

PROJECT BRIEF

DEVELOPMENT OF THE COCONUT INDUSTRY GROWTH AREAS IN THE PROVINCE OF QUEZON

BACKGROUND

Coconut production remains an important industry in the Philippines. Despite declines in overall share of global production and value over the years, the country remains the second top producer in the world next to Indonesia in 2017. It continues to employ a significant number of farmers as well as provide a primary source of income to many marginal rural households in Mindanao and the Southern Tagalog Region (IV-A).

Quezon is the top producer of coconut among provinces in the Philippines accounting for 10 percent of total supply nationwide and harvesting from around sixty percent (60%) of total agricultural land area in the province. However, like the majority of other cocol areas, numerous problems challenge growth and development in this predominantly mono-cropped sector. Among these are the ageing and low yield of many existing stands, limited use of technology and practice of diversification, low value-addition in production processes, and inadequate linkage to markets. These conditions combined contribute to the high poverty incidence in many coconut farming communities not only in Quezon but in other parts of the country as well.

A total of 2,151 stakeholders constitute Quezon province's coconut industry. This includes smallholder farmers, traders and dealers of copra, nut, and lumber, as well as those involved in related food and non-food processing activities. Due to policy, organizational and institutional weaknesses, however, the integration and coordination of industry players in the system leaves much to be desired, leaving small farmers that constitute the majority in the sector heavily disadvantaged. Thus, the Provincial Government of Quezon (PGQ) embarked on an industry-wide investment plan to promote diversification and development of product value chains in key coconut areas of the province.

With Quezon Agriculture Office (QAO) at the forefront, various stakeholder groups in the coconut sector needs to be systematically organized - farmers, private sector, academe, R&D bodies, and other support institutions - to catalyst for agri-industry development and socioeconomic growth. This effort will validate and further add flesh to the

current coconut industry development plan of the province through site-specific scoping, establishment of baseline, market scanning for commodity and product development, identification of resource opportunities and gaps, and mapping of local stakeholders for organizational and institutional development.

Organized around coconut and its derivatives as the banner product, the development of (or validation) coconut industry roadmap will enable intentional planning of site-suitable cropping pattern and the appropriate support package needed for product and value chain development as well as market demand analysis. Alongside this, the QAO together with SEARCA will spearhead the roll-out of technical assistance to promote learning events for technology development and adoption along the value chain, organizational leadership and entrepreneurship, partnership and collaboration, and knowledge production and dissemination.

Project Duration: November 2022 to June 2025

PROJECT PARTNERS

- Provincial Government of Quezon through the Office of the Provincial Agriculturist
- Philippine Coconut Authority



**PHILIPPINE COCONUT
AUTHORITY**

ABOUT SEARCA

The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) is one of the 21 regional centers of excellence of the Southeast Asian Ministers of Education Organization (SEAMEO). Founded on 27 November 1966, SEARCA is mandated to strengthen institutional capacities in agricultural and rural development in Southeast Asia through graduate scholarship, research and development, and knowledge management. It serves 11 SEAMEO member countries, namely: Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor Leste, and Vietnam. SEARCA is hosted by the Government of the Philippines on the campus of the University of the Philippines Los Baños (UPLB) in Laguna, Philippines. It is supported by donations from SEAMEO member and associate member states, other governments, and various international donor agencies.

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PROJECT OBJECTIVES

- To develop the Provincial coconut industry road map;
- To identify, develop, and adopt appropriate technology in the commodities value chain;
- To capacitate, strengthen, and mobilize farmers organizations and LGU technical staff in agriculture in diversified farming practices, value-chain, and entrepreneurial activities;
- To consolidate and forge partnerships among industry players; and
- To package knowledge products.

BROAD ACTIVITIES/OUTPUTS

Coconut industry roadmap of Quezon with focus on the priority commodities. The Quezon Province Industry Roadmap aims to provide direction and recommendations toward a sustainable coconut industry in the province. It will best be complemented by specific and updated information on strategic commodities grown in the Province.

Capacity development of stakeholders in technology development and adoption in the value chain. The interventions identified in the Coconut Industry Roadmap shall be complemented with the capacity development activities of the Project. This component will harness the knowledge and competency of stakeholders, particularly farmers and those involved in extension services, in the use of appropriate technology for coconut, complementary products, and other derivatives in various stages of the value chain.

Strengthening organizations and stakeholders in leadership and managerial skills. To support the vision of industry and value chain development requires complementary skills and competency in organizations and stakeholders who will play a direct role in leading key activities. This component will provide support in developing technical knowledge, skills, and competencies to lead and manage organizations and business enterprises.

Forging partnerships among industry players. Various stakeholders and their respective activities in the sector can be organized better for tighter synergy towards a shared vision of industry development. With the Province's industry plan as initial guide, this component will provide the platform for continuous dialogue among government and non-government partners to align each other's current and future plans, and programs for the industry as well as to identify collaborative and complementary work for joint implementation and shared learning.

Knowledge Products Management. Implementation of the project will generate various knowledge products that will be output or documentary process tools from the components above.