This Integrated Coconut Industry and Poverty Reduction Road Map or Coconut Road Map for short is a product of inter-agency efforts to invigorate the coconut industry and lift out of poverty the millions of poor and small coconut farmers. This was approved by the Human Development and Poverty Reduction Cabinet Cluster and the Economic Development Cabinet Cluster in 2013.

The development of the Coconut Road Map was initiated by a Presidential Task Force that was created in 2011.

Set to be implemented in 2014, the fruition of this plan relies on the cooperation of inter-agencies, the LGUs, and the organized small and poor coconut farmers along with the private sector through the establishment of Local Coconut Industry and Development Councils (LCIDCs) in coconut producing municipalities.
1  The Coconut Farmer and the Coconut Industry Paradox
1  The Role of the Coconut Farmer: Understanding the Coconut Value Chain
3  The Coconut Road Map Explained
8  The Coconut Road Map Strategy
17 Pilot Provinces
20 Proposed Budget
21 Coconut Road Map Development
22 Annex
23 List of References
26 Coconut Industry Road Map - Province of Agusan del Sur
28 Coconut Industry Road Map - Province of Camarines Sur
30 Coconut Industry Road Map - Province of North Cotabato
32 Coconut Industry Road Map - Province of Davao Oriental
34 Coconut Industry Road Map - Province of Masbate
36 Coconut Industry Road Map - Province of Western Samar
38 Coconut Industry Road Map - Province of Eastern Samar
40 Coconut Industry Road Map - Province of Northern Samar
42 Coconut Industry Road Map - Province of Sarangani
44 Coconut Industry Road Map - Province of Surigao del Norte
46 Coconut Industry Road Map - Province of Surigao del Sur
48 Coconut Industry Road Map - Province of Zamboanga del Norte
### INTER-Agency Roles for the Coconut Road Map

<table>
<thead>
<tr>
<th>Partners</th>
<th>Main Functions</th>
</tr>
</thead>
</table>
| DA and DA-PCA | • Lead agency for Agro-enterprise development  
• Lead existing KAANIB sites to transition to a nucleus-estate through a value chain orientation; and organize identified cluster of farmer barangays into nucleus-estate enterprises  
• Organize and manage participatory value chain development  
• Provide production, market development and infrastructure support (participatory coconut planting program and salt fertilization will be targeted to program beneficiaries; coordination with DSWD will ensue for service delivery mechanisms through a cash-for-work program)  
• Organize the Program Management Office |
| DAR | • Lead agency for Fast-Tracking Agrarian Reform in Coconut Lands  
• Identify list of areas with LAD balance in the pilot provinces  
• Organize and manage national and provincial stakeholder conferences to mobilize DAR-NGO-PO mechanism  
• Organize provincial DAR-NGO-PO mechanism  
• Capacitate provincial DAR-NGO-PO mechanism  
• Hire provincial agrarian reform lawyers |
| DOH-PhilHealth | • Validate identified PhilHealth beneficiaries versus PhilHealth database  
• Provision of PhilHealth insurance |
| DepEd, CHED and TESDA | • Set-up of trust fund for identified farmer dependent beneficiaries  
• Provide educational assistance |
| DSWD | • Validate identified SEA-K and Cash-for-Work beneficiaries with the LGU  
• Provide and monitor SEA-K and Cash-for-Work Assistance to farmer beneficiaries |
| NAPC | • Identify program beneficiaries for the agro-enterprise development and social protection programs  
• Organize farmers into Local Coconut Industry Development Councils  
• Provide support in organizing of nucleus-estate farmer enterprises and DAR-NGO-PO mechanisms through Farmer Sectoral Councils  
• Development and Implementation of Monitoring and Evaluation Framework |
| DTI | • Resource agency for value chain planning, provide marketing assistance and funds for shared common facilities |
| DOST | • Technology capacity building for nucleus estates, and funds for shared common facilities |
| DILG | • Support for Inter-LGU cooperation; and integration of the Coconut Road Map plan with BUB process |
| NEDA | • Impact Evaluation of the Coconut Road Map |
| LGUs | • Validate identified list of beneficiaries for agro-enterprise, agrarian reform and social protection programs  
• Support organization of coconut farmers  
• Assist in social preparation of coconut farmers |
| CSOs | • Facilitate fast-tracking of agrarian reform in coconut land areas  
• Assist in social preparation of coconut farmers |
| GFIs | • Provide financing packages to attract private sector capital to secondary growth hubs especially for agro-enterprise businesses  
• Provide credit to farmer nucleus-estates |
| Private Sector | • Provide private sector capital into agro-enterprise businesses  
• Provide market and technical expertise in various agro-enterprise businesses |

### List of Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAS</td>
<td>Bureau of Agricultural Statistics</td>
</tr>
<tr>
<td>CBMS</td>
<td>Community-Based Monitoring System</td>
</tr>
<tr>
<td>CHED</td>
<td>Commission on Higher Education</td>
</tr>
<tr>
<td>DA</td>
<td>Department of Agriculture</td>
</tr>
<tr>
<td>DAR</td>
<td>Department of Agrarian Reform</td>
</tr>
<tr>
<td>DBM</td>
<td>Department of Budget and Management</td>
</tr>
<tr>
<td>DepEd</td>
<td>Department of Education</td>
</tr>
<tr>
<td>DENR</td>
<td>Department of Environment and Natural Resources</td>
</tr>
<tr>
<td>DOF</td>
<td>Department of Finance</td>
</tr>
<tr>
<td>DOH-PhilHealth</td>
<td>Department of Health-PhilHealth</td>
</tr>
<tr>
<td>DOST</td>
<td>Department of Science and Technology</td>
</tr>
<tr>
<td>DPWH</td>
<td>Department of Public Works and Highways</td>
</tr>
<tr>
<td>DSWD</td>
<td>Department of Social Welfare and Development</td>
</tr>
<tr>
<td>DTI</td>
<td>Department of Trade and Industry</td>
</tr>
<tr>
<td>GFIs</td>
<td>Government Financial Institutions</td>
</tr>
<tr>
<td>HDPR Cabinet Cluster</td>
<td>Human Development and Poverty Reduction Cabinet Cluster</td>
</tr>
<tr>
<td>KAAANIB</td>
<td>Kasaganahan sa Niyugan ay Kaunlaran ng Bayan</td>
</tr>
<tr>
<td>LCIDC</td>
<td>Local Coconut Industry Development Council</td>
</tr>
<tr>
<td>NAPC</td>
<td>National Anti-Poverty Commission</td>
</tr>
<tr>
<td>NEA</td>
<td>National Electrification Administration</td>
</tr>
<tr>
<td>NGAs</td>
<td>National Government Agencies</td>
</tr>
<tr>
<td>NHTS-PR</td>
<td>National Household Targeting System for Poverty Reduction</td>
</tr>
<tr>
<td>NSO</td>
<td>National Statistics Office</td>
</tr>
<tr>
<td>PCA</td>
<td>Philippine Coconut Authority</td>
</tr>
<tr>
<td>PCAT</td>
<td>Provincial Coordinating Action Team</td>
</tr>
<tr>
<td>PCGG</td>
<td>Presidential Commission on Good Government</td>
</tr>
<tr>
<td>PMS</td>
<td>Presidential Management Staff</td>
</tr>
<tr>
<td>PTF</td>
<td>Presidential Task Force</td>
</tr>
<tr>
<td>RSBSA</td>
<td>Registry System for Basic Sectors in Agriculture</td>
</tr>
<tr>
<td>SEA-K</td>
<td>Self-Employment Assistance-Kaunlaran</td>
</tr>
<tr>
<td>TESDA</td>
<td>Technical Education and Skills Development Authority</td>
</tr>
</tbody>
</table>
The Philippines is among the world’s largest producer and exporter of coconut products, accounting for 23% of world production and 59% of world exports. It is the third largest exporter of coconut products, with coconut oil being the top agricultural commodity export generating average annual export earnings of US$ 935 million from 2005 to 2009.

Furthermore, the market for coconut products is continually expanding due to health and environmental forces that influence customer preferences and demands. High-value products such as virgin coconut oil, coconut water, and activated carbon are creating new markets worldwide. And as one of the top coconut producing countries, the Philippines is a player in these emerging markets.

However, this same growth industry that contributes significant economic growth is also home to the poorest sectors in Philippine society. The 3.5 million coconut farmers and laborers who form the backbone of the coconut industry live on P41 a day or P14,866 annual per capita (NSCB, 2007; Manohar, 2008) – an amount below the national poverty line and the US$1 and US$2 poverty threshold.

Indeed, coconut-producing regions in the country, such as Bicol, Samar, ARMM, and CARAGA have the highest poverty incidence ranging from 51% (Pabuayon et al. 2008) to 75% (World Bank, 1998 as cited by Dy, 2009). Thirty-six (36) out of 100 farmers are poor (FIES-LFS, 2009). Among coconut farmers, incidence estimates are higher at 41 to 60 out of 100 coconut farmers (FIES-LFS, 2009 and Dy, 2009).

Thus, implying that the income distribution in the coconut industry is skewed against the countless coconut farmers.

In line with the Aquino Administration’s thrust and call for inclusive growth, this paper outlines the approved Road Map that ensures the economic inclusion of coconut farmers in the commercial value chain while maintaining economic growth. Thus, paving ways out of poverty.

A look at the coconut value chain maps the key players and their roles in the industry. A typical coconut value chain starts with coconut farmers at the base end for coconut production. From the farmers, the coconut is processed and turned into higher value products as it moves along the chain from municipal traders to provincial traders, into processing plants, brought to export markets, delivered to supermarkets or stores, and finally, into the hands of consumers.

Compared to other market participants in the coconut value chain, the income share of coconut farmers in the industry income pie is the smallest (Dy, 2006). This is attributed to their limited market participation as they remain at the lowest end of the supply chain, producing only raw materials (Pabuayon, 2009; Taya, 2003). Low production output, monocropping and the inability to diversify to other coconut-based products aside from copra, are the major factors behind meager farm incomes (Dy, 2006; Prudente, 2006).

Though the Philippines has entered emerging coconut industries that promise higher economic returns, the role of the farmers as...
producers predominantly remains unchanged. Whether the end product will be the traditional coconut oil or emerging products such as coconut water or virgin coconut oil, the coconut farmers supply the same copra or mature whole nut to its buyers without any significant value added. Thus, farmers receive the same price for the coconuts regardless of the end product.

The Philippine coconut water value chain confirms this. The farm gate price for mature whole nuts is coupled with the prevailing market price for copra (Oxfam, 2013). The coupling of price to copra is not surprising given that the farmers take little or no part in adding value to the coconut. In contrast, the desiccating plants add value and thus reap the most from the current value chain.

The weakness of coconut farmers to produce more value-added products through village-based enterprises explains their limited market participation and, hence, low income earnings.

Thus, to ensure inclusive growth, there is a need to develop the supply chain where value added happens at the village or farm level in order to benefit farmers.

**Altruistic Pricing**

Though firm level altruistic pricing may exist where plants can buy mature coconuts at higher prices, this may not be effective or sustainable. Even when buying price in the plants are pegged at higher than market prices, there is no mechanism to ensure that the coconut farmer receives this extra margin. Even if such a mechanism exists, this will not be sustainable once firm and market competition sets in driving the price to its original equilibrium.

The simplified value chain above depicts the value chain in the Philippine coconut water industry. It identifies the key players that add value to the chain to turn mature coconuts into a high value product such as coconut water. The above figure shows that though the supermarkets sell the product at P80 per liter or P27 per coconut, the farmers sell it at P3 per coconut. This represents an 11% value added to the product, mainly from the production of the raw material. On the other hand, the desiccating plants that process and package the coconuts into coconut water contribute the most value added. Buying it from P10-15 per nut and making it available to the market at P27 per nut, the desiccating plants contribute as much as 45-60% value added.
ADDRESSING CRITICAL CONSTRAINTS AND CONTEXTUAL FACTORS

Farmers, however, face critical constraints and contextual factors that exclude them from playing a significant role in the value chain. This Coconut Road Map aims to reduce poverty through the systematic inclusion of organized farmers or nucleus estates in the value chain by addressing these constraints and factors that hinder inclusive growth.

The following are the critical constraints that the Coconut Road Map will address to allow coconut farmers to achieve meaningful inclusive growth.

ADDRESSING CRITICAL CONSTRAINTS

a. Value Chain Orientation

Traditional strategies involved production-focused interventions that increase the volume of coconut production rather than increase the productivity of the coconut farmers and increase the value added of their products. In this direction, economic growth occurs due to the increase in the volume of coconuts produced, rather than growth that is brought about by a competitive and growing coconut industry. Consequently, the industry will always be dependent on world copra prices.

Thus, a value chain orientation approach is crucial to purposely design interventions that add value to the coconut industry. Economic growth will happen because of the increase in the value of the same coconut that will eventually lead to a dynamic and growing industry.

In this strategy, market and supply chain analysis is crucial to take advantage of potential business opportunities. This will veer away from the usual practice of encouraging groups of farmers to form any agro-business without prior market information. Such practice leads to lower chances of success especially when groups of farmers target the same markets, offer no value added, and offer the same products at a scale that buyers are not interested in. A value chain orientation will provide important market information that will guide farmers of the current gaps and potential opportunities in the business environment where they can add value to the coconut products.

For instance, value chain analysis may reveal that there is a growing road construction market with high geo-net demand in a particular area. Market information also indicates that road construction companies prefer locally sourced geo-nets for better coordination and lower transportation costs but would need supply at a scale that fits their needs. At the same time, coconut husks that can be turned to geo-nets are currently discarded by farmers. This provides meaningful information to farmers that coco coir is a potential business with ready buyers. The information also guides farmers that to enter this market, they must be organized into a nucleus estate to a scale that the buyers would be interested in.

At the same time, value chain analysis would also help provide information if the current coco coir market is already saturated and dominated by big players making market entry difficult and costly. This would advice farmers to find a more strategic business opportunity that may complement existing markets.
b. Market Connectivity and Access

Another constraint is market connectivity and access. Access to markets includes knowledge of existing and potential market players, networking with these players and an opportunity to service these markets. With the aid of government agencies, platforms for such linkages are possible. For instance, the DTI has extensive market knowledge on various emerging products. Aside from acting as the link between nucleus estates and markets, arrangements can also be made to close existing gaps. An example is in Samar where DTI pioneered a partnership arrangement between big and small coco coir plants to aggregate their supply to be able to service huge export demands.

Another crucial aspect of market access is market connectivity. At times, public investments may be the key to better market connectivity. For instance, road access and electricity connection can be the bottlenecks that exclude farmers from the value chain. Providing road access from farms to commercial hubs will both reduce transportation costs and induce economic inclusion of farmers to markets. These same public investments to roads, energy, and water will also reduce cost of doing business, attract potential investors, and open new markets that will facilitate a more dynamic market network.

c. Access to Credit

Innovative credit packages that reduce risks to farmers and increase agro-business profitability will be offered to nucleus farmer estates. Reduction of risks and increase in profitability are guided through value chain orientation, market access, and public investments. Furthermore, financing schemes can be designed to ensure tight linkages in the value chain. Government Financial Institutions such as Land Bank of the Philippines (LBP) provides credit to players in the value chain, both to the suppliers and the producers; and reduces its default rate through conditions that link these players together. For example, it offers credit to supermarkets and farmer groups that sell and produce agro-products. The credit is offered to the supermarkets on the condition that sourcing of certain products should come from the local farmer groups. And upon evidence of a purchase

What is a nucleus estate?

A Nucleus Estate is a group of coconut farmers organized for economic inclusion.

• The coconut farmers will come from the same geographic area and most probably own contiguous parcels of lands but not limited by administrative and political borders.

• These farmers have security of land tenure and are grouped according to similar economic interests and are more willing to enter into agro-enterprise market opportunities.

• The scale of a nucleus estate varies over time and according to industry demand.

A whole coconut processing plant may demand a capacity of at least 4,000 nuts a day and thus be composed of 300 farmers who own at least 100 coconut bearing trees; or a coconut sugar estate may only demand a capacity of 380kg of coconut sugar production a day and thus only need 130 farmers and workers. The nucleus estate can also grow with more farmer members and changing markets.

The nucleus estate is the primary unit of intervention for agro-enterprise programs under this Coconut Road Map.

b. Market Connectivity and Access

Another constraint is market connectivity and access.

Access to markets includes knowledge of existing and potential market players, networking with these players and an opportunity to service these markets. With the aid of government agencies, platforms for such linkages are possible. For instance, the DTI has extensive market knowledge...
By ordering from the supermarket/buyer, the loan request of the local farmer group is approved. Other government credit facilities may also be patterned after such a design.

Private sector investments will also play a role in increasing access to credit. Innovative packages may be in the form of joint ventures, loan guarantees, and public-private partnerships. For instance, venture capitalists, such as overseas Filipino workers with ready capital and willing to invest seed capital to nucleus estates may be tapped. The credit package may be packed such that the investor will sell the agro-business to the farmer groups after a recovery of the seed capital and a share of profits for an agreed number of years.

**d. Access to Technology**

An important driver of growth is technology. Currently, coconut technological advances are geared towards production efforts and towards firms with economies of scale. Promising developments such as the improvement of varieties through tissue culture technology will hasten re-planting of coconut seedlings and increase yield. Most technologies in the industry are also being designed for large scale companies.

To complement this, focus and emphasis on technologies that support village-based value-adding enterprises will be crucial to the nucleus estates. This shift in focus will entail fast-tracking of the development and dissemination of technologies such as the mobile ultra-heating technology (UHT) of the DOST. The mobile UHT will make the technology to extract the coconut water accessible to nucleus-estate organized farmers.

Technological developments such as this would lower barriers to entry and enable nucleus estates to enter emerging markets.

**FIGURE 2 Addressing Critical Constraints through Nucleus Estates**

The Coconut Road Map requires strategic interventions designed specifically for nucleus farmer estates. Though some interventions are implemented by agencies to some extent, a shift in focus towards a more coordinated and purposive effort for farmer nucleus estates is emphasized to address critical constraints that hinder the economic inclusion of the poor.
e. Capacity and Skills Development

To ensure sustainability of economic inclusion, knowledge transfer and skills development are crucial. Beyond the initial training sessions and workshops with the nucleus estates, partnership arrangements with TESDA can be made to develop agro-business modules on various agro-business enterprises including coconut sugar production, coconut coir twining and weaving to improve farmer capabilities and ensure adequate supply of skilled labor.

Agro-business skills such as marketing, sales, business planning, and inventory management will also be embedded in the modules. A technical certification will also increase farmer options to supplement its source of income beyond the traditional copra.

ADDRESSING CONTEXTUAL FACTORS

Aside from removing these critical constraints, the Coconut Road Map also takes into account the contextual factors that influence the willingness of farmers to play a more significant role in the value chain. There are, among coconut farmers, varying levels of poverty, vulnerabilities, dependencies, and willingness to enter risks. Current situations differ and may hinder some farmers from increasing economic and political participation due to different factors. Thus, the Road Map provides context-specific programs to coconut farmers.

a. Land Tenurial Security

Land tenure for many small coconut farmers remains a problem. Coconut farms make up the largest balance of lands that are yet to be covered under the government’s land reform program. Of the remaining 1.102 million hectares that the Comprehensive Agrarian Reform Program (CARPer) must redistribute until 2014, coconut farms account for the

FIGURE 3 Land Acquisition and Distribution Balance by Crops Planted (DAR, 2011)

<table>
<thead>
<tr>
<th>Crop</th>
<th>Hectares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coconut</td>
<td>355,730</td>
</tr>
<tr>
<td>Rice</td>
<td>236,166</td>
</tr>
<tr>
<td>Sugarcane</td>
<td>151,651</td>
</tr>
<tr>
<td>Corn</td>
<td>138,192</td>
</tr>
<tr>
<td>Minor Crops</td>
<td>63,341</td>
</tr>
<tr>
<td>Others</td>
<td>148,160</td>
</tr>
</tbody>
</table>

1Minor Crops: Banana, Mango, Rubber, Palm Tree, Vegetables, Root Crops, Abacca, Pineapple, Commercial Trees/Orchard, Coffee/Cacao and Tobacco
2Others: Mixed crops and unspecified
largest land balance at 350,000 hectares. The typical feudal landownership patterns of land monopoly prevails as only one-third of total coconut land area is held by the majority (91%) of coconut farmers (Romero, 2008); with the rest held by big landowners through sharecropping, tenancy, and wage-labor arrangements with small farmers and farm workers.

Traditional landlordism remains prevalent in the coconut farming sector – on the one hand, persisting landlords lack the capitalist orientation to maximize returns from economies of scale, while on the other hand, poor farmers and farm workers confront barriers to productivity due to iniquitous land ownership patterns. Land tenure insecurity also imposes limitations on the productivity of the land and farmer. It is not uncommon for landowners to limit the crops that are planted on their land. Intercropping practices for instance, may lead to grounds for eviction.

Land tenure insecurity also helps explain the general level of production in the industry that remains to be characterized by subsistence farming and monocropping. This results to a vicious cycle of poverty where low farm investments lead to declining productivity.

Fast-tracking agrarian reform is thus a necessary first step to ensure economic inclusion of the poor in the coconut industry.

b. Multiple Risks and Vulnerabilities

Farmers and farm workers face multiple, often, simultaneous risks such as extreme weather conditions, volatile market prices, severe economic shocks such as inflation and unemployment, and sickness or disability. The poor and near-poor are most vulnerable to these risks because they lack the resources to prevent or mitigate the effects of any economic, health or social shocks, natural or man-made disasters. These resources include savings and other assets, access to basic services and amenities including health and safe drinking water, social insurance coverage, employment guarantees, and even social networks such as mutual self-help organizations.

The inability to deal with these multiple risks leads to economic insecurity, loss of income or assets, including loss of well-being. These external shocks are often the triggers of increases in hunger and poverty incidence. Without access to social protection, the most vulnerable sections of the population easily fall into what is called the poverty trap.

The poor are generally most exposed to diverse risks and have least access to mechanisms to deal with these risks. Their high vulnerability makes them averse to risks and thus, unable or unwilling to engage in higher return activities. Access to social protection instruments would allow the poor to take risks, which will then provide them with an opportunity to gradually move out of poverty (Holzmann, 2003).

Social protection programs are crucial to reduce the risks and vulnerabilities that farmers face.

c. Institutional Barriers

Farmers also face institutional barriers that constrain overall competitiveness of the industry and prejudice their welfare. Most of these issues involve the functioning of both the market and the state, in its governance of the industry.

Some of the resounding market issues are overdependence on copra and coconut oil, underutilization of existing oil mills, price shocks from the global vegetable oil market, and the unscrupulous practices of some traders who take advantage of the farmers’ lack of market information and post-harvest tools as simple as moisture-measuring instruments to underprice their copra products.
On the other hand, significant issues pertaining to state governance are graft and corrupt practices, lack of standards for procuring machine processors (such as defective decorticators which were distributed but never used due to faulty design), lack of clear agreements among government agencies in prioritizing the procurement of locally-produced coconut products for government projects (particularly the use of coco fiber for road projects) and proliferation of illegal cutting of coconut trees for coconut lumber.

A significant portion of coconut land areas appear to be under land classification status that are exempt from CARPer such as (1) timberlands with and without private claimants, (2) pasturelands, (3) indigenous peoples’ ancestral lands, and (4) areas with logging concessions. Appropriate asset reform and productivity enhancement program must be designed to address the particular features of these areas. Lack of clear land classification and conflicting jurisdiction among government agencies involved in land titling and administration create problems for CARPer and other asset reform programs.

In sum, the existing institutional environment has failed to facilitate the transformation of coconut farmers from subsistence producers to market participants. A program on policy development is needed to thresh out structural issues that constrain the industry.

4 THE COCONUT ROAD MAP STRATEGY

PROVIDING CONTEXT-SPECIFIC INTERVENTIONS

This Coconut Road Map provides contextualized interventions that address critical constraints while taking into account contextual factors. A package of sequenced interventions is designed based on context-specific situations that allow for more strategic, timely, and effective interventions.

With the help of national databases, it is possible to define these context specific strategies – the extent they have control of or access to livelihood capital assets – that largely determine their capacity to participate in the market and realize returns from these assets. These forms of enabling capital are human, social, natural, physical, and financial capital.

As a general framework to provide context-specific interventions, two primary capital assets were used to determine the type of interventions necessary in a given context:

a. Natural capital: land owned or controlled by poor coconut farmers as indicator of land tenurial security (RSBSA, 2012)

b. Physical capital: access to roads as indicator of market connectivity (CPH, 2010)

Land asset and transport infrastructure are two critical assets that determine the access of coconut farmers to markets and resources. Inefficient transport network had been identified as one of the two most binding constraints to Philippine growth (ADB, 2007; Llanto, 2009). Investments on local road infrastructure have proven effective for growth and poverty reduction by linking rural poor to urban growth centers (Llanto, 2011). On the other hand, improving land tenurial security through land reform frees coconut farmers from backward feudal production relations and enables them to fully benefit from the returns of their labor and capital.

1 Data from the Registry System of Basic Sectors in Agriculture (RSBSA) 2012, the Census of Population Housing 2010, the DPWH 2011 Road Network, and various collected data from agencies are used.
Using national data, farmers may be identified according to their “readiness” or capacity to realize returns in the market. Interventions for ready farmers will then be towards economic inclusion in the value chain, while those not yet ready will be targeted to increase their enabling capital through asset reform and social protection.

Following the context-specificity of each scenario, the Coconut Industry and Poverty Reduction Road Map has identified four major poverty reduction strategies:

a. Market development through agro-enterprise development;
b. Fast tracking land reform;
c. Social protection; and
d. Institutional reforms and innovations.

The application of these poverty reduction interventions shall vary in degree and intensity in each of the four scenarios. Poverty reduction through market participation measures will be more applicable for coconut farmers who have secured land (Quadrants I and II). Moreover, coconut farmers in these localities are expected to be more socially prepared in linking and engaging markets as entrepreneurs. Market-fuelled growth for coconut farmers is expected to be highest for farmers with land security and good access to roads (Quadrant I) because this would facilitate strong market connectivity. Public investments such as access to roads and electricity will be needed for those without road access (Quadrant II) to boost market potential. For these farmers, social protection strategies are geared towards attenuating the risks and costs that poor coconut farmers shall bear during their transition from subsistence production to market integration.

For farmers without land security (Quadrants III and IV), immediate market participation would be difficult. Fast-tracking of agrarian
reform and social protection programs will first be implemented. In these local contexts, fast-tracking the completion of CARPer is important at the same time that social protection interventions are extensively employed to augment subsistence farm incomes brought about by market exclusion.

Meanwhile, institutional reforms and innovations are encompassing strategies that apply across all four scenarios. These strategies particularly aim to develop an institutional environment that will enable coconut farmers to effectively organize their ranks to participate in political spaces of policy advocacy, as well as participate in the market value chains of the coconut industry.

**FOUR COMPONENTS**

1. **AGRO-ENTERPRISE DEVELOPMENT**

   **Objective:** To enable and empower coconut farmers as effective market players in the coconut industry, this Road Map aims to invest livelihood capital for village-level agro-enterprises, with emphasis on increasing output, propagating intercropping and other diversified forms of farm income, and producing more value-added coconut-based products aside from copra. Investments on human and social capital formation through extension work in entrepreneurship training, technology, and market information shall also be provided towards participatory value chain development.

   The public investments program shall be divided in two levels, i.e., at the village level, where the basic livelihood capital program shall be implemented, and at the level of cluster of villages or municipalities where...
aggregation, processing, distribution, and retailing of processed coconut products are to be coordinated through the participatory value chain development program.

• The Participatory Value Chain Development Program

  The Participatory Value Chain Development Program deals with investing on human and social capital – in the form of knowledge, information, and social networks – that will transform the position of coconut farmers within the market chain from being subsistent producers to effective entrepreneurs. By facilitating business partnerships and market arrangements, this phase aims to pool together various value chain actors into production clusters and industrial hubs.

  The Participatory Value Chain Development Program builds upon the program model of Participatory Agricultural Chain Analysis developed by Manalili (2009). There are three major steps in this program. First, is the market analysis stage that aims to identify coconut-based products and assess local value chains where farmer participants have an advantage. The second step is the value-chain action planning, which involves participatory researches and multi-stakeholder dialogues aimed at generating action plans jointly formulated and implemented by various local stakeholders, including coconut farmers, traders, processors, government agencies, and civil society-organizations. The action plan is a key output as it contains the investment commitments from both private and public sectors, including supply contracts and other agreements on technology transfer and capacity development among local value chain actors. The third stage involves the implementation and monitoring of the action plan.

• The Sustainable Livelihood Capital Program

  The Sustainable Livelihood Capital Program deals with investing on basic livelihood capital that aims at increasing coconut production, diversifying farm incomes through intercropping and processing of coconut-based products. The program activities are based on the KAANIB’s village-level sustainable livelihood model developed by the PCA. This model is then scaled up from initially being village-level to the municipal and provincial levels, depending on the scale of aggregation and processing demanded by specific product markets.

2. FAST-TRACKING AGRARIAN REFORM

Objective: To provide poor coconut farmers and farm workers access and control of land assets by fast-tracking the implementation of land reform in coconut areas. This will be done by supporting and reinforcing the DAR’s strategy of focusing on large-sized private agricultural lands in priority provinces and by strengthening delivery of agrarian justice.

• Focused Intervention in the Pilot Provinces with the Highest LAD Balance in Coconut Lands

  Twenty-four pilot provinces of the Road Map with the highest LAD balance in coconut lands account for more than 80% of the total number of coconut landholdings. Focusing the LAD-LTI intervention in these provinces under the Poverty Reduction Road Map will deliver at least an 80% accomplishment rate before the CARPer ends in 2014.
• Creation of a Local DAR-NGO-PO Mechanism at the Provincial Level

  To augment the institutional capacity of DAR at the local level, NGOs and POs operating in the identified provinces shall be mobilized in identifying and organizing target farmer-beneficiaries. The DAR shall issue a set of guidelines to define the parameters of such a mechanism for collaboration.

  To initiate this process, a national stakeholder conference shall be convened by the DAR, in cooperation with NAPC, DENR, and other concerned agencies and where the Provincial Agrarian Reform Officers assigned in the priority 24 provinces, and the NGOs and POs that have a track record in agrarian reform advocacy and organizing shall participate.

• Strengthening Delivery of Agrarian Justice

  Fast-tracking agrarian reform necessitates the provision to farmer-beneficiaries of much needed legal assistance in cases where landowners employ various forms of legal impediments to delay, if not totally block, the implementation of land reform on their landholdings. The Public Attorney’s Office, in such cases, often does not have the manpower

The Road Map will provide barangay and household level data that will assist in providing contextualized implementation of the Road Map.

The Northern Samar Map above shows where the coconut farmers are (green dots), whether their barangays have access to the national highway (pink colored areas have no access to the highway, white colored areas have access to the highway), and the road type and condition of the national roads. Data also show that the oil mills are concentrated in Catarman and San Isidro.

The map is also able to show which areas need public investments such as road to connect the farmers to the markets and which areas have good road access and may form a nucleus estate.

Annual Production: 327,895 MT
Yield: 3.8 MT/ha
Number of Coconut Farmers: 30,917

The Northern Samar: The Coconut Road Map
Contextualizing the Road Map

Annual Production: 327,895 MT
Yield: 3.8 MT/ha
Number of Coconut Farmers: 30,917

The Road Map will provide barangay and household level data that will assist in providing contextualized implementation of the Road Map.

The Northern Samar Map above shows where the coconut farmers are (green dots), whether their barangays have access to the national highway (pink colored areas have no access to the highway, white colored areas have access to the highway), and the road type and condition of the national roads. Data also show that the oil mills are concentrated in Catarman and San Isidro.

The map is also able to show which areas need public investments such as road to connect the farmers to the markets and which areas have good road access and may form a nucleus estate.
• Cash-for-Work

The first intervention will be the implementation of planting or replanting applying the DSWD’s Cash-for-Work scheme. Each coconut farmer will plant coconut seedlings for 11 days to replace ageing coconut trees and to increase farm productivity. To augment their meager income, the farmers or farm workers will receive cash assistance equivalent to 75 percent of the regional daily wage rate in exchange for the planting and replanting of coconut seedlings. The Cash-for-Work will provide temporary employment to coconut farmers that could help them meet their food and other basic needs and tide them over during the lean months. In addition, coconut planting and replanting will replace old and senile coconut trees and will ensure reliability of supply.

Referring to DSWD Guidelines for the Implementation of Cash-for-Work, the following key activities will be implemented: 1) identification of potential beneficiaries and assessment of their capability to participate in the program. The local social workers will conduct the assessment with technical assistance from DSWD Regional Office and the Provincial Coordinating Action Team (PCAT); 2) preparation of project proposal by LGU through local social worker in coordination with PCAT. Such proposal will contain implementation mechanics, work program, budgetary requirements, among others, and shall be submitted to the DSWD Regional Office for review and approval; 3) provision of financial assistance by the DSWD; and 4) implementation, monitoring, and evaluation.

• Universal PhilHealth Coverage for Coconut Farmers

The second intervention will be the provision of PhilHealth insurance coverage to coconut farmers and their families. Poor and

3. SOCIAL PROTECTION PROGRAM

This social protection program proposes a menu of government policies and programs that aim to support coconut farmers, farm workers, their families, and their communities to prevent, mitigate, and manage risks and vulnerabilities arising from social and economic shocks as well as from natural and man-made disasters. An appropriate mix of policies and concrete responses from different stakeholders is vital depending on the nature of risks. To maximize impact, specific interventions need to be delivered in a systematic, integrated, and coordinated manner.

This program proposes a number of social protection instruments: (1) Planting or replanting of coconut through cash-for-work; (2) SEA-K program; (3) Educational Scholarship program; and (4) PhilHealth membership for coconut farmers. Other social protection instruments shall likewise be developed such as weather-indexed insurance and employment guarantee schemes.

2 A similar Fund was set up during the time of Agrarian Reform Secretary Horacio Morales which proved to be useful to a lot of farmers charged with criminal offenses for agrarian-related cases, e.g. theft, trespassing, etc.

3 PCAT is part of the implementing structure of the Coconut Road Map
vulnerable coconut farmers will be targeted for this program through the RSBSA and validated by the local government through social workers. The list of beneficiaries will be submitted to PhilHealth for processing and issuance of identification cards. Before the next enrollment period, the LGU, local social workers, and Program Coordinating Office will conduct an evaluation process to identify the coconut farmers who will be eligible for renewal of PhilHealth membership, and also identify additional coconut farmer beneficiaries for the program.

• SEA-K Livelihood Assistance for Coconut Farmers

The SEA-K or Self Employment Assistance-Kaunlaran of the DSWD is a livelihood and capability building program that provides P10,000 credit assistance to each household beneficiary who intends to start a small enterprise so they can provide and sustain the basic needs of their families, including education of their children. The program could enhance the socio-economic skills of poor families towards establishing and managing sustainable community-based credit organizations for entrepreneurial development. It will enable the coconut farmers to have access to credit, promote entrepreneurship, increase understanding on values of social responsibility, and increase their income.

The SEA-K program will be interfaced with the agro-enterprise development program in areas where the KAANIB project sites exist such that coconut farmers could tap the P10,000 credit assistance as one of the sources of capital or financing for KAANIB income-generating activities.

Some of the activities under this program include: 1) organizing or formation of groups; 2) orientation and skills training on enterprise development and management, crop processing, and marketing; 3) provision of capital assistance; and 4) facilitating access to other basic social services.

• Development of other Social Protection Instruments such as Weather-Indexed Crop Insurance, Employment Guarantees for Victims of Disaster, Scholarship Grants, etc.

There are a variety of social protection instruments that are applicable in managing specific risks, which have to be further developed in this Road Map. These include weather-indexed insurance, a type of crop insurance that is indexed on weather indicators, e.g., volume of rainfall, which farmers can avail to mitigate the effects of an impending drought or flood on their crops. Another is employment guarantee for victims of disaster who can get jobs on demand in post-disaster relief and rehabilitation work.

4. INSTITUTIONAL REFORM

Objective: This strategy generally aims to develop an institutional environment that will empower coconut farmers to engage in the private and public sectors as partners towards the sustainable development of the industry.

The first program measure, titled Policy Reform, aims to develop and implement policies that will address current governance issues besetting the coconut industry. Meanwhile, the second program measure, titled Establishment of Local Industry Development Councils (LCIDCs), proposes the formation of LCIDCs in all the coconut-producing municipalities and provinces as an institutional mechanism for participatory governance of small coconut farmers and industry stakeholders.

• Policy Reform and Institutional Innovations Program

The Policy Reform and Institutional Innovations program is a research and advocacy program that will formulate policy proposals and develop advocacy networks among state agencies and the private sector towards the implementation of said proposals.
The major theme of this program centers on industrial policy and market governance. The agenda for policy research should include a study on non-copra based industrial diversification policy, development of high value-adding processes such as the oleo-chemical industry, options for privatizing the underutilized coco oil mills, infrastructure programming, state incentives, trade product development, establishment of a harmonized system for land classification, technology development, establishment of procurement standards for coconut machines, and law enforcement against illegal cutting of coconut trees. Critical outputs expected from this program shall be the formulation of policy proposals and their eventual implementation in terms of executive directives and program. The program shall monitor policy implementation and assess its critical outcomes for further policy evaluation and improvement.

Institutional Innovations refer to new instruments and arrangements by which public goods and services are able to provide institutional support for the empowerment of coconut farmers – by being active participants in the market value chain and in the policy-making processes of the government. Such innovative instruments include new financing and equity sharing schemes and the development of efficient input markets through “market-smart subsidies” for fertilizers and seedlings. The program shall look at these innovative instruments and modalities and come up with feasibility studies.

- Establishment of Local Coconut Industry Development Councils (LCIDC)

Local Coconut Industry Development Councils shall be established in all the 248 coconut-producing municipalities and 24 provinces as a mechanism where small coconut farmers and other industry stakeholders such as trading and processing firms can participate in policy formulation, monitoring and evaluation of industry development plans. The LCIDCs shall be a special sectoral body of Local Government Units from the barangays up to the provincial level.

### Summary of Coconut Road Map Components

<table>
<thead>
<tr>
<th>Agro-Enterprise Development</th>
<th>Fast Tracking Agrarian Reform in Coconut Lands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective: Transform subsistence farmers into significant participants of the market value chain.</td>
<td>Objective: Distribute the CARPer balance on Land Acquisition and Distribution (LAD) in coconut lands to address problem of tenure security for majority of coconut farmers.</td>
</tr>
<tr>
<td>a) Participatory value chain development: linking the village enterprises to the value chain through aggregation and consolidation towards vertical integration</td>
<td>a) Focused intervention in the pilot provinces with highest LAD balance</td>
</tr>
<tr>
<td>b) Sustainable livelihood capital program: organizing village level agro-entreprises patterned after the KAANIB model aimed at promoting horizontal diversification of coconut-based products, intercropping, and increasing productivity through establishment of nurseries, planting, replanting, and fertilization</td>
<td>b) Creation of local DAR-NGO-PO mechanism: to augment the manpower capacity of the DAR by mobilizing and maximizing the capacities of NGOs and POs in organizing farmer-beneficiaries</td>
</tr>
<tr>
<td>c) Agrarian Justice Delivery: hiring of additional agrarian lawyers and setting up of an Agrarian Justice Fund for farmers</td>
<td>c) Agrarian Justice Delivery: hiring of additional agrarian lawyers and setting up of an Agrarian Justice Fund for farmers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Protection</th>
<th>Institutional Reforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective: Address the multidimensional risks and vulnerabilities (i.e., resulting from economic and social shocks as well as natural and man-made disasters) faced by poor farming households towards being able to manage these risks, improve their well-being and get out of poverty traps.</td>
<td>Objective: To develop and initiate policy reforms aimed at strengthening state and market governance in the industry and establish local mechanisms for the participation and empowerment of coconut farmers.</td>
</tr>
<tr>
<td>a) Cash-for-Work: a scheme for generating employment for poor, unemployed, and under-employed farmers by paying them cash for every coconut tree that they plant and nurture</td>
<td>a) Policy reform and institutional innovations: a program for developing policy and business development studies aimed at addressing transparency and accountability in government procurement, crafting an industrial policy, and introducing innovative but viable market instruments for integrating farmers into the market value chains</td>
</tr>
<tr>
<td>b) SEA-K Livelihood Assistance for Coconut Farmers: an extension of the DSWD’s livelihood assistance program for CCT beneficiaries among coconut farmers</td>
<td>b) Establishment of Local Coconut Industry Development Councils (LCIDCs): LCIDCs will be established in all the barangays of coco-producing municipalities as a mechanism for participatory governance by small coconut farmers and other industry stakeholders</td>
</tr>
<tr>
<td>c) Universal PhilHealth coverage: a program for 100% subsidized sponsorship by government of PhilHealth premiums for all coconut farmers</td>
<td></td>
</tr>
</tbody>
</table>
LCIDCs shall be set up starting with barangay assemblies, which shall elect their representatives to the municipal assemblies, which in turn will elect their representatives to the provincial assemblies. The councils at all levels must function on a regular basis and ensure that the interests of small and poor coconut farmers are well-represented.

The LCIDCs shall serve as partners of LGUs and NGAs in implementing the Coconut Industry and Poverty Reduction Road Map on the ground. They shall actively participate in the LPRAP-BUB process to ensure that their anti-poverty project proposals are funded from the program budget of the Road Map and other programs of national government agencies and the LGUs.

The sequence of interventions will progress from institutional reform, social protection, and asset reform towards agro-enterprise development so that coconut farmers can become significant players in the coconut commercial value chain in order to be able to contribute and profit from the economic growth of the coconut sector. As farmers gain capacity and willingness to participate more and realize higher profits in the markets, the types of interventions subsequently change.

<table>
<thead>
<tr>
<th>Inter-Agency Roles for the Coconut Road Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agro-Enterprise Strategy</td>
</tr>
<tr>
<td>DA and DA-PCA</td>
</tr>
<tr>
<td>DAR</td>
</tr>
<tr>
<td>DOH-PhilHealth</td>
</tr>
<tr>
<td>DepEd, CHED and TESDA</td>
</tr>
<tr>
<td>DSWD</td>
</tr>
<tr>
<td>NAPC</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>NEDA</td>
</tr>
<tr>
<td>DOST</td>
</tr>
<tr>
<td>DTI</td>
</tr>
<tr>
<td>NEA</td>
</tr>
<tr>
<td>GFI</td>
</tr>
<tr>
<td>LGUs</td>
</tr>
<tr>
<td>CSOs</td>
</tr>
<tr>
<td>Farmer Groups</td>
</tr>
</tbody>
</table>

16
IMPLEMENTATION ARRANGEMENT

The list of interventions proposed in this Coconut Road Map already exists. It is the coordination and management of these interventions towards a targeted approach for inclusive growth of coconut farmers and the coconut industry is what must be set up.

Thus, a Program Coordinating Office, headed by Edicio dela Torre under the DA, will ensure the effective and timely implementation of this Road Map.\(^4\)

IMPLEMENTING STRUCTURE

• Steering Committee

The Steering Committee will be composed of the principals of the implementing national agencies of the Coconut Road Map. These agencies include the DA, DAR, DepEd, CHED, TESDA, DSWD, NAPC, NEDA, DOST, DTI, and NEA.

This Committee will provide the strategic direction and leadership for the implementation of the Road Map.

• Program Coordinating Office

A Program Coordinating Office (PCO) will lead the implementation and monitoring of the Coconut Road Map. The PCO, headed by Edicio dela Torre, will be composed of the DA, NAPC, NEDA, and DBM.

Corresponding convergence mechanisms at the provincial level called Provincial Coordinating Action Team (PCAT) shall also be set up, initially in the first twelve (12) pilot provinces. These convergence mechanisms at the provincial and municipal levels shall involve the active participation of LGUs and the Local Coconut Industry Development Councils.

The LCIDCs shall readily be set up in all covered municipalities and provinces as an important implementing and monitoring mechanism not only to ensure multi-stakeholder participation, but more so, to augment the manpower resources of the national government agencies and the LGUs through participatory governance.

Tools for monitoring and evaluation shall be developed by the PCO for each of the Road Map’s program components and sub-components. Baseline data shall be consolidated during the first year using the existing databases of agencies, e.g., Community-Based Monitoring System (CBMS) datasets of NAPC, National Household Targeting System for Poverty Reduction (NHTS-PR) of the DSWD, production datasets of the Bureau of Agricultural Statistics (BAS) and PCA, and registry of coconut farmers from the Registry System for Basic Sectors in Agriculture (RSBSA). The consolidated baseline data shall be revalidated on the field by the respective implementing agencies and LGUs.

There are millions of coconut farmers spread in 68 out of the country’s 80 provinces. In line with the HDPR Cabinet Cluster’s strategy of focusing on the country’s poorest, this Road Map will pilot its implementation to 24 coconut provinces. For the first year, 12 pilot provinces with farmer household level data will first be implemented. For the succeeding years with availability of data, the Road Map will be implemented for the next set of provinces.

The pilot provinces of the Road Map are enumerated in the following table.

Consistent with the inclusive growth direction of the Administration, the 12 pilot provinces targeted are those with high poverty incidence and high-income inequality. In particular, the first 12 pilot provinces are among the provinces with high poverty incidence and high-income inequality.

\(^4\) A July 17 cabinet level meeting agreement to designate Edicio dela Torre as the head of the Program Coordinating Office of the Coconut Road Map
### Criteria for Targetting Coconut Road Map Beneficiaries

<table>
<thead>
<tr>
<th>First 12 Pilot Provinces</th>
<th>2012 Poverty Incidence among Families (%)</th>
<th>No. of Coconut Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zamboanga del Norte</td>
<td>50.3</td>
<td>48,690</td>
</tr>
<tr>
<td>Camarines Sur</td>
<td>33.5</td>
<td>40,348</td>
</tr>
<tr>
<td>Davao Oriental</td>
<td>48.0</td>
<td>29,101</td>
</tr>
<tr>
<td>North Cotabato</td>
<td>43.9</td>
<td>27,789</td>
</tr>
<tr>
<td>Northern Samar</td>
<td>43.6</td>
<td>30,917</td>
</tr>
<tr>
<td>Surigao del Sur</td>
<td>31.8</td>
<td>28,150</td>
</tr>
<tr>
<td>Agusan del Sur</td>
<td>38.6</td>
<td>21,138</td>
</tr>
<tr>
<td>Sarangani</td>
<td>46.5</td>
<td>24,193</td>
</tr>
<tr>
<td>Samar</td>
<td>36.0</td>
<td>20,574</td>
</tr>
<tr>
<td>Surigao del Norte</td>
<td>34.6</td>
<td>14,250</td>
</tr>
<tr>
<td>Eastern Samar</td>
<td>59.4</td>
<td>16,300</td>
</tr>
<tr>
<td>Masbate</td>
<td>44.2</td>
<td>13,975</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>315,425</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second 12 Pilot Provinces</th>
<th>2012 Poverty Incidence among Families (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agusan del Norte</td>
<td>32.0</td>
</tr>
<tr>
<td>Albay</td>
<td>36.1</td>
</tr>
<tr>
<td>Camarines Norte</td>
<td>24.7</td>
</tr>
<tr>
<td>Compostela Valley</td>
<td>36.3</td>
</tr>
<tr>
<td>Davao del Sur</td>
<td>22.3</td>
</tr>
<tr>
<td>Lanao del Norte</td>
<td>42.5</td>
</tr>
<tr>
<td>Leyte</td>
<td>31.9</td>
</tr>
<tr>
<td>Misamis Occidental</td>
<td>36.6</td>
</tr>
<tr>
<td>Quezon</td>
<td>22.6</td>
</tr>
<tr>
<td>Sorsogon</td>
<td>32.1</td>
</tr>
<tr>
<td>Zamboanga del Sur</td>
<td>30.1</td>
</tr>
<tr>
<td>Zamboanga Sibugay</td>
<td>36.8</td>
</tr>
</tbody>
</table>

**LEGEND:**
- First 12 Pilot Provinces
- Second 12 Pilot Provinces

**FIGURE 6 Poverty Incidence and Poverty Inequality**

![Poverty Incidence and Poverty Inequality Chart](chart_url)
TARGETING BENEFICIARIES

A targeting mechanism to ensure contextualized interventions for coconut farmers will be used through the RSBSA. The RSBSA is a Census of Farmers and Fisherfolk that contains comprehensive data on demography, type of agricultural activity, tenurial status, crops planted, and types of poultry and livestock, among others. These data were crucial inputs in determining the inclusion of farmers in each program component. In the first round, the Census covered 20 provinces of which 12 are priority areas for the Road Map. The remaining provinces are still being processed by the National Statistics Office (NSO). Other national data such as the NSO Census of Population and Housing, DPWH Roads, and administrative records of DAR will be used to supplement this data.

For each sub-program of all components, a set of criteria was identified. These sets of criteria serve as proxy indicators to capture indigent or subsistence farmers. Additional criteria were included for farmers to be suitably included in the program.

To locate beneficiaries, the listings of coconut farmers in the RSBSA were used as the universe in the selection process. Farmers were then filtered for every criteria of each sub-program. After all the stages of filtering using all of the criteria of each sub-program have been done, those who remained on the list will then be included as program beneficiaries.

There will be instances where farmers will be beneficiaries of more than one program. This is necessary to provide them with various opportunities to improve their economic farming conditions and eventually their welfare situations. However, the targeting mechanisms also made sure that programs will reach a substantial number of subsistence coconut farmers.

To ensure transparency and reliability of the targeting mechanisms that have been adopted, further validation of program beneficiaries will still be done at the ground level in close consultation with local government units, communities, and coconut farmers themselves.

<table>
<thead>
<tr>
<th>Criteria for Targeting Coconut Road Map Beneficiaries</th>
<th>Agro-Enterprise Development</th>
<th>Universal PhilHealth</th>
<th>Cash-for-Work</th>
<th>Livelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Intercropping</td>
<td>Poultry and Livestock</td>
</tr>
<tr>
<td>Farm laborer</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Fisherman</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monocrop farmer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>With farming lands less than 1.5 hectares</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>With secured tenurial status</td>
<td>•</td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Non-CCT beneficiaries</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Without poultry and livestock</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The number of beneficiaries identified for the programs are listed in the table below.

<table>
<thead>
<tr>
<th>Region</th>
<th>Agro-Enterprise Development (revised)</th>
<th>Fast Tracking Agrarian Reform</th>
<th>Social Protection</th>
<th>Institutional Reform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camarines Sur</td>
<td>10,020</td>
<td>14,457</td>
<td>7,110</td>
<td>40,348</td>
</tr>
<tr>
<td>Masbate</td>
<td>3,115</td>
<td>2,473</td>
<td>1,963</td>
<td>13,975</td>
</tr>
<tr>
<td>Eastern Samar</td>
<td>4,648</td>
<td>607</td>
<td>4,618</td>
<td>16,300</td>
</tr>
<tr>
<td>Northern Samar</td>
<td>7,250</td>
<td>4,325</td>
<td>7,155</td>
<td>30,917</td>
</tr>
<tr>
<td>Samar</td>
<td>6,325</td>
<td>1,134</td>
<td>4,581</td>
<td>20,574</td>
</tr>
<tr>
<td>Zamboanga del Norte</td>
<td>15,982</td>
<td>3,576</td>
<td>6,370</td>
<td>48,690</td>
</tr>
<tr>
<td>Davao Oriental</td>
<td>7,461</td>
<td>2,727</td>
<td>5,301</td>
<td>29,101</td>
</tr>
<tr>
<td>North Cotabato</td>
<td>11,168</td>
<td>1,335</td>
<td>5,193</td>
<td>27,789</td>
</tr>
<tr>
<td>Sarangani</td>
<td>5,191</td>
<td>4,381</td>
<td>4,033</td>
<td>24,193</td>
</tr>
<tr>
<td>Agusan del Sur</td>
<td>4,980</td>
<td>499</td>
<td>1,052</td>
<td>21,138</td>
</tr>
<tr>
<td>Surigao del Norte</td>
<td>4,504</td>
<td>1,500</td>
<td>1,654</td>
<td>14,250</td>
</tr>
<tr>
<td>Surigao del Sur</td>
<td>6,676</td>
<td>1,252</td>
<td>3,270</td>
<td>28,150</td>
</tr>
<tr>
<td>Other provinces with high coco LAD balance</td>
<td>50,819</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>87,320</td>
<td>89,085</td>
<td>52,300</td>
<td>315,425</td>
</tr>
</tbody>
</table>

In line with the Administration’s urgency to hasten the economic inclusion of the coconut farmers, the Coconut Road Map budget will be sourced from the General Appropriations Act; not from the coconut levy fund.

Upon a successful impact evaluation and coconut farmer consultation, the Coconut Road Map framework may be considered in the pool of programs and interventions that may be utilized for the coconut levy.

The proposed budget for the Coconut Road Map below is subject to agency validation.

The proposal is to implement the Coconut Road Map for five years. This is to provide proper transition to transform landless farmers, provide them with asset reform, market access, social protection, and institutional reform to significant players in the market. The implementation will be guided by an annual evaluation by NEDA based on the performance targets.
Upon the directive of President Aquino, a Presidential Task Force (PTF) composed of PMS, PCGG, DAR, NAPC, DA, PCA, DBM, and DOF was formed in May 2011. A month later, an inter-agency Technical Working Group composed of DA-PCA, DAR, DSWD, DOH-PhilHealth, and NAPC was created to recommend options on how to use the coconut levy funds as an anti-poverty program. The output was the Coconut Poverty Reduction Road Map.

Even before the Supreme Court had issued a ruling that the coco levy funds belong to the government and to the coconut farmers, the importance of prioritizing the coconut farmers has been apparent and, thus, has been included in the Administration’s priorities. The National Budget Memorandum No. 118, for instance, identifies the coconut sector as a priority convergence area for all line agencies. It was also decided that the Coconut Road Map would be funded using the government’s fiscal space.

NEDA initiated an effort to integrate coconut development plans. Among these include this Coconut Poverty Reduction Road Map and the DA-PCA’s Coconut Industry Development Plan. This integration effort included the participation of the inter-agency TWG and agencies such as DBM, PMS, NEDA DOST, DTI, and the Office of the Cabinet Secretary. This integrated program, as documented here, is called the Integrated Coconut Industry and Poverty Reduction Road Map or simply the Coconut Road Map.

In mid-2013, the Coconut Road Map was approved by the Human Development and Poverty Reduction Cluster Cabinet and by the Economic Cluster Cabinet. The Road Map is set to be implemented starting January 2014.

### Proposed Coconut Road Map Budget

<table>
<thead>
<tr>
<th>Estimated Budget (in '000s)</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agro-Enterprise Development</td>
<td>1,500,283.00</td>
<td>3,246,403.98</td>
<td>3,489,592.53</td>
<td>2,657,001.32</td>
<td>913,529.77</td>
</tr>
<tr>
<td>Fast-Tracking of Agrarian Reform</td>
<td>292,004.71</td>
<td>219,003.53</td>
<td>146,002.35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Protection</td>
<td>382,778.75</td>
<td>873,557.50</td>
<td>981,557.50</td>
<td>981,557.50</td>
<td>490,778.75</td>
</tr>
<tr>
<td>Institutional Reform</td>
<td>230,669.00</td>
<td>403,670.75</td>
<td>288,336.25</td>
<td>173,001.75</td>
<td>57,667.25</td>
</tr>
<tr>
<td>Program Operations</td>
<td>112,625.00</td>
<td>246,581.09</td>
<td>255,048.21</td>
<td>198,172.25</td>
<td>76,011.65</td>
</tr>
<tr>
<td>Contingency Cost (3%)</td>
<td>75,550.81</td>
<td>149,676.51</td>
<td>154,816.11</td>
<td>120,291.98</td>
<td>46,139.62</td>
</tr>
<tr>
<td>Annual Total</td>
<td>2,593,911.27</td>
<td>5,138,893.36</td>
<td>5,315,352.95</td>
<td>4,130,024.80</td>
<td>1,584,127.05</td>
</tr>
</tbody>
</table>

**GRAND TOTAL**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,500,283.00</td>
<td>3,246,403.98</td>
<td>3,489,592.53</td>
<td>2,657,001.32</td>
<td>913,529.77</td>
</tr>
</tbody>
</table>

**Total with PhilHealth**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>76,392.00</td>
<td>229,176.00</td>
<td>305,568.00</td>
<td>305,568.00</td>
<td>152,784.00</td>
</tr>
</tbody>
</table>

**Grand Total with PhilHealth**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,762,309.43</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**COCONUT ROAD MAP DEVELOPMENT**

1. Upon the directive of President Aquino, a Presidential Task Force (PTF) composed of PMS, PCGG, DAR, NAPC, DA, PCA, DBM, and DOF was formed in May 2011. A month later, an inter-agency Technical Working Group composed of DA-PCA, DAR, DSWD, DOH-PhilHealth, and NAPC was created to recommend options on how to use the coconut levy funds as an anti-poverty program. The output was the Coconut Poverty Reduction Road Map.

2. Even before the Supreme Court had issued a ruling that the coco levy funds belong to the government and to the coconut farmers, the importance of prioritizing the coconut farmers has been apparent and, thus, has been included in the Administration’s priorities. The National Budget Memorandum No. 118, for instance, identifies the coconut sector as a priority convergence area for all line agencies. It was also decided that the Coconut Road Map would be funded using the government’s fiscal space.

3. NEDA initiated an effort to integrate coconut development plans. Among these include this Coconut Poverty Reduction Road Map and the DA-PCA’s Coconut Industry Development Plan. This integration effort included the participation of the inter-agency TWG and agencies such as DBM, PMS, NEDA DOST, DTI, and the Office of the Cabinet Secretary. This integrated program, as documented here, is called the Integrated Coconut Industry and Poverty Reduction Road Map or simply the Coconut Road Map.

4. In mid-2013, the Coconut Road Map was approved by the Human Development and Poverty Reduction Cluster Cabinet and by the Economic Cluster Cabinet. The Road Map is set to be implemented starting January 2014.
ANNEX A VALUE CHAIN UPGRADING OF NUCLEUS ESTATES

FIGURE 7 Linking to the Commercial Value Chain

The goal is to transform poor farmers who are limited to copra production to become significant and competitive players that add value to the coconut industry.

By addressing critical constraints, farmers can engage in product diversification and forward integration or both.

DSWD Data, Powerpoint Presentations and Program Documents


Llanto, G (2009), Infrastructure, Chapter 6 in Diagnosing the Philippine Economy: Toward Inclusive Growth, edited by D. Canlas, M.E. Khan, and J. Zhuang, Anthem Press, London.


PhilHealth Data on Sponsored Program, June 2011

Philippine Coconut Authority (2010), Coconut Industry Development Road Map, powerpoint presentation.

Philippine Coconut Authority (PCA), KAANIB Project Document


A QUICK LOOK:
The Coco Road Map for the First 12 Pilot Coco Provinces

Data Sources

• Farmer Profile: Registry System for Basic Sectors in Agriculture (RSBSA), 2012

• Major Industries & Players: Philippine Coconut Authority (PCA), 2013

• Regional Account (e.g., GRDP, industries, etc.): National Statistic Coordination Board (NSCB), 2011

• Fast-tracking Agrarian Reform: Department of Agrarian Reform (DAR), 2012
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF AGUSAN DEL SUR
REGION XIII CARAGA

21,138 coconut farmers in 14 Municipalities
6,804 CCT beneficiaries
2,543 ARBs
2,887 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Prosperidad, City of Bayugan, Loreto, San Francisco, Trento
( Transform KANIN site in Trento towards an economic cluster )
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain
  - Energy quality and reliability assessment
  - Sourcing for private investors and technologies available
- Organizing of coconut farmers for economic interest

20.4% in 2011
Mining and Quarrying
Agriculture and Forestry at 19.8%
P109.7 B GRDP
P25.8 B from Agriculture and Forestry
Growth Rate 2010-2011
1. Mining and Quarrying 28.4%
2. Transport, storage and communication 18.4%
3. Agriculture and Forestry 4.3%
GRDP growing at 9.6%

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipality of Loreto
- Farm-to-Market Roads in the identified municipalities
- Road connection to the national highway

FAST-TRACKING AGRARIAN REFORM
43% of the coconut farmers are without land tenure
848 hectares of coconut
LAD balance
78% are 10 hectares and below

PROGRAMS No. of coconut farmer beneficiaries
PhilHealth 421
Scholars 73
Cash-for-Work 126
SEA-K 286

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
Access to National Highway and Coconut Farmers

Legend
- Road surface type (road color)
  - Asphalt
  - Concrete
  - Earth
  - Gravel
- National Road Condition (halo effect)
  - Bad
  - Fair
  - Good
  - Poor
- With Secure land tenure
  - 1 Dot = 10 Coconut Farmers
- Without Secure land tenure
  - 1 Dot = 10 Coconut Farmers
- Access to the national highway
  - with access
  - no access (barangay roads needed)

Source: DPWH, 2011; RSBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF CAMARINES SUR
REGION V BICOL

40,348 coconut farmers in 37 Municipalities
12,901 CCT beneficiaries
6,207 ARBs
5,607 monocrop coconut farmers

Programs

<table>
<thead>
<tr>
<th>Programs</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>4,894</td>
</tr>
<tr>
<td>Scholars</td>
<td>198</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>879</td>
</tr>
<tr>
<td>SEA-K</td>
<td>226</td>
</tr>
</tbody>
</table>

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Iriga City, Ragay, Sipocot, Tinambac
( Transform KAA Nin site in Ragay towards an economic cluster)

- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain
  - Energy quality and reliability assessment
  - Sourcing for private investors and technologies available
- Organizing of coconut farmers for economic interest

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of Libmanan, Bula
- Farm-to-Market Roads in the identified municipalities
- Road construction in coco bgys in Libmanan to the national highway
- Road construction in coco bgys in Bula to the national highway

FAST-TRACKING AGRARIAN REFORM
50% of the coconut farmers are without land tenure
24,577 hectares of coconut
LAD balance
22% are 10 hectares and below

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

REGION V BICOL
Access to National Highway and Coconut Farmers

**Legend**

Road surface type (road color)
- Blue: Asphalt
- Grey: Concrete
- Red: Earth
- Orange: Gravel

National Road Condition (halo effect)
- Red: Bad
- Yellow: Fair
- Green: Good
- Orange: Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- White: with access
- Orange: no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

REGION XII SOCCSKSARGEN

PROVINCE OF NORTH COTABATO

27,789 coconut farmers in 18 Municipalities
4,633 CCT beneficiaries
2,481 ARBs
2,708 monocrop coconut farmers

ECOLOGICAL CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Roxas, Kidapawan City, Mankibina, Alamada, Libungan, Tulunan, M’lang, Midsayap, Magpet
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

25.9% in 2011 Agriculture and Forestry contribution to GRDP is consistently the largest from 2009-2011
Manufacturing at 22.2%

P261.5 B GRDP
P85.1 B from Agriculture and Forestry

Public Investments Towards Economic Clusters
Municipalities of Municipalities of Pigkawayan, Midsayap, Pikit
- Transform KAANIB site in Pikit to economic clusters
- Farm-to-Market Roads in the identified municipalities
- Road connection from coco brigs in Pigkawayan to the national highway
- Improve road connection in Midsayap and Pikit

Fast-Tracking Agrarian Reform
35% of the coconut farmers are without land tenure
2,269 hectares of coconut
LAD balance
40% are 10 hectares and below

Social Protection Strateegies
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

Programs
- PhilHealth: 4,262
- Scholars: 63
- Cash-for-Work: 552
- SEA-K: 190

Provincial Activities
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
PROVINCE OF NORTH COTABATO

Access to National Highway and Coconut Farmers

Legend

Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RSBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

COCONUT INDUSTRY AND
POVERTY REDUCTION ROAD MAP

REGION XI DAVAO

PROVINCE OF DAVAO ORIENTAL

29,101 coconut farmers in 11 Municipalities
7,561 CCT beneficiaries
4,475 ARBs
8,717 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT

Municipalities of Cateel, Baganga, Tarragona, Mati
- (Transform KAANIB site in Mati to economic clusters)
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS

Municipalities of Caraça, Baganga, Manay
- Farm-to-Market Roads in the identified municipalities
- Road construction from Caraça and Manay to the national highway
- Road connection from coco brgy. of Baganga to the national highway

Three largest contributors to the GRDP in 2011:
1. Agriculture and Forestry 17.9%
2. Manufacturing and Trade and Repair of Motor Vehicles, Motorcycles 18.3%
3. Personal and Household Goods 19.4%

Major Industries and Players
- Interco Manufacturing Corporation in Mati, Mati City annual capacity of 142,500 MT (oil mill)

FAST-TRACKING AGRARIAN REFORM

34% of the coconut farmers are without land tenure
4,636 hectares of coconut LAD balance
18% are 10 hectares and below

SOCIAL PROTECTION STRATEGIES

1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES

1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

programs

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>2,855</td>
</tr>
<tr>
<td>Scholars</td>
<td>392</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>392</td>
</tr>
<tr>
<td>SEA-K</td>
<td>443</td>
</tr>
</tbody>
</table>

P408.4 B GRDP
P100.9 B from Agriculture and Forestry

In 2011, Real estate, Renting & Business Activities show the largest growth at 13%
10.4% Manufacturing
GRDP growing at 4.1%
Access to National Highway and Coconut Farmers

Legend
- Road surface type (road color)
  - Asphalt
  - Concrete
  - Earth
  - Gravel
- National Road Condition (halo effect)
  - Bad
  - Fair
  - Good
  - Poor
- With Secure land tenure
  - 1 Dot = 10 Coconut Farmers
- Without Secure land tenure
  - 1 Dot = 10 Coconut Farmers
- Access to the national highway
  - with access
  - no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF MASBATE
REGION V BICOL

13,975 coconut farmers in 21 Municipalities
5,727 CCT beneficiaries
561 ARBs
1,792 monocrop coconut farmers

REGION V BICOL

Q1

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Mobo, Uson
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain
  - Energy quality and reliability assessment (three phase electricity)
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

Q2

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of Palanas, Cataingan
- Incorporate KAANIB sites in Placer to Cataingan and ensure complementary efforts in Kaanib cluster in Aroroy
- Farm-to-Market Roads in the identified municipalities
- Coco brygs in Palanas and Cataingan to the national highway

Q3

18.5% in 2011
Agriculture and Forestry contribution to GRDP is consistently the largest from 2009-2011

Q4

P206.6B GRDP
P46.6 B from Agriculture and Forestry
Manufacturing has the highest growth rate at 36.8% in 2010-2011
GRDP growing at 2.6%

Fast-Tracking Agrarian Reform
57% of the coconut farmers are without land tenure
4,204 hectares of coconut
LAD balance
25% are 10 hectares and below

Social Protection Strategies
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

Provincial Activities
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

Programs
- PhilHealth: 41,296
- Scholars: 30
- Cash-for-Work: 301
- SEA-K: 276

No. of coconut farmer beneficiaries
Access to National Highway and Coconut Farmers

Legend
Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RSBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

REGION VIII EASTERN VISAYAS

PROVINCE OF WESTERN SAMAR

20,574 coconut farmers in 21 Municipalities
10,217 CCT beneficiaries
2,487 ARBs
4,201 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Calbayog City, Paranas
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment (three phase electricity)
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

21% in 2011 Agriculture and Forestry contribution to GRDP is consistently the largest from 2009-2011.

Major Industries and Players
Samar Coco Prods. Manufacturing Corporation in Malajog, Calbayog City annual capacity of 90,000 MT (oil mill)

P395.4 B GRDP
P94.05 B from Agriculture and Forestry Growth Rate 2010-2011
1. Agriculture and Forestry 17.5%
2. Mining and Quarrying 10.6%
GRDP growing at 1.8%

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of Tagapul-an, Gandara, Tarangnan, Basey
- Farm-to-Market Roads in the identified municipalities
- Boat access in Tagapul-an to Calbayog City
- Road access to Calbayog City
- Road connection from Tarangnan to Catbalogan
- Extension of national highway to inland barangays in Basey or road connection from Basey to Santa Rita

FAST-TRACKING AGRARIAN REFORM
47% of the coconut farmers are without land tenure
1,928 hectares of coconut LAD balance
16% are 10 hectares and below

PROGRAMS
- PhilHealth
- Scholars
- Cash-for-Work
- SEA-K

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
Access to National Highway and Coconut Farmers

Legend

Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NAV generated map using QGIS
Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF EASTERN SAMAR
REGION VIII EASTERN VISAYAS

16,300 coconut farmers in 23 Municipalities
3,424 CCT beneficiaries
572 ARBs
3,715 moncrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT

Municipalities of San Policarpo, Oras, Mercedes, Borongan City
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

21% in 2011
Agriculture and Forestry contribution to GRDP is consistently the largest from 2009-2011.

Major Industries and Players
- Agrifuels Corporation
  - In Alang-alang, Borongan City, annual capacity of 2,400 MT (oil mill)

P395.4 B GRDP
P94.05 B from Agriculture and Forestry
Growth Rate 2010-2011
1. Agriculture and Forestry 17.5%
2. Mining and Quarrying 10.6%
GRDP growing at 1.8%

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS

Municipalities in Oras
- Farm-to-Market Roads in the identified municipalities
- Road connection from the coco brigs to the national highway

FAST-TRACKING AGRARIAN REFORM
51% of the coconut farmers are without land tenure
1,032 hectares of coconut
LAD balance
57% are 10 hectares and below

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

PROGRAMS

<table>
<thead>
<tr>
<th>Programs</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>2,135</td>
</tr>
<tr>
<td>Scholars</td>
<td>329</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>1,042</td>
</tr>
<tr>
<td>SEA-K</td>
<td>454</td>
</tr>
</tbody>
</table>

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies
Access to National Highway and Coconut Farmers

PROVINCE OF EASTERN SAMAR

Legend
Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RSBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF NORTHERN SAMAR
REGION VIII EASTERN VISAYAS

30,917 coconut farmers in 24 Municipalities
10,217 CCT beneficiaries
2,487 ARBs
7,938 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Laoang, Palapag, San Roque, Lapinig, Catarman, Gamay (Transform Catarman KAANIB site towards a nucleus estate)
- Conduct Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Sourcing for private investors and technologies available
- Organizing of coconut farmers for economic interest

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of Silvino Lobos, Pambujan, Palapag, Catarman, Las Navas
- Farm-to-Market Roads in the identified municipalities
- Road from brgy in Pambujan to the national highway in Laoang or in San Roque or in Catubig
- Road from brgy in Silvino Lobos to the national highway in Mondragon, or to the municipality of Las Navas or to Pambujan
- Road from brgy in Laoang and Palapag to the national highway
- Sea access from island brgy in Laoang to mainland Laoang

FAST-TRACKING AGRARIAN REFORM
47% of the coconut farmers are without land tenure
7,353 hectares of coconut LAD balance
19% are 10 hectares and below

PROGRAMS
<table>
<thead>
<tr>
<th>Programs</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>3,805</td>
</tr>
<tr>
<td>Scholars</td>
<td>372</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>1,273</td>
</tr>
<tr>
<td>SEA-K</td>
<td>961</td>
</tr>
</tbody>
</table>

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

REGION VIII EASTERN VISAYAS

21% in 2011 Agriculture and Forestry contribution to GRDP is consistently the largest from 2009-2011.
- Major Industries and Players
  - Catarman Oil Mills, Inc. in Aguadahan, San Jose annual capacity of 54,000MT (oil mill)
  - Sanvic Oil Mill & Mfg. Corp. in Alegria, San Isidro annual capacity of 36,000MT (oil mill) 105,000MT (refinery)

P395.4B GRDP
P94.05 B from Agriculture and Forestry
Growth Rate 2010-2011
Agriculture and Forestry 17.5%
Mining and Quarrying 10.6%
GRDP growing at 1.8%
Access to National Highway and Coconut Farmers

PROVINCE OF NORTHERN SAMAR

Legend

Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NRC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF SARANGANI
REGION XII SOCCKSARGEN

24,193 coconut farmers in 7 Municipalities
7,256 CCT beneficiaries
2,408 ARBs
3,637 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Glan, Malungon, Malapatan, Alabel
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Sorting and grading for private investors and technologies available
- Organizing of coconut farmers for economic interest

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of Malungon, Kiamba
- Farm-to-Market Roads in the identified municipalities
- Road connection from coco barges in Malungon and Kiamba to the national highway

FAST-TRACKING AGRARIAN REFORM
52% of the coconut farmers are without land tenure
7,448 hectares of coconut
LAD balance
24% are 10 hectares and below

PROGRAMS

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>2,668</td>
</tr>
<tr>
<td>Scholars</td>
<td>103</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>639</td>
</tr>
<tr>
<td>SEA-K</td>
<td>417</td>
</tr>
</tbody>
</table>

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
PROVINCE OF SARANGANI

Access to National Highway and Coconut Farmers

Legend

Road surface type (road color)
- Blue: Asphalt
- Green: Concrete
- Red: Earth
- Orange: Gravel

National Road Condition (halo effect)
- Red: Bad
- Yellow: Fair
- Green: Good
- Orange: Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- Blank: With access
- Orange: No access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NVC generated map using QGIS Lisboa 1.8.0
**COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP**

**PROVINCE OF SURIGAO DEL NORTE**

**REGION XIII CARAGA**

14,250 coconut farmers in 19 Municipalities
4,366 CCT beneficiaries
2,414 ARBs
4,610 monocrop coconut farmers

**ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT**

**Municipalities of Mainit, Surigao City, Tubod, Dapa**
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

20.4% in 2011
Mining and Quarrying contribution to GRDP is the highest
Agriculture and Forestry at 19.8%

**PUBLIC INVESTMENT TOWARDS ECONOMIC CLUSTERS**

**Municipalities of Bacuag, Dapa**
- Farm-to-Market Roads in the identified municipalities
- Road connection from Bacuag to Tubod and Mainit
- Sea access from Dapa to Surigao City

**FAST-TRACKING AGRARIAN REFORM**

59% of the coconut farmers are without land tenure
2,550 hectares of coconut LAD balance
71% are 10 hectares and below

**PROGRAMS**

<table>
<thead>
<tr>
<th>Programs</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>738</td>
</tr>
<tr>
<td>Scholars</td>
<td>119</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>200</td>
</tr>
<tr>
<td>SEA-K</td>
<td>359</td>
</tr>
</tbody>
</table>

**SOCIAL PROTECTION STRATEGIES**
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

**PROVINCIAL ACTIVITIES**
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
Access to National Highway and Coconut Farmers

PROVINCE OF SURIGAO DEL NORTE

Legend

Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF SURIGAO DEL SUR
REGION XIII CARAGA

28,150 coconut farmers in 19 Municipalities
9,049 CCT beneficiaries
3,758 ARBs
9,146 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Tandag City, Marichatag, Lingig, Cortes, Carrascal, Bislig City
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

Q1

20.4% in 2011
Mining and Quarrying is contribution to GRDP is the highest.
Agriculture and Forestry at 19.8%

P109.7 B GRDP
P25.8 B from Agriculture and Forestry
Growth Rate 2010-2011
1. Mining and Quarrying 28.4%
2. Transport, Storage and Communication 18.4%
3. Agriculture and Forestry 4.3%
GRDP growing at 9.6%

Q2

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipality of Tagbina, Hinatuan
- Transform KAANIB site in Tagbina to an economic cluster
- Farm-to-Market Roads in the identified municipalities
- Road connection from Tagbina and Hinatuan brgys to the national highway

Q3

44% of the coconut farmers are without land tenure
2,129 hectares of coconut LAD balance
48% are 10 hectares and below

Q4

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROGRAMS
<table>
<thead>
<tr>
<th>Programs</th>
<th>No. of coconut farmer beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhilHealth</td>
<td>1,629</td>
</tr>
<tr>
<td>Scholars</td>
<td>206</td>
</tr>
<tr>
<td>Cash-for-Work</td>
<td>390</td>
</tr>
<tr>
<td>SEA-K</td>
<td>633</td>
</tr>
</tbody>
</table>

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services
PROVINCE OF SURIGAO DEL SUR

Access to National Highway and Coconut Farmers

Legend
Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
• 1 Dot = 10 Coconut Farmers

Without Secure land tenure
• 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RBSA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0
COCONUT INDUSTRY AND POVERTY REDUCTION ROAD MAP

PROVINCE OF ZAMBOANGA DEL NORTE
REGION IX ZAMBOANGA PENINSULA

48,690 coconut farmers in 27 Municipalities
19,197 CCT beneficiaries
4,374 ARBs
7,440 monocrop coconut farmers

ECONOMIC CLUSTERS FOR AGRO-ENTERPRISE DEVELOPMENT
Municipalities of Dapitan City, Polanco, Roxas, Sindangan, Salug, Liloy, Siocon, Baliguian, Bacungan
- Conduct of Provincial Value Chain analysis to identify high growth markets and existing gaps in the value chain (for public sector action)
  - Energy quality and reliability assessment
  - Scoping for private investors and technologies available
- Organizing of coconut farmers for economic interest

PUBLIC INVESTMENTS TOWARDS ECONOMIC CLUSTERS
Municipalities of La Libertad, Katipunan, Roxas, Sibuco, Bacungan
- Farm-to-Market Roads in the identified municipalities
- Road connection from La Libertad to Dapitan City
- Road connection from Katipunan to Dipolog City or national highway
- Road connection from coco brgy to the national highway
- Road connection from Sibuco to the national highway
- Road connection of coco brgy in Bacungan to the national highway

SOCIAL PROTECTION STRATEGIES
1. Validation of targeted beneficiaries
2. Implementation of social protection strategies

PROVINCIAL ACTIVITIES
1. Creation of DAR-NGO-PO Mechanism
2. CSO scoping and partnership arrangements with CSOs as service providers
3. Process and Problem Solving Sessions with MAROs and DARMOs
4. Set up of revolving fund for legal assistance and set up of additional legal and para-legal services

Programs
- PhilHealth: 4,577
- Scholars: 133
- Cash-For-Work: 809
- SEA-K: 585

P200.8 B GRDP
P49.79 B from Agriculture and Forestry Growth Rate 2010-2011
1. Agriculture and Forestry: 17.5%
2. Mining and Quarrying: 10.6%
3. GRDP growing at 0.1%

Major Industries and Players
- Wilmar Edible Oils, Phils. Inc. in Nabilao, Roxas
  - 149 copra buyers/traders
  - annual capacity of 165,000 MT (oil mill)
  - 105,000 MT (refinery)

Q1
Q2
Q3
Q4

48
**PROVINCE OF ZAMBOANGA DEL NORTE**

**Access to National Highway and Coconut Farmers**

**Legend**

Road surface type (road color)
- Asphalt
- Concrete
- Earth
- Gravel

National Road Condition (halo effect)
- Bad
- Fair
- Good
- Poor

With Secure land tenure
- 1 Dot = 10 Coconut Farmers

Without Secure land tenure
- 1 Dot = 10 Coconut Farmers

Access to the national highway
- with access
- no access (Baranggay roads needed)

Source: DPWH, 2011; RSBDA, 2012; NSO CPH, 2010
NAPC generated map using QGIS Lisboa 1.8.0