STRATEGIC ACTION PLAN
OTHER FRUITS-CALAMANSI

Executive Summary

1. The development of the Strategic Action Plan involved the participation of the private sector at the national and selected regions. At the national level, a Consultative Group composed of representatives of key industry associations and firms as well as concerned government institutions discussed the constraints and recommendations and identified recommended actions. The draft SAP was also presented to a Technical Panel composed of distinguished representatives from the private sector and former top officials of the Department of Agriculture (DA) and Department of Trade and Industry (DTI) led by former DA Secretary Senen C. Bacani with former DTI Secretary Ceferino L. Follosco.

2. The SAP followed a private sector-led and market oriented approach in developing the Philippine calamansi industry. It is expected to be implemented and monitored by the private sector in partnership with the government led by the DA. The Plan, as a first version, must be regularly updated to consider any changes in the industry. Localized adaptation are encouraged especially at the provincial and municipal levels.

3. The Philippines is the sole commercial producer exporter of calamansi in the world. The industry trends showed that calamansi production increased both in quantity (7%) and area (8%) from 1996-2000. In the same period, Philippine calamansi export quantity rose significantly at 51 percent annually owing to the notable increases in exports of calamansi juice to the United States, Japan, Canada and Hong Kong. There are good market opportunities and long term potential in the local and export markets both for fresh and processed forms. The attractive return on investment and the versatility of calamansi as food and food enhancer are strengths of the industry that need to be further exploited.

4. While there is a need for the industry to be unified in terms of objectives and long term directions to enhance private investments and profitability, the government also has to be in unison in addressing the industry weaknesses by harnessing their own strengths and mandates. Policy reforms and advocacy are critical areas for government and private sectors to work on especially in the areas of infrastructure, transportation and human resource development.

5. Industry Goals and Objectives:

Goals	Specific Objectives
1. To increase year-round production and supply of high quality calamansi	• To develop improved varieties and technologies • To reduce production costs • To enhance production arrangements
2. To enhance global competitiveness of fresh and processed calamansi	• To improve postharvest/processing practices/technologies • To enhance quality and safety of calamansi for domestic and international markets • To increase and sustain access to export markets • To enhance the policy and regulatory environment (all products)

6. Industry Profile

ITEMS	WORLD	PHILIPPINES
Yield (MT/HA)	-	4.4 (national average)
Trade: *Calamansi Juice*	-	*Major Markets*: United States, Japan, Canada, Hong Kong, Taiwan and Netherlands
Calamansi Concentrates	-	*Major Markets:* South Korea, United States, Canada, Japan, Hong Kong and Malaysia

7. Industry Targets

Industry Targets

ITEMS	TARGETS			
	Base Year (2001/2002)	Short Term (2004)	Medium Term (2007)	Long Term (2012)
Increase Yield * National (MT/HA)	17.45*	20 (1.4%)	25 (4.3%)	35 (100.6%)
Reduce Postharvest Losses (Percent)	50	40	30	20
Reduce Market Rejection Fresh (Percent) Processed		5 5	10 10	20 20
- Year-Round Supply		Increase supplies in December to May		

** Average of 10 highest yielding provinces during the last five years (1996-2000)*

8. Major Strategies and Key Government Institutions Involved

Major Development Strategies and Key Government Institutions Involved

Major Development Strategies	Key Government Institutions Involved
Enhancement of and Increased Funding for Research, Development and Extension	• DA-BAR, BPI, BSWM, ATI, AFIS, Operations Group • UPLB: PHTRC, NCPC, Other SCUs • DOST-PCARRD, PAGASA • LGUs
Improving Access to Quality and Reasonable Priced Production Inputs and Irrigation Facilities	• DA: BAR, FPA, BPI, Policy Service, HVCCP, NIA • DPWH • ACPC
Promotion of Various Forms of Partnerships as Industry Support Mechanisms (Institutional/Industry Strengthening)	• DA: NAFC, Operations Group, CDA, AMAS, BPRE • LGUs • UPLB-PHTRC, Other SCUs
Enhancement of Postharvest Research, Development and Extension	• DA: BPRE, ATI, BAR, AFIS • UPLB-PHTRC • Other SCUs • LGUs
Enhancement of Processing Practices/Technologies	• DA: BAFPS, BPI, FDC • DTI: Packaging Center • UPLB-PHTRC • LGUs • Other SCUs
Product Development/Improvement	• DA: BAFPS, FDC • DOST-ITDI
Enhancement of Product Quality and Classification Standards	• DA: BAFPS, BPI, FDC • UPLB, Other SCUs
Promotion of Various Forms of Partnerships as Industry Support Mechanisms (PLUS Arrangements)	• DA: AMAS, BPRE • DPWH, LGUs • UPLB-PHTRC, Other SCUs
Domestic and Export Market Development	• DA: AMAS, BPI, ITCAF, OSEC, Policy Service, BAS, Attaches • DTI, DFA, DOST
Policy Analysis and Advocacy	• DA: Policy Service, FPA, NAFC, BPI