



WORLD COCONUT DAY AWARDS *2022*

*"Growing Coconut
for a Better Future
& Life"*

Categories:

Best Innovative Farmer

Best MSME

Best Coconut Farmer Organization

Best Coconut Scientist

Coconut Song Writer & Composer

Total Prize

US\$ 2,500



BACKGROUND

To mark the establishment of the International Coconut Community (ICC), formerly known as the Asian and Pacific Coconut Community (APCC) in 1969 under the aegis of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP), 2nd September is celebrated as World Coconut Day. The ICC secretariat and our community from Asian, Pacific, African, Caribbean, and South American countries are finding various ways of celebrating the 2022 World Coconut Day to stay in touch and to acknowledge this special day.

The vision of ICC is to improve the socio-economic welfare of the farmers and other stakeholders in vibrant coconut sectors, and its mission is to develop a sustainable coconut sector through its member countries:

1. To increase production through improved farming systems that are environmentally sustainable
2. To promote product diversification, generate innovative products, and maintain high-quality product standards acceptable to consumers
3. To encourage market research and market promotion and assist in addressing market-related issues.
4. To facilitate activities for capacity building and technology transfer

The Coconut Palm is justifiably named “The Tree of Life.” It is cultivated on over 12.1 million hectares in over 90 countries, generating approximately 69 million nuts per year. In 2021, the global export value of coconut products was USD 13.88 billion. Coconut meat-based products are the major product, followed by water, shell, and husk-based items. Over 90% of the world’s production and exports of coconut products are now produced and exported by the 20 ICC member countries. Over 110 importing countries have acquired the products and by-products. This does not include the informal sector’s utilization of coconuts as food and non-food goods in households and households. The rise in consumer health consciousness, as well as the numerous uses of coconut – as a functional food, source of energy, immune system booster, and cure for a variety of diseases, including COVID-19 – are some of the primary drivers of global coconut-based product demand.

Global market demand for coconut products is increasing. Further synergies between coconut stakeholders are needed to increase production and meet these growing demands. To increase coconut production and productivity, synergy and collaborative efforts between researchers, universities, research institutes, policymakers, industries and farmers are also essential. On many occasions, there is a gap between innovations and implementations. Between universities and industries. Between research results and farmers. Also, between public policy and farmer’s welfare. Such collaboration is also needed to support the value addition, processing, and marketing of high-value coconut products, as well as to counter any adverse publicity against coconut and its products.



THEME

"Growing coconut for a better future and life"

OBJECTIVES

- To promote all coconut-related activities which sustain the lives of millions of small farmers
- To empower smallholder farmers and coconut industries in ICC member countries
- To stimulate scientific research activities and disseminate the latest information on the coconut
- To boost innovation and technology implementation in coconut cultivation, production, harvesting, and processing
- To raise public awareness of the positive attributes of coconut and its economic, social and environmental benefits

TARGET AUDIENCE

- Scientists, researchers & lecturers
- Coconut development officers
- Coconut farmer's organizations
- Coconut farmers and their families
- Coconut industry stakeholders
- Government officers
- Research institutes
- International organizations/institutions
- School and university students



PROGRAMS & ACTIVITIES

The ICC Secretariat, in collaboration with our member countries and other international organizations, is going to hold a competition and grant several awards to prominent figures in the coconut sector. Each member country could select and send the best candidate for each category 1-4 from their country to the ICC Secretariat via email to wcd@coconutcommunity.org along with the supporting documents.

1. Best Innovative Farmer

Innovation aspects

- » Improved varieties
- » Improved crop management
- » How creative/ new method
- » Product diversification

Active in growing coconut

- » Number of trees planted
- » Years of experience
- » Well-planned program: nursery, replanting and good agriculture practices (GAP)

Polyculture planting

- » Appropriate intercropping and livestock integration system

Knowledge & skills

- » Better coconut cultivation management, seed selection, sourcing and application of modern inputs, proper harvesting, and post harvest handling
- » Environmentally friendly aspects

2. Best MSME

Impact to farmers

- » Farmer's welfare focus
- » Training, empowerment & capacity building for farmers
- » Impact to country
- » Impact to farmer's community

Certification

- » Fair Trade
- » Organic (Consumption)
- » Other certification



Photographer: Aryo Firmansyah (Indonesia)
World Coconut Day Competition 2021

3. Best Coconut Farmer Organization

Experience

- » Years of dedication/ establishment

Impact

- » Impact on members: number of members, improved member's income and/ or benefits
- » Impact on coconut development: number of production and productivity, number of high value of coconut products, up to date market platform

Management

- » Transparency & accountability
- » Effective technology transfer
- » Improved organizational viability & financial sustainability

Survivability

- » How to handle uncertainty: action on Covid-19 pandemic
- » Have a comprehensive coconut business development program
- » Harnessing innovation to meet the technological needs required by members

4. Best Coconut Scientist

Innovative technologies generated

- » Innovative product(s) or technology implementation
 - to farmers
 - to coconut industries and other stakeholders
- » Numbers of publications
- » Journals published in high reputable publisher
- » Number of patent(s) granted



Photographer: Melza Yuanita (Indonesia)
World Coconut Day Competition 2021

5. Coconut Song Writer & Composer Competition

- » Originality
- » Lyric related to coconut and impact of the lyric
- » The idea of song (related to coconut general or specify)
- » Melody, rhythm and arrangement
- » The song is sung with minimum 1 (one) accompaniment music instrument
- » Open for worldwide submission, by sending the song to wcd@coconutcommunity.org with mp4/mp3/AAC format

PRIZE

1. Each category will have one best representative
2. Each member country can recommend one best candidate of categories 1-4
3. Total **USD 2,500/USD 500** and plaques for each best category. Plaque of Participation for all candidates submitted by each country
4. ICC's digital publication subscription for 1 year
5. Payment of the prize will be done by bank transfer and tax will be borne by the winners
6. Winners will be announced on the ICC's publications, website, social media, and during the World Coconut Day

CONTACT PERSON

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DEADLINE OF SUBMISSION

August 31st, 2022