

## Philippine Coconut Authority embarks into 37th National Coconut Week (22 Aug to 1 Sep)

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The Philippine Coconut Authority is set to celebrate the 37TH National Coconut Week from August 22 to September 1 through activities showcasing local coco products such as heirloom recipes among others.

PCA Deputy Administrator Roel M. Rosales said during the Philippine Information Agency Press Conference held August 11 that the 2023 National Coconut Week themed "Coconut Industry Modernization: Pillar of a Resilient and Sustainable Nation" will be launched through a "Coco Foodfest", featuring coco-based food products in a festive manner.

The National Coconut Week in particular aims to empower local industries whether in food or non-food products, in order to promote greater domestic utilization. Deputy Administrator Rosales said that the agency promotes coconut-based food, especially local snacks in a bid for the public, especially the younger crowd to lessen fast food consumption and rediscover classic Filipino food.

"We want the Coconut week festivity to be the avenue for that (utilization), and we want that this event be promoted accordingly. More so than ever before, this is really the time to go local and patronize our own because we really need to support our coconut farmers. Especially in the time of food insecurity, there is a lot that the coconut industry can offer," Deputy Administrator Rosales said.

PCA is also set to partner with the United Coconut Association of the Philippines through the conduct of a World Coconut Congress at the World Trade Center with experts from the US discussing coconut's medical properties among others