REGIONAL VISION	A dominant excellent quality coffee-producing region with empowered stakeholders
MISSION	Develop and implement policies, strategies, and programs promoting an inclusive, cohesive and competitive coffee industry for Region 12
OBJECTIVES	Increase/expand plantation areas from 26,326 to 35,186 hectares by 2022
	Institutionalize Regional, Provincial, and Municipal Coffee Councils that shall lead in the development of coffee in the region
	Increase average production to 2kg per hill/cropping
	Manage postharvest losses and improve the quality of coffee
	Promote consumption of locally-produced coffee
	Reduce poverty level of farmers from 15% through diversified sustainable agribusiness farming system
	Increase employment by 3%

NO.	VALUE CHAIN	OBJECTIVES	STRATEGIES	PROGRAMS/PROJECTS/ACTIVITIES (PAPs)	Results Monitoring Indicators	Measurable Outputs / Targets							RESPONSIBLE AGENCY/ ORGANIZATION
						2018	2019	2020	2021	2022	Beyond 2022	TOTAL	
1	INPUTS	#1 Increase/expand plantation areas from 26,326 to 35,186 hectares by 2022	Improve the quality and availability of planting materials	Facilitation of the accreditation of nurseries & certification of clonal seedlings	No. of accredited nurseries								DA, LGUs, BPI, SCA
				Strengthening the monitoring of existing nurseries on accreditation and certification compliance									BPI, DA
				Implementation of traceability of planting materials (tree/plant tagging)									BPI, Council
			Establish coffee nurseries, demonstration farms, and coffee training centers in the provincial clusters	Organization of an accredited coffee nursery owners/growers association	At least one (1) organization established per cluster area								
				Trainings on coffee nursery operation	No. of trainings conducted								DA, ATI, TESDA, Council
				Establishment of coffee nurseries by the private sector	No. of coffee nurseries/clonal gardens established								Private sector
2	FARM PRODUCTION	#3 Increase average production to 2kg per hill/cropping	Undertake multi-level trainings of trainors and farmers on Good Agricultural Practices (GAP)	Capability-building activities on GAP, farm management, and proper post-harvest handling	No. of farms introduced to GAP								DA, ATI, service providers
				Establishment of demo farm and training facilities	No. of skilled farmers/farm workers/SMEs								DA, ATI, DENR
			Enhance farm efficiency and investments	Distribution of quality planting materials	Total area expanded								DA, DENR
				Conduct of varietal soil suitability research	Research conducted and disseminated								DA, Bureau of Soils
			Support financing and access to long-term funds	Facilitation of financing	No. of farmers/MSMEs assisted								DA (PLEA, ACPC), DTI, SBCorp, LBP, MFIs
			Reduce logistics cost to processors/market	Construction of Farm-to-Market Roads	Lower transport cost/ton/km								DA, DPWH
				Establishment of tram lines	No. of kilometers constructed								
			Improve research and extension services	Conduct of research and development on coffee insect, pests, and diseases	Improved coffee grade in the region								DA, DOST, SCA, SKSU
			Provide appropriate investment incentive	Development of incentive programs for organic coffee and other quality coffee (e.g. civet, coffee, green coffee)	No. of MSMEs involved in organic farming								DA
				Improvement of policies (e.g. propagation of seedlings)									

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						2018	2019	2020	2021	2022	Beyond 2022	TOTAL	
		#6 Reduce poverty level of farmers from 15% through diversified sustainable agribusiness farming system	Cluster dominant coffee-producing provinces to a single production and market unit for purposes of concentration and optimization of development interventions	Development of the Coffee Complex in the municipalities of Kalamansig and Sen. Ninoy Aquino	Incremental amount in production and amount of investment generated								LGU Kalamansig, DA, DTI, SKSU
				Promotion of business opportunities for coffee and its by-products: bricks, tea, wine, green coffee, etc.	Amount of investment generated								DTI, DOST, DA, DAR
				Widening the coverage for inter-cropping program of coffee with coconut trees, fruit trees, and macadamia									PCA, SCA
				Provision of farm inputs, fertilizers, and bio-controls	Yield increment								DA
				Establishment of a techno-demo farm on complementary industry (stingless bee) and coffee rejuvenation	Techno-demo farm established								DA
				Implementation of a climate-smart agriculture program designed for coffee production	No. of trainings conducted, no. of attendees								DA, LGUs
3	PROCESSING	#4 Manage post harvest losses and improve quality of coffee	Improve product competitiveness and postharvest handling	Enhancement of coffee productivity (techno-demo and training)	Amount of savings generated								DA, SCA, LGUs, DTI, ACDI-VOCA
				Enhancement of packaging and labelling	Amount of sales and additional income generated								DTI, FDA, DOST
				Conduct workshops on coffee value-adding strategies for start-ups	No. of workshops conducted								DTI, NGOs
				Establish a laboratory for farmers to validate their own coffee grade quality	Laboratory established								SKSU
				Provision of postharvest facilities	No. of post-harvest facilities/equipment provided								DA, PhilMech, Private Sector, DAR, DTI, DOST
				Establishment of processing facilities for coffee	No. of value-added products developed								DA, LGUs
				Trainings on technology for appreciation of premium arabica and fine robusta coffee	No. of MSMEs in the quality coffee industry								DTI, Private Sector, DA
				Establishment of a laboratory for farmers to validate their own coffee grade quality	Cupping laboratory established								PICCARD, SKSU
				Facilitation of Food Safety Compliance	No. of GMP-compliant processing MSMEs								DTI, FDA, council
				Conduct of a Food Safety and GMP Seminar	Food Safety and GMP Seminar conducted								DTI, FDA, DOST
				Conduct of firm level sessions on sanitation and personal hygiene	No. of sessions conducted								DTI, FDA, DOST
				Creation of a local pool of experts	Local pool of experts created								DTI, core group
				Conduct of R and Q Grader trainings	No. of R and Q Graders developed								Service providers
				Conduct of coffee cupper's trainings	No. of coffee cuppers developed								Q-graders in the region
				OT: Coffee Doctors Training	No. of coffee doctors training conducted								DA, Academe
			Reduce logistics cost to processors/market	Construction of Limulan Road and Bridge (ROLL-IT)	Lower transport cost/ton/km								DTI, DPWH

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						2018	2019	2020	2021	2022	Beyond 2022	TOTAL	
4	MARKET	#5 Promote consumption of locally-produced coffee	Enhance product development and market promotion	Facilitation of transparent pricing linked to world market									
				Conduct of a coffee branding consultative workshop / IPO Registration	No. of coffee brands registered with IPO	2017							DTI, IPO
				Development of GI for SOX Coffee	No. of coffee brands created	2017							DTI, Industry associations
				Development of a Seal of Excellence for coffee (to dictate the price of coffee)	Standards developed								DA, DOST, Q-graders, SKSU, DTI
				Conduct of entrepreneurial/trade trainings	Amount of sales generated								DTI
				Facilitation of enrollment to KMME/ASPIRE	No. of MSME's enrolled								DTI, DA
				Participation in trade fairs	No. of trade fairs participated								DA-AMAD, DTI
				Facilitation of market matching activities	No. of buyer relationships developed								DA-AMAD, DTI
				Adaption of environment friendly technologies	New market developed								DTI, DOST
				Conduct of seminar on new market trends	No. of seminars conducted, no. of attendees								DTI
				Development of new products	No. of new products developed								DOST, SKSU
			Support market intelligence/reliable industry data	Conduct of coffee industry regular census	Industry data aligned with private sector estimates	2017							Industry associations, PSA, Private Sector, DA-HVCDP
				Geo-tagging of producers and processors	No. of producers and processors geo-tagged								PCAF, LGU, DTI, Private Organizations
				Updating of the database	Database updated								
				Dissemination of information on coffee farming opportunities in various mediums (i.e. print, in-person, videos, etc.)	No. of communication channels done, no. of farmers reached								
5		#2 Institutionalize Regional, Provincial and Municipal Coffee Councils that shall lead in the development of coffee in the region	Institutionalize coffee councils in all levels, which shall lead the development of coffee in the region	Organization and strengthening of coffee councils	No. of coffee councils/groups organized	2017							DA/OPAG/DTI/SKSU, DOST, PCA, DENR, DAR
				Organization of coffee shop operators	Organization established	2017							DTI/OPAG
				Formation and strengthening of legitimate People's Organization	Farmers group organized/strengthened								DA, LGU
				Conduct of regular meetings	No. of meetings conducted, no. of attendees								Coffee Councils, Fas
				Conduct of the Regional Coffee Congress	Regional Coffee Congress conducted								Coffee Councils, DA, DTI, SKSU, DOST, DAR
				Incentivization of the production and processing of quality coffee	Incentive program developed								DA, LGUs
				Establishment of provincial and municipal coffee councils	No. of councils established								DA, DTI, LGUs, Stakeholders
				Monitoring of the plan	Status report prepared bi-annually	Bi-annual							Coffee Cluster Team/Council

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						2018	2019	2020	2021	2022	Beyond 2022	TOTAL	
				Development of a peace-building program in conflict areas to address poverty through productive agriculture	Integration Plan developed								