).
- ❑ **Philippines** – biggest exporter and preferred supplier of coconut products.
- ❑ In early 1920s, the country was already providing **one-third (1/3)** of the world's demand for **copra**, with the USA as the biggest market.
- ❑ With the expansion of the global trading, from **1 million** hectares in the 1950s, the country has now **3.65 M** hectares of coconut farms, accounting **26%** of the country's **total agricultural area**.
- ❑ **14.4 Billion nuts** - Average annual nut production (2016-2020)
- ❑ **40 Million** – Average daily nut production
- ❑ To date, PH is exporting **53 kinds** of coconut products.



# Coconut Production Areas of the Philippines

- **Mindanao** island supplies **61%** of the country's total coconut production
- Among the **top 5** coconut-producing regions, **4** are in Mindanao
- In terms of production area, **Region 4-A** is the **biggest**, followed by Region 9.
- In terms of production volume, **Region 11** is the **highest** producer, followed by Region 10.

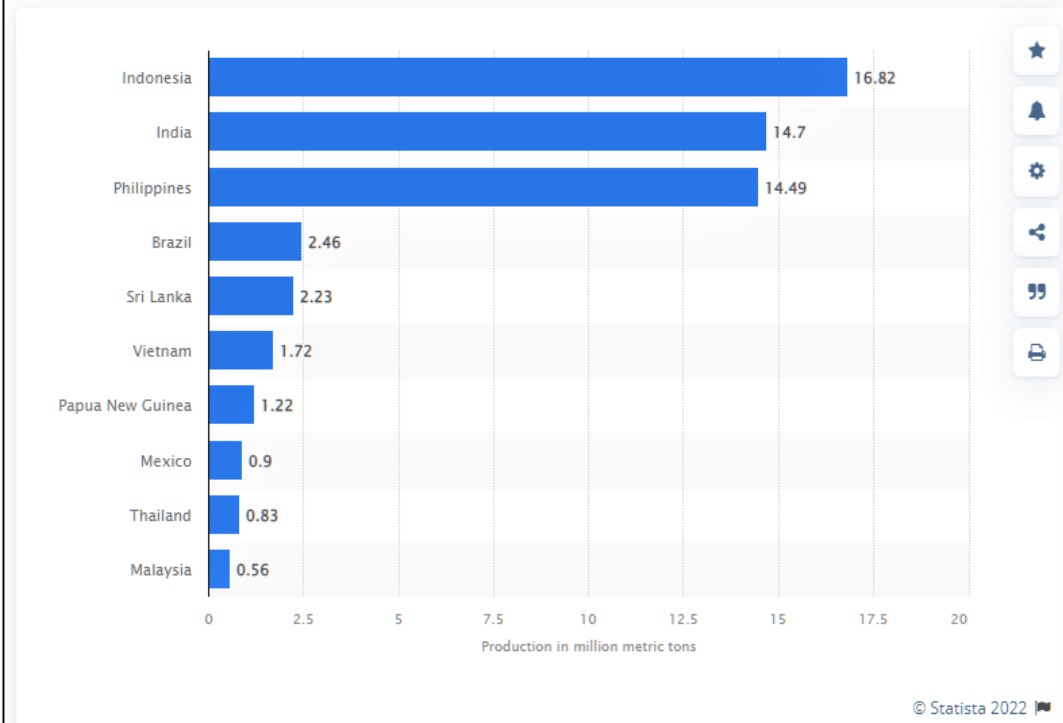
REGIONS	AREA (HA)	PROD'N (MT)
CAR	320.00	1,024.14
ILOCOS REGION	12,541.95	44,012.42
CAGAYAN VALLEY	15,394.00	78,716.52
CENTRAL LUZON	28,129.10	111,839.55
<b>CALABARZON</b>	<b>(1) 483,398.00</b>	<b>(4) 1,493,066.64</b>
MIMAROPA	223,764.00	759,368.93
<b>BICOL REGION</b>	<b>(3) 453,995.10</b>	<b>1,150,857.40</b>
WESTERN VISAYAS	127,730.00	521,586.92
CENTRAL VISAYAS	127,775.00	388,543.41
<b>EASTERN VISAYAS</b>	<b>(6) 330,140.00</b>	<b>1,099,650.00</b>
<b>ZAMBOANGA PENINSULA</b>	<b>(2) 454,429.00</b>	<b>(3) 1,746,036.45</b>
NORTHERN MINDANAO	303,981.61	<b>(2) 1,858,779.80</b>
<b>DAVAO REGION</b>	<b>(4) 355,905.00</b>	<b>(1) 1,962,696.73</b>
SOCCSKSARGEN	207,136.00	1,162,645.64
CARAGA	196,741.00	764,124.00
<b>ARMM</b>	<b>(5) 329,909.00</b>	<b>(5) 1,347,973.40</b>
<b>TOTAL</b>	<b>3,651,288.76</b>	<b>14,490,922.68</b>



**69** out of **80** provinces of the country are coconut-producing areas

# GLOBAL POSITION OF THE PHILIPPINE COCONUT INDUSTRY

Coconut production worldwide in 2020, by leading country  
(in million metric tons)



Rank	Countries	Production of Cononut in 2021
		(Tons)
1	Indonesia	17,159,937
2	Philippines	14,717,293
3	India	14,301,000
4	Sri Lanka	2,496,000
5	Brazil	2,457,860
6	Viet Nam	1,866,181
7	Papua New Guinea	1,813,553
8	Myanmar	1,238,307
9	Mexico	1,120,093
10	Thailand	797,700
Source : FAOSTAT, 2021		

- In 2020, the Philippines became the 3<sup>rd</sup> leading coconut producer, next to India, from being the 2<sup>nd</sup> next to Indonesia in the past decades. This was due to the series of strong typhoons in the 2<sup>nd</sup> semester of 2020. However, PH remains as the biggest exporter of coconut products.
- In 2021, PH regained its position as the 2<sup>nd</sup> biggest coconut-producing country both in terms of land area utilized to coconut and volume of production.



## Top 10 Philippine Exports (CY 2021 & 2022)

Table B. Year-on-Year Growth Rate of Value of Philippine Exports for Top Ten Major Commodity Groups: December 2021<sup>p</sup>

Major Commodity Group	Annual Growth Rate (%)
<b>Gainers</b>	
1) Coconut Oil <sup>1/</sup>	135.2 ▲
2) Other Manufactured Goods	53.5 ▲
3) Chemicals	43.0 ▲
4) Machinery and Transport Equipment	19.2 ▲
5) Electronic Eqpt. and Parts	16.5 ▲
6) Other Mineral Products	4.9 ▲
7) Electronic Products	1.8 ▲
<b>Losers</b>	
8) Ignition Wiring Set and Other Wiring Sets Used in Vehicles, Aircrafts and Ships <sup>2/</sup>	-24.1 ▼
9) Metal Components <sup>3/</sup>	-5.3 ▼
10) Bananas (Fresh)	-4.8 ▼

1/ - includes crude and refined

2/ - consists only of electrical wiring harness for motor vehicles

3/ - excludes brakes and servo-brakes

p – preliminary

Source: Philippine Statistics Authority

Table B. Year-on-Year Growth Rate of Value of Philippine Exports for Top Ten Major Commodity Groups: December 2022<sup>p</sup>

Major Commodity Group	Annual Growth Rate (%)
<b>Gainers</b>	
1) Cathodes and Sections Of Cathodes, Of Refined Copper	69.1 ▲
2) Ignition Wiring Set and Other Wiring Sets Used in Vehicles, Aircrafts and Ships <sup>1/</sup>	24.0 ▲
3) Other Mineral Products	13.2 ▲
4) Machinery and Transport Equipment	12.4 ▲
<b>Losers</b>	
5) Coconut Oil <sup>2/</sup>	-39.5 ▼
6) Chemicals	-24.7 ▼
7) Electronic Products	-13.9 ▼
8) Other Manufactured Goods	-9.8 ▼
9) Metal Components <sup>3/</sup>	-3.0 ▼
10) Electronic Equipment and Parts	-2.7 ▼

1/ - consists only of electrical wiring harness for motor vehicles

2/ - includes crude and refined

3/ - excludes brakes and servo-brakes

p – preliminary

Source: Philippine Statistics Authority

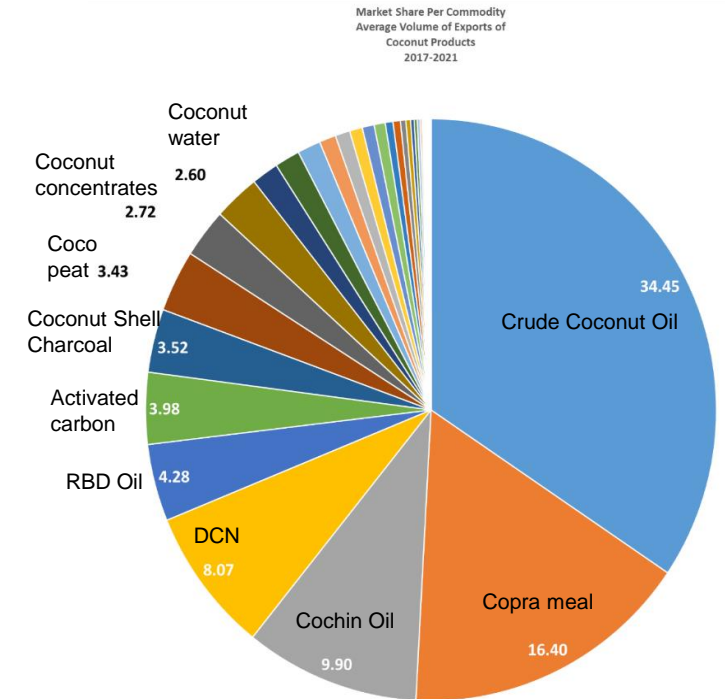
- In CY 2021, two agricultural products were in the Top 10 exports of the country, with **coconut oil** as the “**highest jumper**” among the gainers.
- In CY 2022, **coconut oil** was the **only agricultural product** that made to the **Top 10 Philippine exports**, but with 39.5% negative growth rate. This was a result of the supply glut of vegetable oils in the global market starting in the 2<sup>nd</sup> quarter brought about by the lifting of the temporary ban on export of Indonesia and the low demand for rapeseed and other vegetable oils in the EU because of high prices in the early part of the year.
- Despite the ups and downs in the 2022 market trend, total coconut exports still hit the 3 billion US dollar mark in terms of export value = **USD 3.0 B**

# MARKET SHARES BASED ON AVERAGE EXPORT VOLUME (2017-2021)



In the last 5 years,  
the Philippines  
has been  
exporting **53**  
coconut products

Commodity	2017-2021 Volume % Share	Rank
<b>Crude Coconut Oil</b>	<b>34.45</b>	<b>1</b>
<b>Copra Meal/Cake</b>	<b>16.40</b>	<b>2</b>
<b>Cochin Oil</b>	<b>9.90</b>	<b>3</b>
<b>Desiccated Coconut</b>	<b>8.07</b>	<b>4</b>
<b>RBD</b>	<b>4.28</b>	<b>5</b>
<b>Activated Carbon</b>	<b>3.98</b>	<b>6</b>
<b>Coconut Shell Charcoal</b>	<b>3.52</b>	<b>7</b>
<b>Coco Peat</b>	<b>3.43</b>	<b>8</b>
<b>Coconut Concentrates</b>	<b>2.72</b>	<b>9</b>
<b>Coconut Water</b>	<b>2.60</b>	<b>10</b>
Coconut Shell Charcoal (Agglomerated)	1.52757	11
Coconut Methylester	1.42492	12
VCO	1.31362	13
Other	0.94260	14
Other Raw Coir (Fiber)	0.83404	15
Coconut Milk Liquid	0.72522	16
Coconut Fatty Acid Distillates	0.67742	17
Hydrogenated Coconut Oil	0.63093	18
Coconut Acid Oil	0.43624	19
Glycerine Refined	0.41739	20
Coconut Fatty Acid	0.30677	21
Crude Glycerine	0.26411	22
Coconut Flour	0.20097	23
Nata de Coco (prepared/preserved)	0.16998	24
Coconut Milk Powder	0.16055	25
Fatty Alcohol, Industrial	0.11147	26
Coco Husk Cube	0.06996	27
Toilet/Bath Soap	0.06524	28
Fresh Young Coconut	0.05723	29
Grated Coconut Meat	0.03342	30
Coconut Diethanolamide	0.02583	31
Coconut Vinegar	0.02569	32
Makapuno	0.02495	33
Coconut Sap Sugar	0.02486	34
Baled Coir	0.02484	35
Other of coconut, coir	0.02471	36
Nata de Coco (Raw)	0.02222	37
Coconut husk (Bunot)	0.02148	38
Coconut Syrup/Coco Honey	0.01331	39
Soap Chips	0.01126	40
Coconut Shell Powder	0.01030	41
Coconut Chips	0.00947	42
Coco Dust	0.00901	43
Shampoo	0.00612	44
Other of Coir	0.00526	45
Coconut, Uncooked/cooked by Steaming	0.00521	46
Coconut Jam	0.00354	47
Bukayo	0.00302	48
Coconut Sap Vinegar	0.00264	49
Coconut Mature	0.00144	50
Lambanog	0.00082	51
Coconut Monoethanolmide	0.00026	52
Laundry Soap	0.00003	53
<b>Grand Total</b>	<b>100.00</b>	



# TOP 10 COCONUT EXPORTS

2021 Top 10 Exported Products in Terms of Average Volume

	Commodity	2021 Average	
		Volume	Value
1	Crude Coconut Oil	47,321.11	67,971,064.33
2	Copra Meal/Cake	25,513.68	5,518,220.22
3	Desiccated Coconut	12,954.89	30,452,010.22
4	RBD	9,801.95	15,688,488.44
5	Coconut Concentrates	9,481.53	9,181,623.11
6	Coco Peat	9,321.36	461,432.78
7	Cochin Oil	8,267.57	13,018,971.89
8	Activated Carbon	6,115.77	11,818,745.00
9	Coconut Shell Charcoal (Agglomerated)	5,779.16	3,913,917.33
10	Coconut Shell Charcoal	3,373.32	2,070,746.00

2021 Top 10 Exported Products in Terms of Average Value

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1	Crude Coconut Oil	47,321.11	67,971,064.33
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4	Cochin Oil	8,267.57	13,018,971.89
5	Activated Carbon	6,115.77	11,818,745.00
6	VCO	2,671.71	10,002,474.22
7	Coconut Concentrates	9,481.53	9,181,623.11
8	Copra Meal/Cake	25,513.68	5,518,220.22
9	Coconut Methylester	2,864.92	4,434,406.67
10	Coconut Shell Charcoal (Agglomerated)	5,779.16	3,913,917.33

- **CRUDE COCONUT OIL** remains as the country's number 1 agricultural export, consisting 65 % of the total oil exports. This situation remains the same in the past decades until to date except in 2018 where it was surpassed by fresh banana.
- Strong dependence on crude coconut oil export (as raw material) renders the local coconut industry vulnerable to global price shocks which has a domino effect to domestic copra price and results to low GVA due to early transfer of product ownership.
- With the increase in demand in biofuels, the country may focus in processing CNO into CME which also produces glycerol as co-product to minimize importation of glycerin.
- Or process CNO into MCT & other high value oleochemicals.
- In terms of volume, coco peat & coconut shell charcoal were among the Top 10, but in terms of value, Coconut Methyl Ester & VCO came in.



# Major Growth Drivers & Market Opportunities



**Conscious eating/  
Healthy Lifestyle**



**Organic Packaged Food and  
Functional Food**



**Business-to-Consumer (B2C)/  
E-commerce/  
Social Media Marketing**

Global food prices index reached highest point since 2011



Source: FAO Food Prices Index

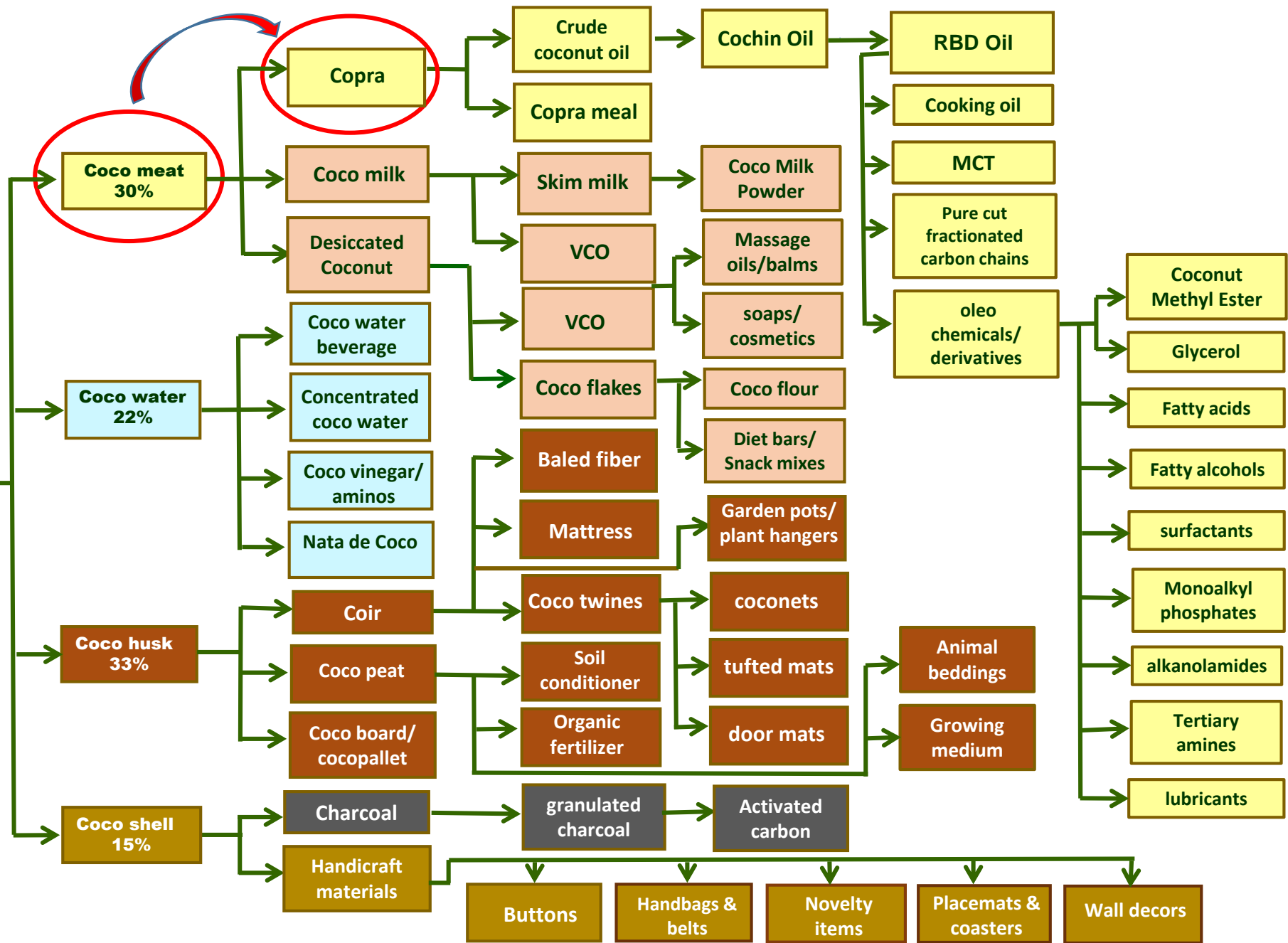
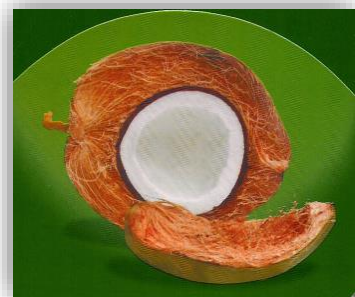
1. Ballooning population & the corresponding demand for food commodities
2. Changing dietary habits & increasing health consciousness among consumers – "Return of the Naturals"
3. Improved retailing network which was triggered by the pandemic
4. Expanding non-edible applications (biofuels, lubricants, skin care, etc.)



# Value-addition & Agribusiness Opportunities in Coconut

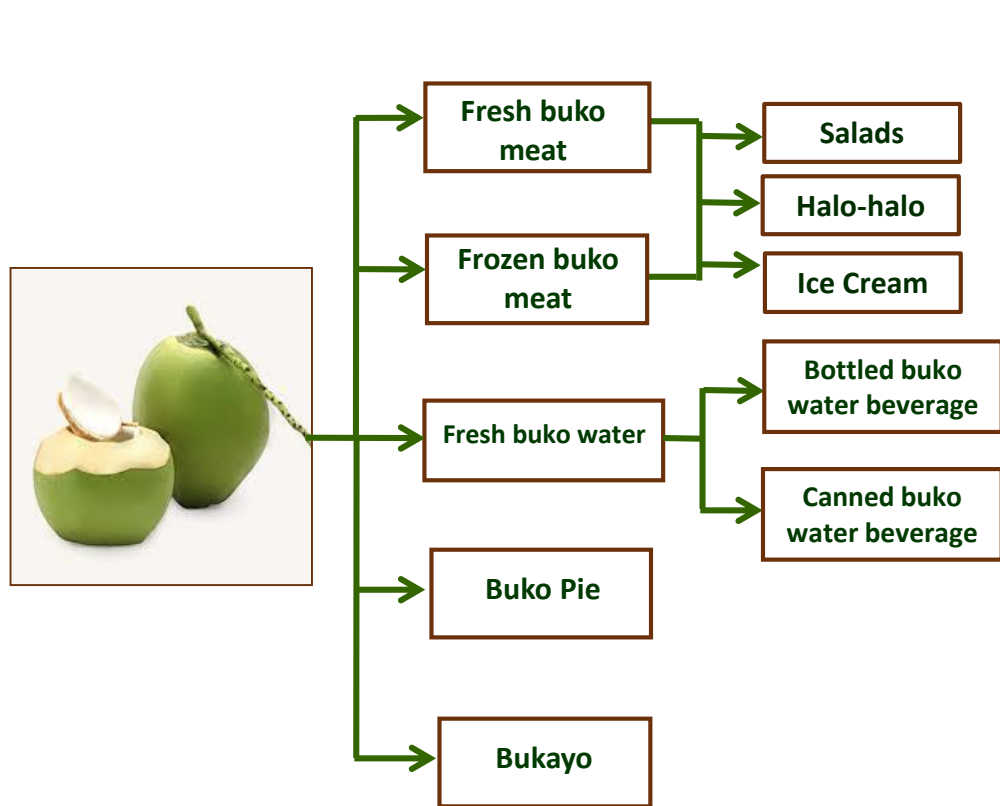


# Map of the Basic Product Strands from Mature Wholenut

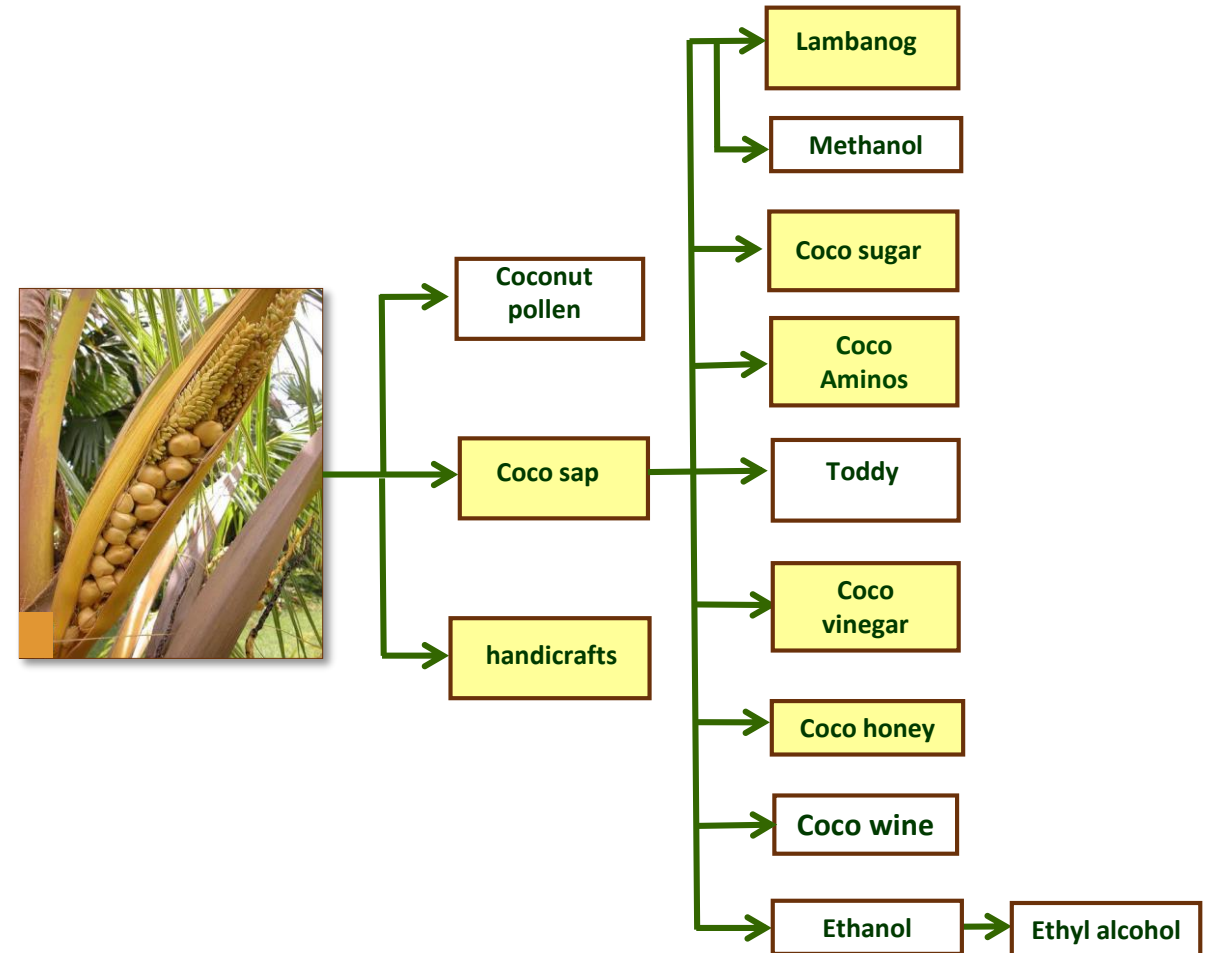




## Basic Product Strands of Fresh Young Coconut



## Map of the Basic Product Strands from Coconut Inflorescence



# COMPARATIVE ADVANTAGES OF COCONUT

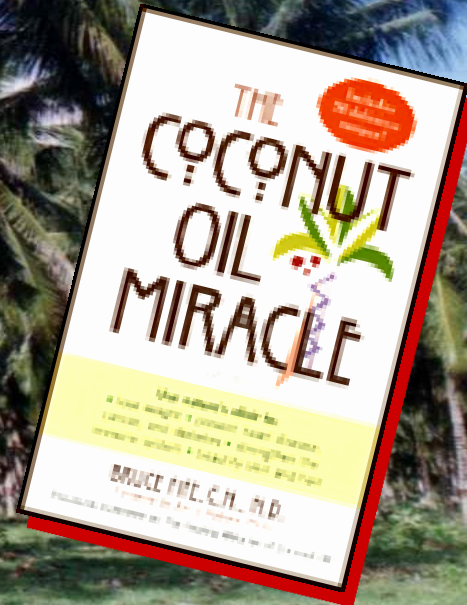
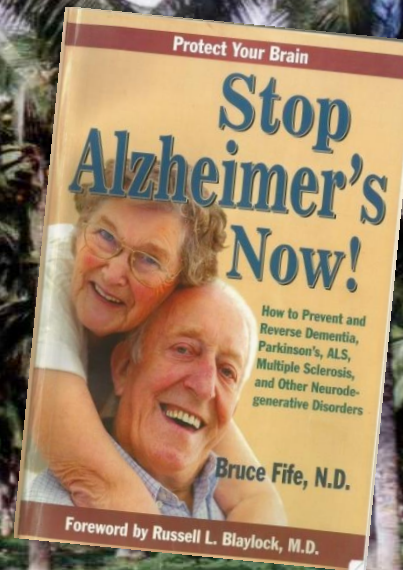
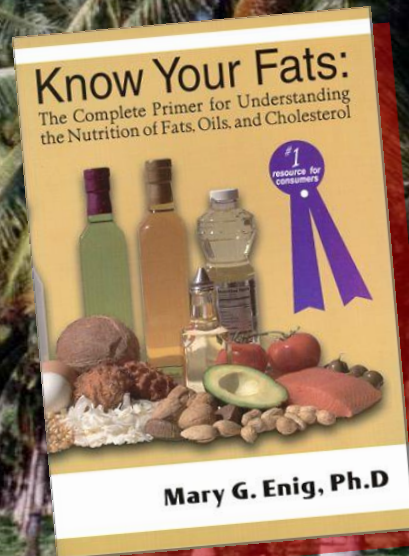
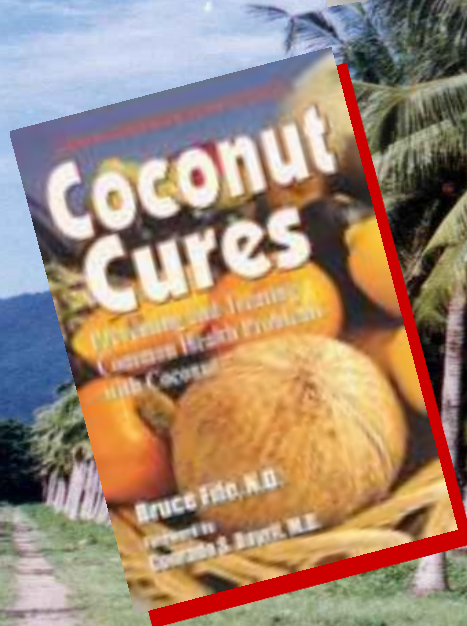
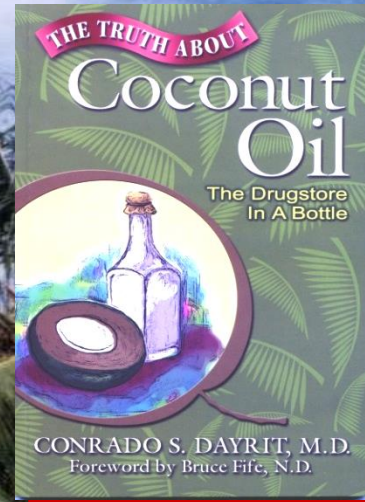
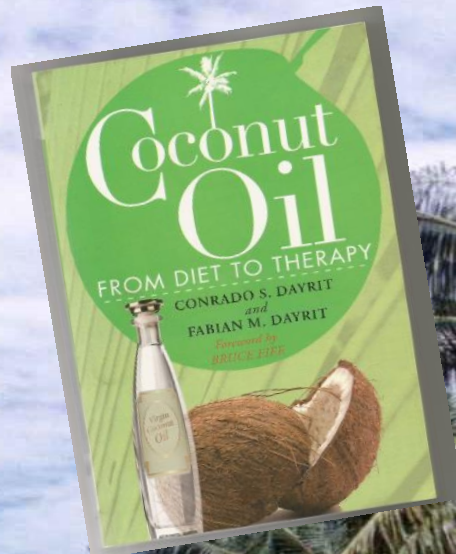


1. **Supply base** – **3.65 M** hectares of coconut area, covering 69 out of the 80 provinces of the country
2. **Strong global demand** – internationally-traded since the early 10<sup>th</sup> century, plus the new health trend focusing on natural products or the so-called “**Return of the Naturals**”
3. **Versatility** – used as raw materials for food and non-food products (coconut oil to CME for biofuels, oleochemicals for surfactants, jet lubricants, soaps, cosmetics & skin care products; coir products for slope protection, road and streambank stabilization, soil conditioner and hydroponics growing medium)
4. **Availability of technologies** - from production and processing including machineries & equipment
5. **Established big brothers and marketing network** – (PCOPA, CORA, APCD, POMA, PCAMA, VCOP, PhilCOIR, NCFRS-registered Coops/CFAs)
6. **Plantation establishment - Plant only once** and starting in the 3<sup>rd</sup> year they can harvest coconut up to 60 to 100 years
7. **Health and Wellness Benefits** – anti-viral, anti-fungal, anti-bacterial properties plus low glycemic index





# COCONUT OIL REDISCOVERED





## POSITIONING OF COCONUT PRODUCTS BASED ON HEALTH AND WELLNESS BENEFITS

- The proven efficacy of **VCO against COVID infection** from developing into severe case
- Use of VCO as **massage oil** & for **topical applications** to prevent infection of wounds, insect bites, skin allergies and burns.
- **Coconut water** and **buko juice** are another important coconut products that can help **prevent/alleviate infection** like UTI and kidney problem.
- **Cocosugar** – low glycemic index (only 35%), **good for diabetics**, can substitute cane sugar for households
- **Coco flour** – low glycemic index and **gluten-free**, can substitute up to 40% to wheat flour for baking
- **Nata de coco** – apart from being used as **dessert**, can also be processed into **coco patch** for **wounds & burns**
- With the above, apart from the common **households, hospitals, government offices, restaurants & hotels** are among the **potential big markets** of coconut products.



### Electrolyte Level of Formulated COCO WATER Drink, Commercial Sports Drink and ORS

ELECTROLYTES	Formulated Coco water drink (mg/100 ml)	Commercial Sports Drink (mg/100 ml)	Oral rehydration solution (WHO, 2001) (mg/100 ml)
Potassium	196	11.7	78.20
Sodium	14	41	172.42
Chloride	76	39	230.44
Magnesium	6	7	None

### Major Nutrients in COCO SAP SUGAR Compared with BROWN SUGAR

Nutrient (ppm, mg/L)	Coco Sap Sugar	Brown Cane Sugar
Nitrogen (N)	2,020	100
Phosphorus (P)	790	30
Potassium (K)	10,300	650
Magnesium (Mg)	290	70
Chloride (Cl)	4700	180
Zinc (Zn)	21.20	2
Iron (Fe)	21.90	12.60



## DOMESTIC POTENTIALS OF COCONUT PRODUCTS

- The **>100 M Philippine population** is a big domestic market of coconut products
- **Cooking oil, vinegar, sugar, sauces/aminos; cocomilk** are among the **kitchen essentials**, all of these can be produced from coconut at the kitchen level.
- Producing these products for household use can greatly help in alleviating the negative impact of rising food prices as triggered by the following: 1) COVID Pandemic; 2) Climate Change; 3) Conflicts (e.g. Russia-Ukraine war).
- **Expanding the domestic market will shield the industry as well as the local consumers from the impact of the global price shocks.**







## ISSUES/BOTTLENECKS OF THE INDUSTRY



- ☐ **Low farm productivity – due to the following:**
  - **Senility of coconut trees**
  - **Pest and disease infestations**
  - **Low adoption of technology at the farmers level**
- ☐ **Weak farmers organizations – low capacity to go into collective business**
- ☐ **Fragmented efforts of value chain actors both government & private industry players**
- ☐ **Limited infrastructure support (FMRs & Irrigation systems)**
- ☐ **Non-compliance to standards (product & application protocol) & other market-required certifications**
- ☐ **Weak market information system**
- ☐ **Aging coconut farmers**

# Coconut Industry Development Policy



**Intensify Research,  
Development & Extension  
Programs**



**Strengthen convergence  
& synergy among  
coconut value chain  
players**



**Intensify planting and  
replanting of coconut trees**



**Empower farmers with  
economic empowerment  
system**



**Promote Value Addition,  
Crop Diversification and  
Animal Integration**



**Strengthen marketing &  
product promotion**



# Investment Priorities in Coconut



1. **Increase material balance utilization** – convert the coconut water, husks and shell into value-added products (current commercial utilization for water & husk is only at 8.5%)
2. **Improvement of copra production** – to increase CNO price & minimize MOH contamination
3. **Value addition of the crude coconut oil** - process into high value products like CME, MCT and other fractionated products
4. **Expand domestic market** - to shield the industry from vulnerability to global price shocks







# Coconut Husk-based Investments



# COCO BOARD MANUFACTURING

## WHAT THE PROJECT IS ALL ABOUT

- Production/Manufacturing of **bio-based panels** or **coco boards** from **coconut husks** for furniture and construction applications
- **Coco Board** - 100% bio-based, tested to be termite resistant, with zero formaldehyde emission, resistant to moisture, and cost competitive.



Coconut Husk + Bio – based adhesive = Coco Board





## Based on Study, this Business model is characterized by the following:

- **Coco board** is **cheaper** than wood. The cost of coco husk to produce 1 cubic meter of coco board is **PhP 672** as compared to the cost to produce 1 cubic meter of wood board which ranges from **PhP 3,000 to 5,000** (dry equivalent wood materials).
- The coco board will be produced based on the circular economy principle or **zero waste process**.
- With the country's average yield of 45 nuts per tree per year, farmers can have a **20%** increase in income from the husk alone in addition to whole nut trading or copra production.
- The country's annual requirement for boards/panels for furniture, construction applications and other uses is recorded at **800,000 cubic meters** while the country's current wood-based production of panels is only at **150,000 cubic meters/year**. Thus, there is a big supply gap to be filled up in order to minimize **importation**.





## INVESTMENT REQUIREMENT

- **Location** – Quezon Province (for the 1<sup>st</sup> manufacturing plant)
- **Main Processing Plant** = \$ 6.5 M (P325 M) Total investment and start up cost using German machineries & equipment
- **Production capacity** - 30,000 cubic meters/year
- **Payback Period** - 2.5 years
- **ROI** - 60%
- **Land area requirement** for the processing plant - 3 hectares
  - **NaturLoop** will invest directly in the main production line
  - \$ 2M grant from RAPID Growth Project
  - \$0.5M loan from the Swiss Confederation Secretariat for Economic Affairs
- **Expansion** – General Santos City, Davao del Norte, Bislig City





## Husk Consolidation/ Chipping Centers

- **Support facilities for the raw material supply of the Coco Board Manufacturing**
- Establishment of at least **5 Husk Consolidation/Chipping Centers**
- **P17 Million** Pesos per Consolidation Center
  - Warehouse= PhP 3 M;
  - Machinery = Php 5M -Chipping machine, conveyor system, mechanical dryers
  - Hauling trucks – Php 8M
  - Working Capital = Php 1M/consolidation center) for husk buying to supply 10,000 to 15,000 tons/year in the first year

❖ Farmers & community entrepreneurs can participate thru **coconut husk consolidation & chipping** and deliver it to the Central Consolidation Center



# COCO PALLET MANUFACTURING

## What the project is all about:

- Production/Manufacturing of **bio-based CocoPallet** from coconut husks as sustainable **replacement for wooden pallets**
- Coco Pallets - **100% bio-based** made from **coconut husk** and natural glue, fully circular value chain, 25% cheaper, export-compliant, customizable, with nestable design, and cost competitive.



**Coconut Husk (fiber + peat) + Natural glue = Coco Pallet**



# INVESTMENT REQUIREMENT



## Main Processing Plant

- **Sourcing requirement** - 20 tons of coconuts husks per day for the initial two (2) pressing machines, expansion to **40 tons** of coconut husks daily requirement for four (4) pressing machines, and eventual daily target of 100 tons of coconut husks daily
- **Location** – 1<sup>st</sup> facility in Misamis Oriental Complex
- Plan to establish three (3) factories in the country (1- Luzon, 1- Visayas, 1- Mindanao);





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## COIR PROCESSING / COCONET BIO-ENGINEERING



- ❑ **Processing of husk to produce coir (coco fiber) and coco peat.**

### **Main uses of Coir:**

- Making twines/ropes
- Geonets
- Biologs
- Bags
- Packaging materials
- Door mats/ Rugs
- Mattings
- Wall carpets
- Plant hangers
- Furnishing fabrics
- Insulation material

### **Main uses of coco peat:**

- Home gardening and for landscaping
- Mushroom cultivation
- Potting mixes in plant nurseries
- Hydroponics growing media
- Growing medium for seedling nurseries
- Horticulture and floriculture applications
- Amending clay soils
- Animal bedding



## COIR PROCESSING / COCONET BIO-ENGINEERING

- ❑ **Coconet Bio-engineering Solution** – processing **coir** into **twines**, **coconets**, **biologs** and use it for **Coconet Bio-engineering Solution** for erosion control, slope protection, road and stream bank stabilization



Bio-engineering application in NIA Irrigation System



Bio-engineering application for slope protection in DPWH road project

- Use of the Coconet Bio-engineering Technology is mandated under MC No. 25 s. 2002 & RA 11524





# Village Level Integrated Coconut Processing



## What the Project is all about:

- Production of **VCO**, **coconut water beverage** & **coconut flour**
- Capacity – 800 to 1,200 nuts/day
- Daily output:
  - VCO = 80 liters - (P700/ltr)
  - Coco water beverage = 1,200 cups @250 ml - (P20/cup)
  - Coco flour = 84 kgs. - (P50/kg)



# INVESTMENT REQUIREMENT



**Total Investment Requirement = P5.0 M**

**1. Building = P2.5 M**

**2. Machines & equipment:**

- Wet process expeller = P1.0 M
- Cabinet dryer = P300 K
- Hammer mill = 150K
- Chiller = 100K
- Stainless Tables = 100K
- Stainless stockpots & other stainless utensils = 50K
- Grating machines = 20K – 2units@ 10K each
- Pressing machine = 40K
- Cap Sealing Machine = 15K
- Sachet sealing machine = 5K

**3. Start up capital = 720K (for raw materials & other consumable supplies)**

**Payback Period = 8 months to 1 year**



# Village-level Integrated Coconut Processing

## PRIORITY REGIONS

### LUZON:

- 1. MIMAROPA
- 2. Bicol Region

### VISAYAS

- 1. Eastern Visayas
- 2. Central Visayas
- 3. Western Visayas

### MINDANAO

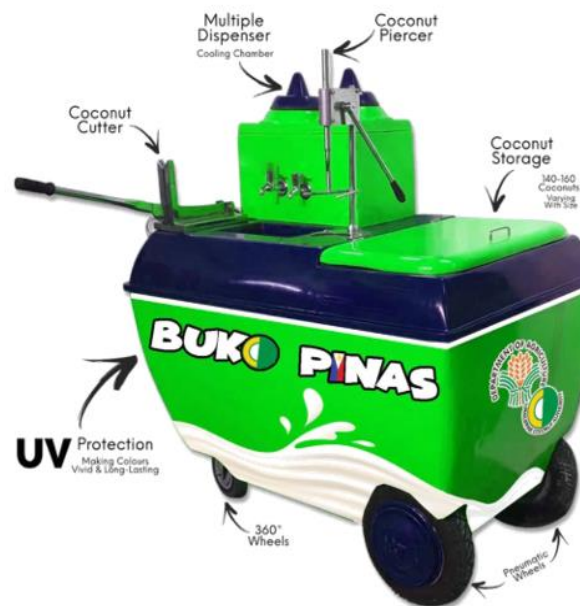
- 1. Zamboanga Peninsula
- 2. SOCSKSARGEN
- 3. Caraga Region
- 4. BARMM





# BUKO PINAS

## BUKO PINAS



**Buko Pinas** is a huge opportunity for micro enterprises. With only a P 150,000 starting capital, you can have your own Buko Pinas Cart 100 pieces of young coconuts per day.

With the Buko Pinas Cart's bold colors, modern equipment, and hygienic handling of coconuts, you are sure to attract local buyers. Place your cart at prime locations, such as schools, churches, public markets, and offices. In less than no time, you will have your regular "suki" buying your buko on a daily basis.

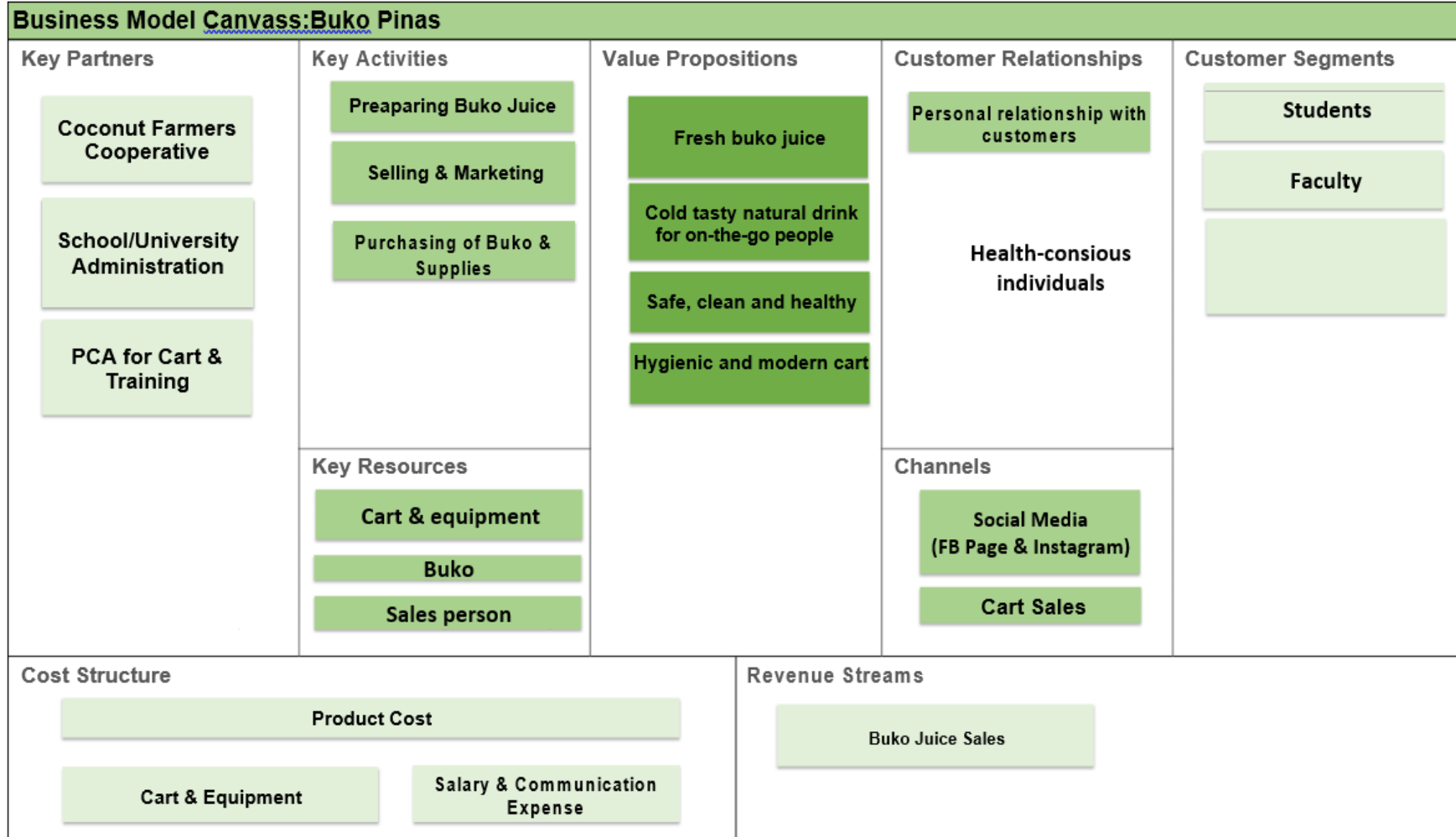
Aside from its marketability, you will love Buko Pinas' functionality. It is lightweight, easy to clean and maintain, and durable versus the traditional coconut *kariton*.

What are you waiting for? Innovate with coconuts and invest in Buko Pinas!

*Disclaimer: This portion was made for presentation purposes only. Not an actual investment package. But assumptions are more or less based on current pricing.*



# BUKO MARKETING MICRO ENTERPRISE



- **DepEd DO 13 S. 2017 – Policy and Guidelines on Healthy Food and Beverage Choices in Schools and in DepEd Offices**
  - Make available healthier food and beverage choices among the learners and DepEd personnel and their stakeholders;
  - Introduce a system of categorizing locally available foods and drinks in accordance with geographical, cultural, and religious orientations.



# BUKO MARKETING MICRO ENTERPRISE



## Assumptions

- The business is operated as a sole proprietorship
- The lifespan of the cart is five years
- Sales volume is estimated at 180 cups per day
- The product is sold to high-density schools or universities within a 2km radius of the buko source
- The cart will operate seven days a week, 30 days a month, or 360 working days
- The cart will need 100 nuts per day
- A 10% loss is assumed during operation



## Assumptions



### Conversion of Buko (pieces) to juice (cups)

Item	Qty
No of Buko (pc) per day	100
Ave Vol of juice/nut (L)	0.70
Total Volume	70.00
Less: 10% loss (L)	7.00
Net Volume of Juice (L) per day	63
Vol of juice per cup (L)	0.35
Total no of buko juice cups per day	180.00



# BUKO MARKETING MICRO ENTERPRISE



Opening a Buko Pinas cart will require a capital investment from yourself and potential shareholders. We are projecting this startup cost structure for a single cart:

CAPEX	Unit	Qty	Cost	Amount	Amount
Fiber Galss Cart	pc	1	75,000	75,000	75,000
<b>Equipment</b>				-	61,000
Stainless Coconut Piercer	pc	1	5,000	5,000	
Stainless Coconut Cutter	pc	1	5,000	5,000	
Stainless Coconut Water Filter	pc	2	2,000	4,000	
Fiber Class Coconut Water Dispenser with Stainless Faucet	pc	1	28,000	28,000	
Stainless Coconut meat scrapper	pc	2	500	1,000	
Ice box	pc	1	3,000	3,000	
Smart Phone	pc	1	15,000	15,000	
<b>Pre-Operation Expenses</b>					10,000
Business Permits & Licenses		1	10,000	10,000	
<b>Sub-total: CAPEX</b>				<b>P</b>	<b>146,000</b>
<b>Working Capital</b>					<b>4,000.00</b>
<b>Total Investment Required</b>					<b>150,000.00</b>



# PINOY COCO PANDESAL & Other Coco-based Food Products



- Contact PCA-FPDD or DOST-FNRI for the recipe
- Contact the VCOP for supply of coconut flour



## OTHER MAJOR INVESTMENT AREAS



1. **Integrated White Copra Centrals (IWCC)** – for the production of **white copra** with **6% moisture content**, coconut water concentrate, cocoshell, and charcoal. The Copra Centrals will buy dehusked nuts from farmers, freeing them from the drudgery of making copra.
3. **Integrated Coconut Processing Centers (Wet Process)** – for the production of VCO, cocowater (CW), coconut water concentrate (CWC), coconut flour and coconut skimmed milk, among others.
4. **Coir Processing from Mature and Young Nuts** – for the production of twines, geonets, cocopeat, cocologs, growing medium, animal beddings, handicrafts and fiberboard.
5. **Coco Sap-based Processing Facilities** - Coco sap is made into “*bahalina*”, coco sugar, coco syrup, aminos, *lambanog*, coco alcohol (ethanol), and coco toddy vinegar.
6. **Coco shell processing into charcoal** (for delivery to activated carbon companies), **briquettes** (for Mang Inasal of Jollibee Corp), **shisha** (for the Middle East market), and **activated carbon**



## **OTHER BUSINESS OPPORTUNITIES IN THE COCONUT INDUSTRY**

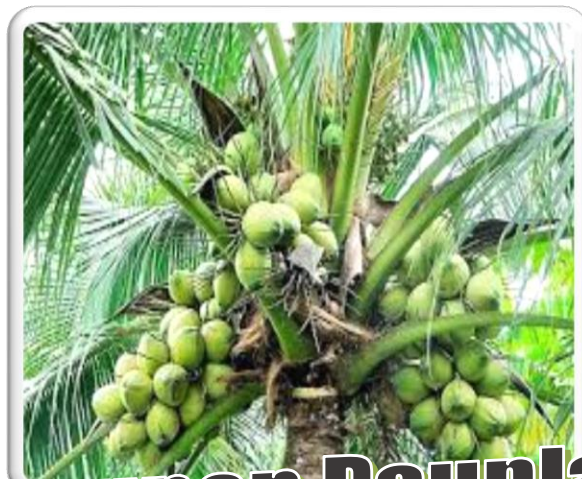
- 1. Professional Service Crew** – for coconut harvesting, dehusking, Coconet Bio-engineering Installation, etc.
- 2. Business Coaching and Mentoring** – nurturing & coaching micro and small enterprises on how to manage and sustain their business, e.g. supply management, record keeping, costing and pricing, product labelling, market linkaging, and contract negotiation & management
- 3. Machineries and equipment design and fabrication** - design or fabricate available machines & processing equipment designed by government research centers like DOST-MRIDC, DA-PhilMech & PCA-ZRC
- 4. Farm Learning School** – accreditation with ATI or TESDA

## PROGRAMS/PROJECTS SUPPORTING THE COCONUT INDUSTRY

- **PCA-** Accelerated Planting & Replanting Program,  
Fertilization Program, Intercropping & Animal Dispersal Program  
Coco Hub Project & KAANIB Enterprise Development Project
- **DA** – PRDP I-REAP (conducted Coconut Value Chain Analysis & Provincial Commodity Investment Plan)
- **DTI** – Shared Service Facility (SSF) Program, RAPID Project
- **DAR** – ARCESS Program, CONVERGE & other foreign-assisted projects
- **DOST** – SET-UP Program
- **DOLE** – Toolbox Productivity Program, Social Amelioration and Welfare Program  
(SAWP) for workers in Bio-fuels Sector
- **DSWD** – Sustainable Livelihood Program
- **LGU** livelihood programs
- **NGO Projects** - Villar Foundation, FSSI, Peace & Equity Foundation (PEF), International NGOs
- **International Organizations** – GIZ, ILO, UNCTAD, EU-ARISE, Spanish AECID, JAIF, etc.
- **CFIDP – Implementation of the Coco Levy Trust Fund Act (R.A. 11524)**

**Note:** *For participants with coconut farms in the Philippines, please inform your family or your tenant to register in the National Coconut Farmers Registry System (NCFRS) at the nearest PCA Office (municipal, provincial or regional office).*





**Kanayunan Paunlarin,  
Niyugan Pagyamanin**

**Thank You!**