

**RUBBER CLUSTER STRATEGIC PLAN**

<b>VISION</b>	An inclusive and globally competitive rubber industry providing sustainable benefits to all stakeholders				
<b>MISSION</b>	To develop a cost-competitive, quality-driven, supply-reliable, product-diversified value chain from farming to rubber products manufacturing under sustainable practices				
<b>OBJECTIVES</b>	Expand total area planted of rubber in R12				
	Improve farm productivity from an average of 800 kgs to 1,200 kgs dry rubber per hectare/year				
	Accelerate capacity building for industry operators and workers				
	Increase investments in rubber plantations, processing plants and rubber products				
	Promote the adoption of new, efficient and environment-friendly technologies in the production of natural rubber and rubber-based products				
	Increase the export volume of processed and manufactured rubber products by 10% annually				
	Reduce importation of natural rubber by 70% by major rubber-based product manufacturers				
<b>NO.</b>	<b>STRATEGIES</b>	<b>PROGRAMS/PROJECTS/ACTIVITIES (PAPs)</b>	<b>Results Monitoring Indicators</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>TIME FRAME</b>
1	Production & Productivity Improvement	Establishment of centralized budwood garden per province/strategic areas in the region	No. of budwood garden established	DA/BPI	2019-2020
		Improvement of quality and availability of rubber planting materials	No. of planting materials tagged	BPI	2019-2022
		Creation of joint task group consisting public and private stakeholders for monitoring and evaluation of rubber nurseries in R12	No. of nurseries monitored, validated and inspected	DA PRFA BAFS DTI TESDA PRTWG BPI PCAF ACADEME	2019-2022
		Establishment of rubber nurseries for new rubber organizations	No. of nurseries established	DA PRFA BPI	2019-2022
		Policy advocacy on procurement of quality planting materials	No. of ordinance passed and approved by LGUs	DA LGU PRFA Proponent	2019-2022
		Strengthening of nursery accreditation and budwood garden certification	No. of BPI accredited nurseries	BPI	2019-2022
		Review of the training regulations for rubber production (NC II)	Production of new training regulation material	TESDA DA	2019-2022
		Trainor's training, assessment and certification of workers on rubber production (rubber tapping, budding, etc.)	No. of workers certified/trained (NC II)	TESDA ATI DA	2019-2022
		Provision of standard production tools for rubber farmers	No. of farmer beneficiaries	DA LGU	2019-2022
		Mindanao Sustainable Agrarian & Agri Development Project (MINSAAD) & ConVERGE		DAR	2019-2022
		Development of Rubber GAP; coordinate to ensure use of international accepted standards	No. of GAP certified farm	BAFS BPI	2019-2022
		Initiation of model & techno demo farms on strategic areas	No. of techno demo farms established	DA/ LGU/ ATI	2019-2022
		Conduct of regional rubber stakeholders forum	No. of rubber forum conducted	DA/ LGU/ DTI/ DOST/ ACADEME/ DENR/ PRIVATE SECTOR/ ALL STAKEHOLDERS	2019-2022
		Conduct of techno caravan for the promotion of technology transfer through seminars/training	No. of rubber farmers trained	DA/ ATI/ ACADEME	2019-2022
		Provision of formic acid rubber farmers	No. of farmer beneficiaries	DA	2019-2022
Organization and strengthening of rubber organizations led PRFA	No. of rubber farmers organized and strengthened	DA/ LGU/ DTI / DOST/ PRFA	2019-2022		
Promotion of the 'Rubber Quality Improvement Program'	No. of farmers trained	DA/ LGU	2019-2022		
2	Processing & Manufacturing Resurgence	Continuous harmonization of processing standards among rubber manufacturers	No. of policies approved	LGUs/ RUBBER COUNCILS	2020-2022

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		Mechanization/Fabrication of small scale rubber processing facilities	No. of small scale rubber processing facilities fabricated	DA / LGU	2019-2022
		Proposal for North Cotabato as the pilot province for rubberized asphalt road (FMR)	No. of project implemented	DA / LGU / DPWH	2019-2022
		Establishment of rubber processing plant owned by farmers coop/associations	No. of rubber processing plant established	DA/ LGU/ PRIVATE SECTOR	2020-2022
		Linking of rubber processors with rubber product manufacturers	No. of rubber processors linked	DA / DTI/ LGU	2020-2022
		Conduct of Global Value Chain Analysis (GVC) on rubber & rubber-based products	No. of GVC conducted	DA / DTI/ DOST/ LGU/ PRIVATE SECTOR	2020-2022
		Conduct of benchmarking visits to foreign rubber manufacturing firms	No. of visits	DA / DTI/ DOST/ LGU/ PRIVATE SECTOR	2020-2022
		Conduct of cross-visits between crumb processing and rubber manufacturing companies	No. of processing plant visited	DA / DTI/ DOST/ LGU/ DPWH/ PRIVATE SECTOR	2019-2022
		Promotion of the adoption of labor occupational safety standards and practices	No. of participants trained	TESDA/ DA/ LGU/ ATI/ ACADEME	2019-2022
		Conduct of public consultations on trade related negotiations and tariff review	No. of tariff reviews conducted	DA/ DTI	2020-2022
		Conduct of trainings/seminars on costing and pricing	No. of training/seminar conducted	DOST / DTI/ LGU	2020-2022
3	Research and Development Extension	Conduct of a nationwide clonal adaptation trial and innovation of propagation techniques of newly-introduced high yielding and promising rubber clones	No. of trials conducted	PRRI/ DA/ LGU/ ACADEMES/ PRIVATE ORGANIZATIONS	2019-2022
		Conduct of functional genomics assisted development of gene markers for economically important traits of cacao and rubber production varietal improvement	No. of trials conducted	DA/ ACADEME/ PRRI	2019-2022
		Promotion of national R&D Program for natural rubber processing and rubber manufacturing project	No. of beneficiaries availed	DA/ ACADEME	2019-2022
4	Finance and Investment Promotion	Conduct of outbound business matching mission in target markets for natural and manufactured rubber	No. of outbound business matching conducted	DA/ DTI / LGU	2019-2022
		Participation in Regional Trade Fairs	No. of trade fair attended	DA/ DTI/ LGU	2019-2022
		Campaigning for the establishment of municipal trading / consolidation centers for natural rubber	No. or RTACs established	LGUs/ DA/ DTI/ RUBBER ORGANIZATIONS	2019-2022
		Conduct of info sessions on investment/market opportunities	No. of info sessions conducted	DA/ DTI	2019-2022
		Production of information and promotion collaterals (local and outbound opportunities)	No. of promo projects implemented	DA/ DTI/ PRIVATE SECTOR	2019-2022
		PRIME 3	PRIME 3 conducted	PRIA/ PRFA/ LGUs/ NGAs/ PCAF	2019
5	Information, Policy Formulation and Advocacy	Updating of proposal preparation based on studies; concerned agencies/sector to collaborate with PCIC	No. of projects approved	PCIC/ DA/ LGU	2019-2022
		Promotion on policy of rubber quality standards	No. of orientation conducted	DA/LGU/DTI/PRIVATE SECTOR	2019-2022
		Profiling of the industry (whole value chain) and establishment of directory of rubber organizations in the R12	No. of database established	DA/ LGU	2019-2022
		Development of rubber cup lumps price index considering all factors in all rubber-based regions and possible organization of a Price Monitoring Committee	No. of price information published	LGU/ DTI	2019-2022