

**STRATEGIC ACTION PLAN**  
***OTHER FRUITS-PAPAYA***

***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 and former DA Undersecretary Manuel Q. Lim.
2. The SAP followed a private sector-led and market oriented approach in developing the Philippine papaya 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 industry trends showed that papaya production increased both in quantity (5%) and area (2%) from 1996-2000. In the same period, Philippine papaya export exhibited significant growth in quantity (120%) and value (117%) owing to the notable increases in exports of fresh papaya to Japan, Australia and Hong Kong. There are good market opportunities and long term potential in the local and export markets both for fresh and dried forms. The attractive return on investment, established quarantine protocols in Japan, South Korea and New Zealand and development of papaya ring spot virus (PRSV) resistant varieties 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 fresh papaya	<ul style="list-style-type: none"> <li>To develop improved varieties and technologies</li> </ul>
2. To enhance global competitiveness (all products)	<ul style="list-style-type: none"> <li>To reduce postharvest losses and enhance quality and safety of fresh papaya fruits for local and export markets and for processing</li> <li>To increase supply of good quality and safe papaya for domestic and export markets</li> <li>To reduce postproduction, processing and distribution cost</li> </ul>

6. Industry Profile

ITEMS	WORLD	PHILIPPINES
Yield (MT/HA)	1.76	1.19
<u>Trade:</u> <i>Fresh Papaya</i>	<i>Major Exporters:</i> Mexico, Malaysia, Brazil, United States, Jamaica, Belize, Netherlands, Guatemala, Costa Rica, India	<i>Major Markets:</i> Japan, Hong Kong, New Zealand, Saudi Arabia
<i>Dried Papaya</i>	<i>Exporters:</i> Malaysia, Thailand	<i>Major Markets:</i> Australia, United States, German Federation, Japan

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)	28*	34 (20%)	42 (50%)	56 (200%)
Reduce Postharvest Losses (Percent)	27-42	23-38	20-29	10-14
Reduce Market Rejection (Percent)		5	10	20
- Year-Round Supply		Increase supplies in January to June		

\* 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**

<b>Major Development Strategies</b>	<b>Key Government Institutions Involved</b>
Enhancement of and Increased Funding for Research, Development and Extension	<ul style="list-style-type: none"> <li>• DA-BAR, BPI, BSWM, ATI, AFIS, Operations Group</li> <li>• UPLB: PHTRC, NCPC, Other SCUs</li> <li>• DOST-PCARRD, PAGASA</li> <li>• LGUs</li> </ul>
Improving Access to Quality and Reasonable Priced Production Systems and Irrigation Facilities	<ul style="list-style-type: none"> <li>• DA: BAR, FPA, BPI, Policy Service, HVCCP, NIA</li> <li>• DPWH</li> <li>• ACPC</li> </ul>
Promotion of Various Forms of Partnerships as Industry Support Mechanisms	<ul style="list-style-type: none"> <li>• DA: NAFC, Operations Group, CDA, AMAS, BPRE</li> <li>• LGUs</li> <li>• UPLB-PHTRC, Other SCUs</li> </ul>
Enhancement of Postharvest Research, Development and Extension	<ul style="list-style-type: none"> <li>• DA: BPRE, ATI, BAR, AFIS</li> <li>• UPLB-PHTRC</li> <li>• Other SCUs</li> <li>• LGUs</li> </ul>
Enhancement of Product, Quality and Classification Standards	<ul style="list-style-type: none"> <li>• DA: BAFPS, BPI, FDC</li> <li>• DTI: Packaging Center</li> <li>• UPLB-PHTRC</li> <li>• LGUs</li> <li>• Other SCUs</li> </ul>
Domestic and Export Market Development	<ul style="list-style-type: none"> <li>• DA: AMAS, BPI, ITCAF, OSEC, Policy Service, BAS, Attaches</li> <li>• DTI, DFA, DOST</li> </ul>
Policy Analysis and Advocacy	<ul style="list-style-type: none"> <li>• DA: Policy Service, FPA, NAFC, BPI</li> </ul>