

PROPOSED REGIONAL STRATEGY FOR COCONUT SECTOR DEVELOPMENT

CONSTRAINTS ISSUES/GAPS	DEVELOPMENT STRATEGY	REGIONAL/INTERNATIONAL INTERVENTIONS
1.Demand Gap: market information for existing and and emerging product	Estimate demand for existing products	Market surveys at regional and international level for existing products
	Estimate demand for emerging high-value products	Market surveys at regional, international level for new and emerging products
	Market promotion and demand generation	Participation and sponsorship in trade fairs and exhibits Creation of demand for new and emerging products
2.Supply gap: low coconut supply/senile palms	1. Rehabilitate old senile palms 2. Expand plantings In new areas	1.Technical and financial support to replanting senile palms 2.Technical and financial support to expansion of new plantings, including those in coastal zones and hilly areas
3. Lack of quality planting materials	1. Expand the coconut genetic base 2. Use mass selection techniques 3. Hybridization in govt. seedgardens 3. Hybridization in	1.Strengthening of the International Coconut Genebanks (ICG) held in trust by Indonesia, India and PNG 2.Evaluation and characterization of the germplasm in the ICGs for potential in breeding for high yield, resistance to drought and pests and diseases and high value products

	private farms in collaboration with industry player 4. Hybridization in farmers' farms	3. Establishment of a duplicate Coconut Genebank and Breeding Center for the Pacific in Fiji 4. Facilitation of germplasm exchange among Asia-Pacific countries with the assistance of FAO 5. Support to seedling propagation using hybridization, mass selection and farmer hybrid production 6. Support to molecular marker-assisted breeding and seedling selection 7. Support to improvement of somatic embryogenesis for rapid production of quality coconut seedlings
4. Narrow product base	Conduct strategic analysis on expansion of product base	Technical assistance to identify product potential in the following industries and prioritization of products to produce: <ul style="list-style-type: none"> • Food • Non-food • Oleochemical • Nutraceutical • Cosmeceutical • Medicinal • Biofuel
5. Low farmers income	Increasing yields and on-farm and off-farm productivity On-farm income 1. Use high-yielding varieties and hybrids 2. Intercropping food and cash crops 3. Integrating livestock Off-farm income 1. Village level processing of high-	1, Promote the use of high-yielding coconut varieties and hybrids 2. Increasing on-farm incomes through promotion of the use of coconut based farming system (CBFS), to include intercropping food and cash crops and integrating livestock 3. Increasing off-farm incomes through promotions of the production of high-value products from all parts of the coconut Involving women and other members of the family

	value products from: . <ul style="list-style-type: none"> • Kernel • Husk • Shell • Water • Wood • Others 	4. Formulation and training on product quality standards. 5. Technical assistance on the conduct of feasibility studies in specific project sites to ensure that products produced are marketable and profitable 6. Development of models for clustering of producers, processors and assemblers at the village, national, regional and international level and linking them with buyers, including fair trade organizations
6. Inadequate institutional support	1. Promotion of production and processing technologies	Conduct regional pilot demonstration of mature Production and processing technologies
	2. Marketing and promotion	1. Sponsor product exhibitions and trade fairs 2. Assistance to trade mission
	2. Financing	1. Linking producers and processors with financing institutions which can provide concessionary financial assistance 2. Linking projects with donors and development organizations which provide financial support
	3. Training	Training of trainers in production, processing and marketing
	4. Capacity building	1. Strengthen extension system in support of the coconut 2. Support to the development of farmer associations, production and marketing cooperatives

	5. Policy support	1. Tax incentives to farmers, producers and traders 2. Incentives for replanting, planting expansion, processing projects 3. Incorporation of coconut as a high priority crop in National Development Plan of each country
	6. Research support	Technical and financial support to research on: <ol style="list-style-type: none"> 1. Coconut breeding 2. Somatic embryogenesis 3. Coconut based farming systems (CBFM) and economics of CBFM 4. Pests and diseases of coconut 5. Utilization and value addition to coconut (food, beverage, pharmaceutical and spa industries) 6. Coconut marketing and trade.
	7. Budgetary support	1. Sourcing of grants to fund priority projects 2. Promote projects that require counterpart funds from government