

VISION	A sustainable, productive, and profitable mango industry and top mango producer and exporter in the country by 2023.					
MISSION	Uplift economic life of mango farmers and other stakeholders and ensure quality and eco-friendly mango products to be known locally and internationally					
GOALS	Mind shifting from "sunset industry to sunshine industry."					
	Maximize production, and improve quality					
	Develop and expand market niches					
OBJECTIVES	Adopt Good Agricultural Practices and implement PNS on Mango Production					
	To strengthen the Mango Organization from Municipal to Regional level					
	To increase production from 4 tons to 10 tons per hectare by 2023					
	To improve the quality of mango to meet international standards					
CORE VALUES	To increase access to domestic and foreign markets for fresh and processed mango.					
	Motivation - We shall be enthusiastic and highly spirited in implementing our plan of actions.					
	Abundance - we shall be generous in sharing our resources , ideas and knowledge for the benefit of the organization and the community we serve.					
	Never say never - we face challenges with determination and courage. We will persevere in pursuing our goals and aspirations.					
	Growth- as dynamic and vibrant we shall accelerate organizational development in order to expand our services to our clients					
Openness - TRANSPARENCY, HONESTY and ACCOUNTABILITY will be our guiding principles in transacting business						
NO.	OBJECTIVES	STRATEGIES	PROGRAMS/PROJECTS/ACTIVITIES (PAPs)	TIMELINE	RESPONSIBLE AGENCY/ ORGANIZATION	
1	To strengthen the Mango Organization from Municipal to Regional level by 2020	Cluster mango stakeholders at the municipal to regional level	Organization of the Regional Mango Action Team	2018	DA/LGUs/Academes /Council Members/AgriChem s, DTI	
			Organization of local mango growers and contractors	2018-2020		
		Conduct organizational meetings and capacity building	Periodic cluster meetings	2019 - onwards		
			Conduct of capability building (i.e. discourage inter-cropping with rice)			
			Capacity-building	2019 - onwards		
		Capacitate farmers to become entrepreneurs thru capability building	Strengthening of organized mango stakeholders/organization of core groups	2019- onwards		RMIDCI, Cluster Leader
			Organization and clustering of mango contractors	2019- onwards		AMAD, HVCDP, RMIDC
Conduct of seminar on entrepreneurial capability with integration of values formation	2019- onwards		ATI, RMIDC			
2	To increase production from 4 tons to 10 tons per hectare by 2023		Adoption of appropriate technology on pruning crop nutrition, paclobutrazole application, integrated pest management and utilization of chemicals in adherence to GAP mango production	2018 - onwards	RMIDCI and HVCDP Coordinator for Mango, DOST - PCARRD, DENR, ITCM, MCH, CUCFI	

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		Rehabilitate mango trees	Adoption of off-season mango production techniques		USM, MSU, SRSU
			Identification/assessment and rehabilitation of mango production areas		
			Revisitation of protocols on mango rehabilitation		

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		Provide access to research and development programs	Research and development of DOST research on increased production technologies	2018 - onwards	DOST-PCAARRD, Academe, LGUs
			Research and development on variety development, biocontrol agents and other organic inputs, product development		
		Provide production facilities (nurseries, farm equipment, etc.)	Establishment and maintenance of production facilities focusing on new varieties (nursery, foundation scion grove, etc.)	2018 - onwards	RMIDCI and HVCDP Coordinator on Mango, ACPC, Landbank, other financing institutions
		Expand mango plantation	Inclusion of the mango tree in the National Greening Program		DENR
			Strengthen regulation of propagation of planting materials (including addressing issues on the "wrong varieties" sold by nurseries)	2018 - onwards	DA, BPI
			Identification of suitable areas for growing mango, based on soil nutrient requirement		
		Adopt integrated farming system	Access to technical assistance from integrated farming programs	2018 - onwards	DA, NDA (for livestock)
			Provision of planting materials for integrated farming (newly planted)	2018 - onwards	DA
		Provide access to financing to government financial institutions, and other sources	Identification of fund sources for additional capitalization	2018 - onwards	RMIDC- VP for Production and Technology
			Project proposal preparation	2018 - onwards	
			Provision of production inputs and farm machineries/equipment (quality planting materials, power sprayers, flower inducers, bio control agents, etc.)	2018 - onwards	RMIDCI and HVCDP Coordinator on Mango, ACPC, Landbank, other Financing Institutions
			Access to financial assistance from Land Bank of the Philippines and other GFIs	2018 - onwards	RMIDCI
			Assistance to contractors for access in financing and marketing tie-ups		Provincial MIDC
			Conduct series of trainings on GAP Classification, Quality Control, Post Harvest Technology, etc.	Conduct of season long training on mango production (FFSS Off-Season Production)	2018 - onwards

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			Information dissemination (IPM, quality enhancement, GAP, traceability, etc) through IEC and School On the Air (SOA)	2018-2022	DA		
			Package of technology on GAP mango production Training on on GAP accreditation	2018-2022	DA RFO XII, AMAD/AMAS		
		Employ local farmer technicians with focus on GAP mango production	Hiring of local farmer technicians (local mango doctors)	2018-2022	DA RFU 12/MLGU		
			Certification of GAP farms	2019	GAP doctors		
		Monitor and surveil pests and diseases	Multi-partite monitoring of partner agencies and other institutions	2018-2022	BPI, DA, Regional		
			Enhancement of developed biocontrol agents (e.g. trichoderma) through intensive research, development, and extension	2018-onwards	RCPC, DA		
		Review the policy on crop insurance		2018-onwards	Financing institutions		
		Promotion of MANGO farming	IECs to academe, promoting mango production to the next generations	2018-onwards	Academe, RMIDCI		
		3	To improve the quality of mango to meet international standards	Establish a village type mango processing plant	Establishment of mango village-type processing plant	2018-onwards	RMIDC Chairman Committee on Marketing
					Signing of MOA with SKSU on training for mango processing	2018-onwards	VP on Processing
Formulate policies for capacity building and training regulation	Trainings on protocols for pesticide usage			2018-2019	TESDA/FPA		
	NC II training for mango harvesters and baggers				TESDA		
Conduct trainings on Philippine National Standard for Mango Production	Attendance to PNS training			2019-onwards	RMIDC		
Provide post-harvest facilities	Provision of postharvest/processing equipment and machineries			2019-onwards	DA, LGUs, foreign-funding institutions		
	Community-based processing/postharvest facilities						
Establish a synchronized regional production and marketing system	Invitation of buyers and processors outside Regon XII						
	Organization of Provincial MIDC for marketing						
Establish demo farm and techno demo farms for rehabilitation	Establishment of demonstration farms			2019 - onwards	MIDC-Provincial level, HVCDP, LFT		
	Establishment of learning sites for agritourism						

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			Crafting and submission of project proposal for 2019 funding	2019	RMIDCI
4	To increase access to domestic and foreign markets for fresh and processed (including dried) mango	Conduct mango harvest festivals as a venue for a consultative forum of mango stakeholders	Conduct of Harvest Festivals	annual	DA RFO XII, MIDC, HVCDP, AMAD/PAO
		Promote products thru conduct of trade fairs, exhibits, trade missions	Product promotions in trade fair and food expositions		RMIDC,I AMAD/ DTI
			Benchmarking and market reconnaissance		
		Promote mango and consumption of processed mango	Promotion of mango as a healthy produce in coordination with other agencies (DOH, NNC, etc)		RMIDCI, DTI, DA
			Promotion of other varieties of mango as green, processed products, and the potential of green mango to other countries		RMIDCI, DTI, DA
		Conduct business matching	Conduct of business matching activities	2019-onwards	DA RFO XII, MIDC, HVCDP, AMAD/ MINFRUIT, DTI
		Conduct regional marketing forum and linkages with government agencies and NGOs	Regional Mango Marketing Forum/Mindanao Mango Summit	annual	DA RFO XII, MIDC, HVCDP, AMAD/ MINFRUIT, DTI
		Adopt appropriate harvesting practices	Implementation of policy/resolutions for location-specific harvesting practices (i.e. no. of days required prior to harvest)	2019	RMIDC
		Provide market access to mango buyers who accept all-in mango	Identification of buyer for all-in mango products		
		Strengthen the classification of mango (i.e. based on quality)	Classification of mangoes based on the quality standards of the market		
		Strengthen quarantine			
Establish a MRL Laboratory in Gensan Port or in Region 12					