

PCA Corporate Objective CY 2015

The PCA strategic map which contains PCA's mission & vision and strategic objectives can be found on our website (<http://goo.gl/Z3XMX0>). This is where the PCA anchors all measures of performance. For 2015, the outlook is:

- to plant 23M coconut palm nationwide
- to support the operationalization of 25 coconut hubs strategically placed nationwide
- to support the federation of 34 KAANIB SCFOs at the provincial level
- to ensure 240 KAANIB SCFOs are generating their own revenue
- to establish 500 community-based coconut nurseries
- to assist 100,000 coconut farmers affected by Typhoon Yolanda
- to recover 60% of CSI-Infested coconut palms treated
- to facilitate and secure 20 new coconut-based investments worth P3M and above
- to obtain a ISO 9001:2015 Certification
- to establish a competency baseline on the PCA Competency Framework