



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. 2012-07.¹

The PCA-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 27 November 2018² 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 2019,³ 20 March 2019,⁴ and 26 April 2019.⁵

We take this opportunity to **REMIND** PCA that Item 5 of GCG Memorandum Circular No. 2017-02⁶ 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,

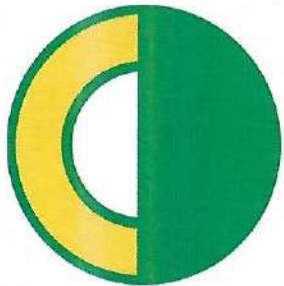
SAMUEL G. DAGPIN, JR.
 Chairman

MICHAEL P. CLORIBEL
 Commissioner

MARITES C. DORAL
 Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.
² Officially received by the Governance Commission on 29 November 2018.
³ Officially received by the Governance Commission on 25 January 2019.
⁴ Officially received by the Governance Commission on 21 March 2019.
⁵ Officially received by the Governance Commission on 03 May 2019.
⁶ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

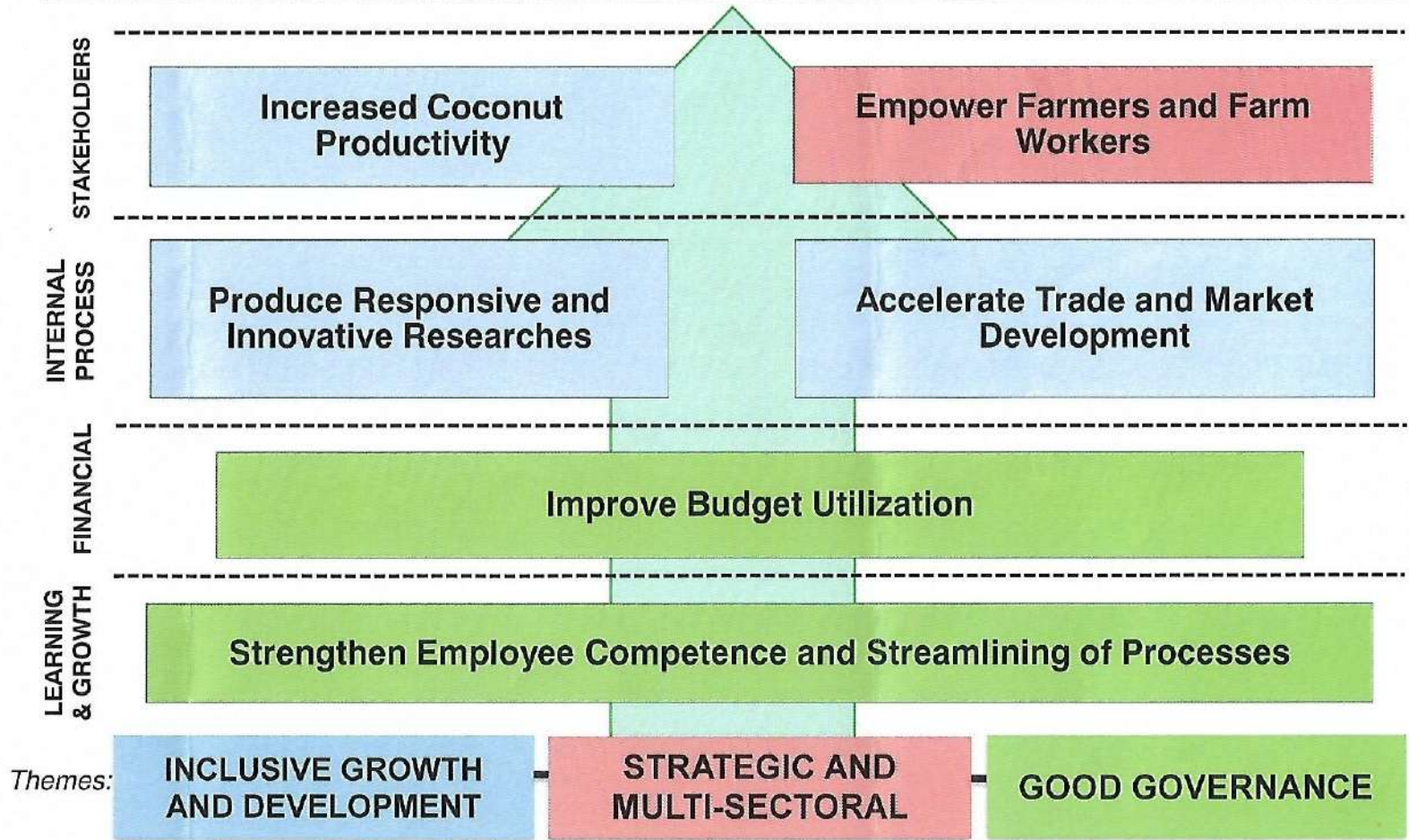
PHILIPPINE COCONUT AUTHORITY STRATEGY MAP



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 ^{a/}	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	₱20,000	₱31,197	₱44,640	₱44,640
SM 2	Average Annual (Gross) Income of PCA-assisted Farmers Per Hectare (in intercropping, livestock, and coconut processing)	Average Income of KEDP farmers (in intercropping, livestock, and coconut processing)	5%	Actual / Target	₱28,142	₱41,824	₱50,000	₱50,000
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 ^{3/}	2016	2017	2018	2019
STAKEHOLDERS / SOCIO-ECONOMIC IMPACT	SM 7	Number of planting materials distributed from PCA seed gardens:							
		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	564,670	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
<i>Subtotal</i>				62%					
INTERNAL PROCESS	SO 3	Accelerate Trade and Market Development							
	SM 10	Number of market promotional activities							
		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 ^{a/}	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)
		<i>Subtotal</i>	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
		<i>Subtotal</i>	10%					
		TOTAL	100%					

^{a/} not to exceed the weight assigned per indicator.