



OBJECTIVES

For 2018, the outlooks are to:

- Improve the income of coconut farmers to P44,640 in sale of copra and whole nuts and P50,000 in intercropping, livestock raising and coconut processing
- Satisfy 9 out of 10 PCA customers
- Improve the yield of coconut trees to 63 nuts/tree/year
- Ensure the survival of 85% of trees planted
- Establish 12 seed farms nationwide
- Recover 65% of CSI-infested palms in Zamboanga Peninsula
- Assist 209 KEDP sites in generating their own income
- Link 100 CFOs or MSMEs to coconut processors as partners
- Operational 15 coconut hubs nationwide
- Utilize 100% of reprogrammed funds and 90% of current funds
- Increase internally generated revenue by 1%
- Obtain a 65% competency rate among PCA regular employees
- Secure an ISO 9001:2015 Certification