

## Philippines revitalizes coco industry through massive replanting drive

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A Memorandum of Understanding (MoU) was inked by the Philippine Coconut Authority (PCA) with the Confederation of Coconut Farmer's Organizations of the Philippines (CCFOP-CONFED) and the Philippine Rural Reconstruction Movement (PRRM) on August 9, 2023, at the PCA Auditorium in Quezon City, to revitalize the Philippine coconut industry and increase farmers' incomes and drive economic development.

The MoU signed between PCA and CFOP-CONFED, represented by its Executive Director Charles Avila, along with PRRM, represented by President Edicio dela Torre, seeks to promote collaboration, and expand the reach of support services of the PCA in line with its mandate and under President Ferdinand Marcos, Jr.'s "Bagong Pilipinas" brand of governance as well.

To address the growing demand for coconut products, President Marcos has instructed PCA during its 50th anniversary to conduct mass planting and replanting of coconut trees nationwide.

According to Philippine Statistics Authority (PSA) data in 2021, coconut oil (\$1.431 billion), desiccated coconut (\$396 million), and copra oil cake (\$67.54 million) secured the first, fourth, and 10th positions, respectively, among the Philippines' top agricultural exports in terms of value.

Furthermore, non-traditional coconut products like virgin coconut oil (worth Php 26 billion in exports), coconut concentrates (Php 4.40 billion), and coconut milk (Php 2.44 billion) have swiftly gained ground in export earnings according to the latest data from PCA.Â

The PCA Administrator Bernie Cruz said the organization has been in constant communication with coconut farmers to assess the real situation. Coconut remains one of the countryâ??s top dollar-earning exports despite years of stagnation and lack of support.