

CRITERIA

① MARKET SIZE & GROWTH

WTS.
40%

| MANGO | COCO-NUT | CASSAVA |
|-------|----------|---------|
| 3 | 4 | 2 |
| (1.2) | (1.6) | (0.8) |

② CHAIN DEV'T. & UPGRADING OPPORTUNITIES

30%

| | | |
|-------|-------|-------|
| 2 | 4 | 3 |
| (0.6) | (1.2) | (0.9) |

③ ENVIRONMENTAL SUSTAINABILITY

30%

| | | |
|-------|-------|-------|
| 1 | 4 | 3 |
| (0.3) | (1.2) | (0.9) |

TOTAL

| | | |
|-----|-----|-----|
| 2.1 | 4.0 | 2.6 |
|-----|-----|-----|

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Market size
and growth

chain develop-
ment and up-
grading oppor-
tunities

environmental
sustainability

TOTAL

Coconut

5

5

3

13

Cassava

1

3

5

9

Mango

3

1

1

5

200
200

MARKET SIZE
& GROWTH (GDP, INCOME
PER/HA)

UN COCONUT

5 MANGO

UN CASSAVA

CHAIN DEVT &
UPGRADING
OPPORTUNITIES

(INCOME ↑ PER VC SEGMENT
NEW PRODUCTS PRODUCED)

3

3

5

ENVIRONMENTAL
SUSTAINABILITY

~~WASTE, WATER, PEOPLE, PROFIT, PLANET~~

3

1

5

- LAND -
TOTAL :

9

9

13

ASSUMPTIONS:

0 ● 0
0 0 0

COCONUT
TOTAL: 9

MANGO
TOTAL: 5

CASSAVA
TOTAL: 4

MARKET
Size and growth

DEV
UPGRADE

ENV.
SUSTAINABILITY

size growth
3

tech available —
potential to innovate —
value-adding processes —
3

GAPs
organic prod.
links
3

2 1

2



1 2 1

CRITERIA

MANGO

COCONUT

CASSAVA

1- MKT SIZE & GROWTH

(30) - ratio # of farmers

raw
processed
farmers - nationwide connectivity (geographical reach)
volume of product } related
price }
contrib to the economic growth

2
seasonality issue
for export

1
stable trajectory price
3 dollar earned

3
seasonality issue
- domestic

25

30

20

2- CHAIN DEVT & UPGRADING OPPORTUNITIES

(40)

1- agr welfare (social welfare (# of farmers + tech))

2- # of agencies involved

3- cycle of product

4- Technologies - soft -
- hard

40

40

40

3- env't sustainability

(30)

1- health

2- carbon sequestration

3- pesticides / chemical use

25

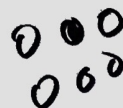
25

20

90

95

80



market size

market growth

chain development
and upgrading
opportunities

environmental
sustainability

mango

coconut

cassava

2

4

3

4

3

1

3

4

2

3

4

2

12

15

8