

APCC JOINS THE PCA'S 28TH NATIONAL COCONUT WEEK AND THE 1ST INTERNATIONAL COCONUT FESTIVAL

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The Asian and Pacific Coconut Community (APCC), represented by its Executive Director Mr. Uron N. Salum, joined the Philippine Coconut Authority (PCA) in celebrating the 28th National Coconut Week and the 1st International Coconut Festival last August 28-31, 2014.

The four-day event, held at the Mega Trade Hall 2, SM Mega Mall in Mandaluyong City, Metro Manila, highlighted the coconut industry's immeasurable impact to Philippine economy as well as to the socio-economic status of millions of Filipinos. This year's COCOWEEK Celebration also focused on paying tribute of honor to the people that nurture the *'Tree of Life'*, the coconut farmers.

According to PCA Administrator Romulo N. Arancon, Jr, "the millions of coconut farmers and farm workers are the foundation of the coconut industry. They deserve our admiration and support." Hence, the theme – "NIYOG: MAGSASAKA, MAHALAGA".

The PCA is challenged to ensure greater productivity and higher income of coconut farmers, and promote inclusive growth in the countryside, Administrator Arancon emphasized in his message. "The advocacy of the government, particularly the PCA, in promoting coconut industry modernization and enhancing agricultural



The Honorable Cynthia Villar, Senator of the Republic of the Philippines and Chairperson of the Agriculture Committee of the Philippine Senate is seen with APCC Executive Director Mr. Uron N. Salum and PCA Administrator/CEO Mr. Romulo N Arancon, Jr. during the 28th National Coconut Week and 1st International Coconut Festival at Mega Trade Hall 2, SM Megamall, Mandaluyong City on August 29, 2014.

productivity and farmers' income is consistent with the Regional Strategy for Coconut Sector Development in Asia and the Pacific, as agreed during the High Level FAO Expert Consultation on the Coconut Sector held last November 2013 in Bangkok, Thailand" Administrator Arancon remarked.

Trade fair and exhibits, coconut international cuisine demonstrations, *Coconut is Life* Photo Contest, coco-based food product demonstrations, PCA's collection of hundreds of different local and exotic coconut varieties, coconut farmer's success story, symposia, and the launching of KANIB Awards are some of the activities in the celebration that drew public interest and delight.

The APCC's booth presented its various publications on Coconut Industry Series, Domestic Marketing of Coconut Products Series, Coconut Production and Productivity Series, Proceedings of Technical Meetings, Video Documentaries, and research updates, among others. List, pictures and samples of coconut-based products produced by APCC were also exhibited.

Executive Director Uron N. Salum attended the Symposium on the Modernization of the Coconut Industry, which was participated in by scientists, innovators, academe, businessmen, NGOs, leaders of small coconut farmers' organization (SCFOs), local and international agencies, LGUs, and policy-makers.

Executive Director Salum also participated in the dialogue and consultations in the formulation

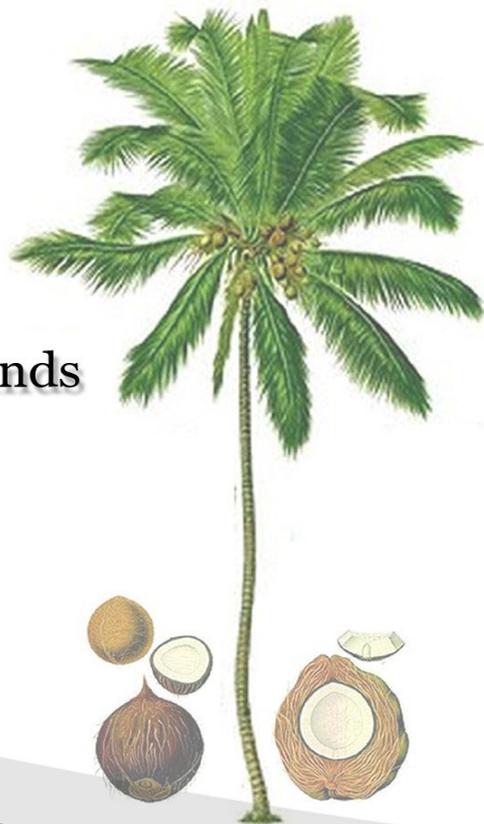


Executive Director Uron N. Salum of the Asian and Pacific Coconut Community (APCC) officially presents all 18 flags of APCC member countries for use in International coconut conference to Mr. Romulo N. Arancon, Jr., Administrator of the Philippine Coconut Authority (PCA). Administrator Arancon also served as APCC Executive Director from July 2006 to January 2014.

of inter-disciplinary and multi-sectoral programs designed to develop a globally-competitive, sustainable and resilient Philippine coconut industry that will ultimately lead to the social and economic development of the coconut farmers and farm workers in the country.

“I admire the commitment of the Philippine government of empowering the farmers by ensuring their involvement in the development process,” the APCC Executive Director remarked. “PCA Administrator Arancon, all the other officials and employees of PCA deserve my warmest felicitations for the successful and meaningful celebration of the COCOWEEK 2014,” Mr. Salum added.

Partnering the coconut industry in the Pacific Islands



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