

<b>REGIONAL VISION</b>	SOCCSKSARGEN: A sustainable source of export-quality cacao beans and by-products.
<b>MISSION</b>	To be an industry that mobilizes stakeholders in achieving concerted effort towards attaining 100% quality fermented beans and increased value-addition.
<b>OBJECTIVES</b>	1 To organize and strengthen cacao organizations by 2020
	2 To increase annual production volume of cacao by 10%
	3 To improve production management and practices
	4 To increase production of quality fermented beans
	5 To establish and enhance pre- and post-harvest facilities
	6 To introduce and improve value-adding technologies
	7 To expand market presence locally and globally

NO.	OBJECTIVE	STRATEGIES	PROGRAMS/PROJECTS/ACTIVITIES (PAPs)	RESPONSIBLE AGENCY/ ORGANIZATION
1	<b>To organize and strengthen cacao organizations by 2020</b>	Industry strengthening, expansion, and promotion	Strengthening of regional cacao industry councils and regional convergence	DA, DTI, DENR, DAR, PCA, stakeholders
			Creation/strengthening of provincial and municipal cacao councils	OPAG, OMAG, Council, DTI, DA, DAR, DENR, PCA
			Facilitation of the recognition of the Regional Cacao Industry Council in the Regional Development Committee (RDC)	DA, Regional Cacao Council, RAFC
			Promotion of harmonization/convergence of agency budgets and production targets	Regional Cacao Council
			Establishment of an industry data bank	DA-BPI, PSA, Regional, Provincial, and Municipal Cacao Councils
			Creation of inter-agency convergence initiatives to support the various capacity-building activities	DA, DTI, DAR, Cacao Doctors
			Conduct of an investment and techno forum	DTI, DA, MinDA, DENR
			Establishment of nurseries and budwood gardens (including training)	BPI, DA-RFOs, DAR, DENR, PCA (intercropping)

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2	<b>To increase annual production volume of cacao by 10%</b>	Increase in production and access to quality planting materials	Expansion of cacao plantation establishment	DENR - eNGP, PCA - intercropping, LGU, DAR
			Identification of potential suitable cacao production areas	DA
			Plant nursery accreditation and certification	BPI

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		Resource mobilization and generation	Credit facilitation	DA-PLEA, SBCorp.,
3	<b>To improve production management and practices</b>	Improve farm productivity	GAP training for cacao	DA-BPI, DA
			Integrated pest management	DA, DA-PhilMech
			Productivity enhancement trainings	
			Pest and Diseases Control Program	DA BPI, USM
		Continual research and development	Cultural Management Program	USM
			Varietal Improvement Program	USM
			Cacao industry profiling, genetic mapping and geo-tagging	DA-RFOs, DAR, DENR
			Explore R&D collaborations with cacao industry experts	MinDA, PCARRD, Academe, DOST
Provision of farm infrastructure (FMR)	DA, DPWH			
4	<b>To establish and enhance pre- and post-harvest facilities</b>	Provision of postharvest facilities, fermentation, dryers	Provision of postharvest facilities, fermentation, dryers	DA
5	<b>To increase production of quality fermented beans</b>	Research and development in support to the Standardization of Cacao Fermentation Protocol	Improvement of postharvest technologies on fermentation protocol (site and varietal specific)	SUCs, Academe, DOST
			Trainings for fermentation specialists	DA, ATI, DOST-PCAARRD
			Support to farmer organizations on the transfer of the fermentation protocol	DA, ATI

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		Increase in production of quality fermented beans	Science and Technology Community Based Farming (STCBF)	DOST-PCARRD
			Establish cacao demo farm per province	DA, Council, LGU
			Inventory of existing & potential cacao production areas, particularly on ARC's	DAR
			Gather quality/standard requirements of Cacao Institutional Market	DA, DTI
6	<b>To introduce and improve value-adding technologies</b>	Enhancement of value-added products	Conduct of skills and techno-transfer trainings on cacao grading and processing	DTI, DOST, DA-PhilMech
			Conduct of seminars on entrepreneurship, food safety standards, and Halal advocacy	DTI, FDA, DOST, DA
			Conduct of product development clinics and technology upgrading	DTI, DOST
			Access to appropriate technology and equipment	DOST - FIC, PhilMech, BOI
			Provision of cacao processing facilities (common service facilities)	DA, DTI, DOST, DAR
7	<b>To expand market presence locally and globally</b>	Strengthening market linkage and promotion	Participation in provincial, regional, national, and international fair/exhibits	DTI, DA,
			Promotion of local consumption of locally-produced cacao products to locally held M.I.C.E.	LGUs, partner NGAs, food-providers/caterers
			Market linkages and referrals (local and foreign)	DTI, DA,
			Orientation on single origin and traceability GIS for Philippine cacao	DA
			Credit & Marketing Assistance Program for ARBOs	DAR

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		Branding	Branding Region 12 as a producer of cacao fermented beans	Council, DTI