



PHILIPPINE COCONUT AUTHORITY STRATEGY MAP 2015-2016

VISION

A developed and globally competitive coconut and other palm oil industry that contributes to food security, improved income, and enhanced participation of all stakeholders by 2020.

MISSION

PCA shall ensure the development and implementation of high value programs for the coconut and other palm oil industry carried out in transparent, responsible, and accountable manner and with utmost degree of professionalism and effectiveness.

ORGANIZATIONAL CORES

PROFESSIONALISM
INTEGRITY
TRANSPARENCY
EXCELLENCE

PERSPECTIVES

STAKEHOLDERS

INCREASED COCONUT FARM PRODUCTIVITY
AND INCOME

EMPOWERED COMMUNITY

ENABLING PROCESS

INTENSIFY IPM TO
CONTROL AND CONTAIN
PEST OUTBREAKS

INTENSIFY
RESEARCH AND
DEVELOPMENT

ENHANCE MARKET
DEVELOPMENT

FINANCIAL

STRENGTHEN EMPLOYEES' CAPABILITY AND
STREAMLINE PROCESSES

LEARNING & GROWTH

IMPROVE BUDGET UTILIZATION AND INCOME GENERATION

THEMES

GROWTH AND DEVELOPMENT

CONVERGENCE

GOOD GOVERNANCE