

**BANANA CLUSTER STRATEGIC PLAN**

<b>REGIONAL VISION</b>	<b>SOCCKSARGEN as the leading exporter of sustainably produced banana, contributing to food security and improved living conditions of stakeholders</b>					
<b>MISSION</b>	<b>Integrate industry efforts in the banana value chain to provide stakeholders maximum benefit from sustainable use of resources</b>					
<b>OBJECTIVES</b>	Increase supply of fresh bananas for domestic and international market by 20%, from 1,167,203 MT in 2017 to 1,400,643.60 MT in 2023					
	Increase farmer's income by 30% annually					
	Strengthen research and development, regulatory and enforcement services for the fresh fruit export activities					
<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>PROGRAMS/PROJECTS/ACTIVITIES (PAPs)</b>	<b>Results Monitoring Indicators</b>	<b>Timeline</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	
Increase supply of fresh bananas for domestic and international market by 20%, from 1,167,203 MT in 2017 to 1,400,643.60 MT in 2023	Increase Production and Access to Quality Planting Materials	Establishment of plant nurseries (including training)	No. of plant nurseries	2020	DA, BPI	
		Establishment of laboratories (including training)	No. of laboratories established	2020		
		Provision of support for the operation of existing tissue culture laboratories	No. of interventions provided	2020		
		Certification and accreditation of plant nursery	No. of plant nursery certified and accredited	2019	BPI	
		Distribution of quality planting materials	No. of quality planting materials distributed	2020	DA, BPI	
		- Provision of banana planting materials - Cardava (SC)	No. of planting materials distributed	2020 - 2023	DA (AFMP)	
		- Provision of tissue cultured banana planting materials (SP)	No. of hectares covered	2018 - 2021	DA (AFMP)	
		- Provision of banana planting materials (NC)	No. of hectares covered	2020 - 2022	DA (AFMP)	
	Improve farm productivity and production	Conduct of training on GAP on banana production		No. of trainings conducted	2019	DA
				No. of farmers trained	2019	
				No. of GAP-compliant certified	2019	
			- Training on banana production and management - POT (SC)	No. of trainings	2020 - 2023	DA (AFMP)
			- Technology Training on banana production (SP)	No. of trainings	2020 - 2022	DA (AFMP), BSWM
			- Packaged Technology Training on banana production (NC)	No. of trainings		DA (AFMP)
			Provision of support to FITS Centers, SOA, FFS, etc	No. of active FITS Centers	2019	DA-ATI
			Provision of production inputs			
			- Provision of fertilizer (SC)	No. of fertilizers provided	2020 - 2023	DA (AFMP)
			- Provision of fertilizer (NC)	No. of fertilizers provided	2020 - 2023	
			- Provision of pesticides (SC)	No. of pesticides provided	2020 - 2023	DA (AFMP)
			Production Loan			
- Access to credit/loan (SC)		2020 - 2023	DA (AFMP)			
Provision of farm production equipment	Conduct of Training on Integrated Pest Management (IPM)		No. of trainings conducted		DA/RCPC	
			No. of farmers trained			
		No. of IPM farmer-				

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		- Provision of knapsack sprayer (SC)	No. of knapsack sprayer distributed	2020 - 2023	DA (AFMP)
		- Provision of knapsack sprayer (NC)	No. of knapsack sprayer distributed		
		- Provision of power sprayer (NC)	No. of power sprayer distributed	2020 - 2023	
		- Provision of tractor with complete accessories (NC)	No. of tractors provided	2020 - 2023	DA (AFMP)
		Provision of farm infrastructure (FMR, Irrigation, etc.)	No. of farm infrastructure provided	2019 - 2023	DA

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		- Provision of irrigation paraphernalia - plastic drums (SC)	No. of plastic drums distributed		DA-AFMP	
		- Installation of Pressurized Irrigation System - Open Source (SP)	No. of units installed	2020 - 2023	DA-AFMP, BSWM	
		- Construction of shallow tube well (STW) - (SP)	No. of STWs constructed	2020 - 2023	DA-AFMP, BSWM	
		- Construction of Water Impounding Facility (WIF) - pond liner - (SP)	No. of WIFs constructed	2020 - 2023	DA-AFMP, BSWM	
		- Construction of Farm-to-Market (FMR) Roads (NC)	No. of FMRs constructed			
	Expand banana production areas by 10% in 2025	Identify potential areas for banana production	No. of identified areas for	2019	DA,LGU,STAKEHOLDERS	
		Expand area of production	Areas expanded (hectares)			
	Increase farmers' income by 30% annually	Resource Mobilization and Generation	Credit facilitation with government funding institutions and JICA	No. credits facilitated Amount of loans availed	2019	GFIs, JICA
			Designing special programs	No. of new programs created	2020	
		Support for Postharvest and Primary Processing Facilities	Provision of postharvest facilities	No. of post-harvest facilities provided	2020 - 2023	DA
- Provision of fruit trays (NC)			No. of fruit trays provided		DA-AFMP	
- Provision of ripening chamber			No. of ripening chamber provided			
Conduct training on Banana postharvest handling and proper harvesting			No. of farmers attended the training	2019	DA-ATI	
Support for village level processing and postharvest handling facilities			No. of facilities established	2020	DA	
Provision of banana processing and postharvest facilities constructed			No. of processing and postharvest	2020	DA	
- Establish banana packing house (SC)			No. of banana packing house established	2020	DA (AFMP)	
- Provide mobile packing house (SP)			No. of banana mobile packing house provided	2021 - 2023	DA (AFMP)	
- Provide mobile packing house (NC)			No. of banana mobile packing house provided	2020 - 2023	DA (AFMP)	
- Construct cold storage facilities			No of cold storage facilities constructed			
Industry Strengthening, Expansion and Promotion		Assistance in the creation of National and Regional Industry Councils & TWGs	Creation of councils	2019	DA	
		Establish Industry Databank	Established data bank No. of industry players banked	2019	DA,LGU,STAKEHOLDERS	
		Banana industry profiling, mapping and geo-tagging	No. of industry profiled/mapped/geo-tagged	2020	DA, LGU	
		Participation to regional, national & international fair/exhibits	No. of fairs participated	2019	DA, DTI, LGU	
		Orientation on single origin and traceability GIS for Philippine Banana	No. of orientation conducted	2019		

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	Strengthening Market Linkage and Promotion	Open new export and domestic markets (include tourist areas) through trade fairs and reconnaissance	No. of export markets identified	2020	DA
		- Market-related events (SP)	No. of events	2020 - 2023	DA (AFMP), DTI
		- Market-related events - creation of clusters (SP)	No. of events / clusters	2022 - 2023	DA (AFMP), DTI
		Develop value added products (e.g. chocolate/honey coated banana chips, chips made from banana by-product, banana fiber for clothing)	No. of developed value added products	2020	DA
		- Training on banana processing (NC)	No. of Trainings	2020 - 2021	DA (AFMP)
Strengthen research and development, regulatory and enforcement services for the fresh fruit export activities	Continual Research and Development	Varietal improvement program	No. of farms/farmers practiced/adopted the program	2020	DA
		Cultural management program	No. of farms/farmers practiced/adopted the program	2019	DA
		Pest and diseases control program	No. of farms/farmers practiced/adopted the program	2019	DA/RCPC
		Improvement of postharvest technologies	No. of post-harvest technologies introduced No. of post-harvest technologies adopted	2020	DA
		Benchmarking activity in Ecuador/Major Country Banana Producer	No. of new technology acquired thru benchmarking	2020	DA
	Strengthening Regulatory Support Services and compliance	Strict implementation of plant quarantine and early disease detection	No. of farms implemented plant quarantine	2019	DA
		Regulate tissue laboratory and plant nursery operation	No. of tissue laboratory and plant nursery regulated	2019	DA