



AFRICAN CASHEW ALLIANCE

ANNUAL REPORT

2009



Table of Contents

African Cashew Alliance – Overview3

Letter from the ACA President3

Background and Objectives4

A New Public-Private Partnership.....5

ACA Partners.....6

ACA Organizational Structure7

ACA Activities 2008-20099

Budget 12

ACA Activity Plan 2008-2009 13

Budget 2008-2009..... 14

ACA Membership 15

African Cashew Alliance – Overview: Oct.08 -Sep. 09

Public-private partnership founded in June 2005.

Mission and Vision: An internationally competitive African cashew industry.

23 founding members: International food trading and marketing companies, cashew processors and business associations, financial institutions, non-governmental organizations and bilateral development agencies. Represented and active in 11 African cashew countries and in Europe, US and India.

In 2008-2009:

60 paying member companies and organizations.

More than 60 partners organizations

Raised more than US\$ 280,000 from membership fees, sponsorships and in-kind and volunteer contributions.

Trained more than 300 cashew stakeholders

The African Cashew initiative was launched, a 4 year project managed by German Technical Cooperation (GTZ) and funded by the Bill and Melinda Gates Foundation in Benin, Burkina Faso, Ivory Coast, Ghana and Mozambique.

Letter from the ACA President

September 30th, 2009

Dear cashew colleagues and friends,

2009 will remain a turning-point year in the brief history of the ACA.

The launch of the African Cashew Initiative, with \$25 million in support from the Bill & Melinda Gates Foundation and \$25 million from the industry, adds a new dimension and new means to support and develop the cashew sector in Africa. Our organization benefits from this momentum and continues to grow and mobilize the cashew industry around the initiative in order to make the sector competitive and able to create more jobs and higher incomes.

In 2009, The ACA also increased its visibility and partnerships outside of Africa among stakeholders in the United States, India, Brazil and Vietnam.

These activities are allowing the ACA to meet the challenges facing the cashew industry and

continue to provide services to stakeholders.

This report presents the broad outlines of our success in 2008 and 2009 and a sketch of our activities to realize our goals for 2010.

Thank you for your support,

Sincerely,



Best regards,
Carlos Manuel de Sousa Costa
PRESIDENT ACA EXECUTIVE COMMITTEE

Background and Objectives

African Cashew

“Cashew helps combat poverty and where there is cashew, there is no hunger. Cashew is the most tasty and beautiful fruit tree in the world. None of it is wasted, everything is used.”

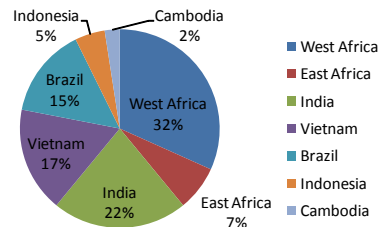
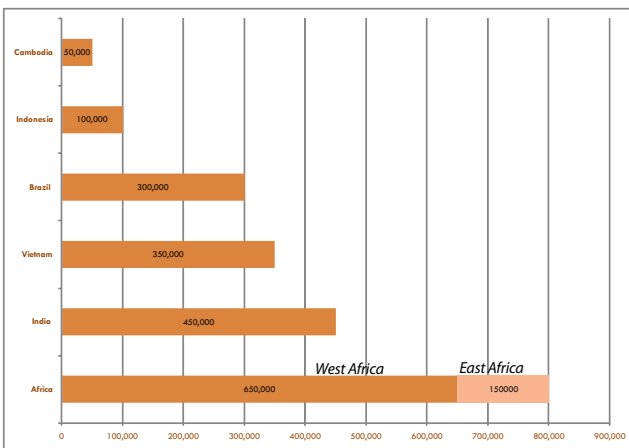
Jaime Tomas de Aquino, Brazilian cashew processor

The potential of cashew for Africa is enormous. World production hardly meets a continuously rising demand, in particular from Asia's emerging economies. Consumption in Africa is expected to rise. More than 40% of the world's cashews are grown by Africa's one million cashew farmers. Only 12% of them are processed in Africa. If Africa's entire annual cashew production (800,000 MT in 2009) was processed locally, it would directly create at least 250,000 new jobs mainly for women in rural areas, as well as more ancillary businesses supporting the factories (packaging, transport, equipment, services, etc). A local processing industry would also increase farm gate prices for cashew farmers and stimulate them to improve the current quality and low yield.

Objectives

- Increase the competitiveness of the African cashew sector.
- Increase farmer revenue
- Increase processing capacity, consistency and quality
- Promote African cashews internationally

World Cashew production 2009 (MT)



A New Public-Private Partnership

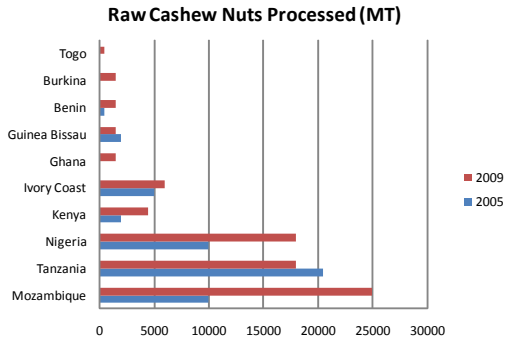
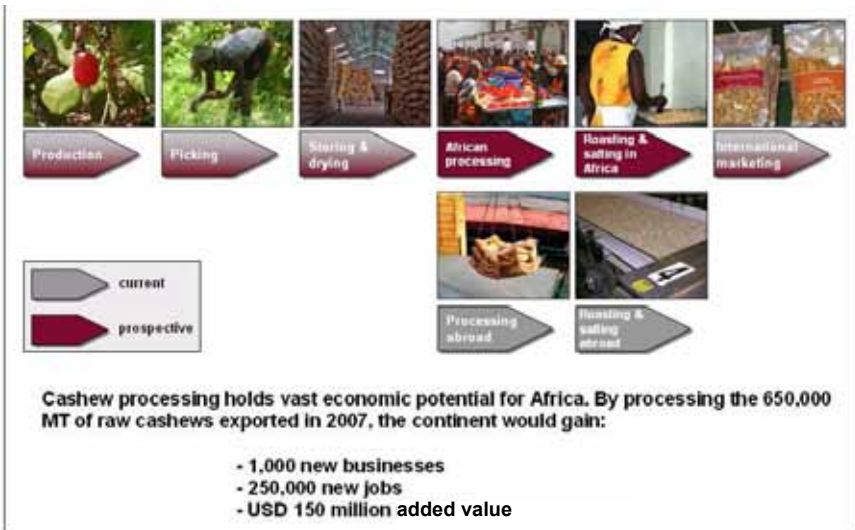
With such figures and facts in mind, cashew producers, processors, marketers and international food trading companies joined forces with government agencies to set up the African Cashew Alliance (ACA) in 2005.

The ACA promotes the African cashew industry from production to consumption. It enables cashew stakeholders to capitalize on the sector's potential for economic growth and employment. It seeks to increase cashew farmer income and processing capacity, boost cashew exports, improve the economic and political environment for the cashew sector and stimulate demand by promoting African cashews internationally.

The ACA's mission is to be the African cashew industry's **platform and facilitator for advocacy, information exchange, investment promotion and market linkage**. ACA's mission is based on 4 pillars :

- Develop and advocate country-specific cashew **policy** agendas.
- Facilitate **exchange of information**, best practices, benchmarks on cashew processing, production innovations, post-harvest handling and local trade facilitation
- Develop and implement interventions in support of the **competitiveness** of the African cashew industry
- Promote the African cashew industry to national and international markets

The African Cashew Value Chain and Potential



ACA Partners

The ACA Secretariat is hosted by USAID's West Africa Trade Hub in Accra, Ghana. Institutional funding is provided by USAID, Olam and GTZ through the ACi since February 2010. Members as well as partners support the ACA in technical assistance, trainings and conferences, and cashew market linkages:

Adventist Development and Relief Agency (ADRA)
Agro Phen S.A.
AICAJU
AIMS Ltd
Cashew Development Project – Central Bank of Nigeria
Cashewnut Board of Tanzania
Cashewnut Processors Association, Tanzania
Comafrique
Costco
Ecobank
Fairmatch Support
German Technical Cooperation (GTZ)
Global Trading
Greylock
INADES
International Executive Service Corps (IESC)
International Fund for Agricultural Development (IFAD)
Intersnack Group
KD Foods
Kraft Foods
LibertyCo
Masasi Quality Farmers
Netherlands Development Organization (SNV)
Nigerian Export Promotion Council (NEPC)
NMB Bank
No Fiança
Olam
Oltremare
Richard Franco Agency
RONGEAD
Royal Ahold
Senegal Accelerated Growth and Increased Competitiveness Project (SAGIC)
Société Ivoirienne de Transformation d'Anarcade (SITA)
Sotria-B
Sustainable Tree Crops Program (STCP)
TechnoServe
Trade and Investment Program for Competitive Export Economy Ghana (TIPCEE)
US Peace Corps
Western India Cashews
Wula Naafa

ACA Organizational Structure

The Executive Committee (EC) creates strategy, provides direction and industry information. The EC has a networking and fundraising role and promotes ACA membership. It meets twice a year and is elected for two year terms by the ACA membership. The EC consists of five private sector representatives from African cashew countries and two international companies with investments in African cashew. It elects a president for the duration of its tenure.

The Advisory Board consists of delegates from organizations providing more than USD \$50,000 of funding per year. The Board has veto rights regarding the use of the ACA funds and provides guidance on ACA programming.

The Secretariat manages program development and implementation, and is responsible for the daily ACA operations, including activities, event management, marketing & promotion, communications, elections, membership and fundraising.

The Steering Committee provides input and is responsible for presenting proposals and country-specific information to the Executive Committee. It consists of the National Representatives elected by ACA National Committees.

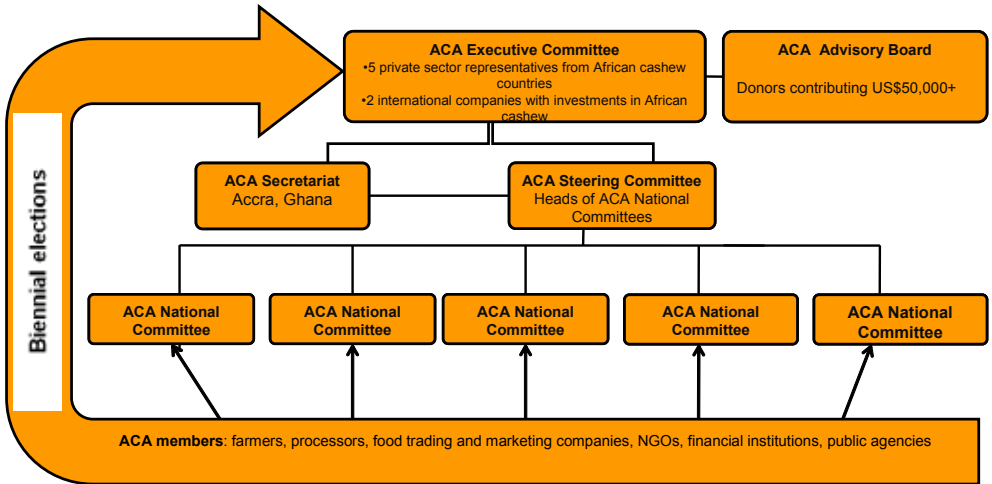
ACA National Committees consist of cashew stakeholders of each cashew producing country in Africa, newly established or on the basis of existing structures. Their role is to disseminate information on relevant cashew developments, promote the ACA to policymakers and donors and to elect two national representatives to participate in the Steering Committee for a 3 year term.

ACA Members: Members are individuals or private or public institutions involved in the cashew sector. They pay an annual membership fee. Every two years ACA members elect the Executive Committee.



A new National Committee has been elected in Ivory Coast in May 2009

ACA Organizational Structure *(continued)*



ACA Secretariat, Executive Committee and Advisory Board (L to R): D. Mritunjay, M. Touré, C. Dahm, C. Costa, U. Sabel-Koschella, V. Adams, M. Bickel, I. Kilangi, K. Blokland, S. Pal, M. Mendonca.



ACA Activities 2008-2009

Strengthening ACA Governance and Brand

Elected a National Committee and representatives in Ivory Coast to promote the interest of the industry along the value chain in Côte d'Ivoire.

Organized ACA Annual Conference in Abidjan, Ivory Coast (Sept 1-3, 2009) with 230 participants from 24 countries.

Convened ACA Executive Committee meeting (March/Aug 2009)

Convened ACA Steering Committee meeting with country updates from national committees (Aug 31, 2009)

Recruited 52 new paying members of the Alliance

Recruited a full-time Office Manager to support the ACA Secretariat and provide support to members (June 2009)



Cashew farm in Greater Accra Region

Promoting African Cashews and Value Chain Linkages

Participated and exhibited at Annual Peanut and Tree Nut Processor Association (PTNPA) convention in Port Lucaya, Bahamas (Jan 17-20, 2009), 300 participants from US nut businesses.

Presented the ACA at the annual meeting of the Association of Food Industry (AFI) in Naples, Florida, US (Apr 30, May 1st 2009), 150 participants.

Presented the ACA at the International Nut and Dried Fruit Council (INC) Foundation's XXVIII World Nut & Dried Fruit Convention in Monaco, Principauté de Monaco (May 29-31, 2009), 600 participants.

Attended at the Conference of " Association pour le Developpement de la Filiere Anacarde en Afrique" in Abidjan, Côte d'Ivoire (May 12-14 2009), 100 participants.

Discussions on a World Cashew Organization were held in Abidjan during the Conference (Sep 2009)

Exhibited at the Summer Fancy Food Show in New York, US (Jun 28-30, 2009) with two Nigerian companies, one Ghanaian and one Ivorian.



ACA Managing Director, Christian Dahm presented ACA at the INC congress in Monaco, may 2009

Technical assistance to six processing companies in Benin, Burkina Faso, Côte d'Ivoire and Ghana with production planning, financial and management improvements.

ACA Activities 2008-2009 (continued)

Technical assistance and information to potential investors in the cashew value chains of Ghana and Côte d'Ivoire.

Technical assistance to Ghanaian processor in signing an MOU with cashew farmers from the Jaman South district, Ghana.

Buyer and technical assistance visits to assess cashew kernel sourcing in Benin, Burkina Faso, Côte d'Ivoire, Ghana, Togo and Nigeria.



ACA member processing facility in Burkina Faso

Between October 2008 and September 2009, West African cashew companies realized US\$3.7 million in exports, versus US\$ 3.1 million in the year before.

Disseminating Information and Training

Presentation to TIPCEE (Trade and Investment Program for Competitive Export Economy) cashew workshop in Ghana, including preparations for launching an ACA National Committee in Ghana.

Participated in discussions on a new Cashew institute and Cashew investment policies and laws at a Conference of the National Cashew commission of Guinea-Bissau.

Provided a report on cashew's role in food security to be presented to a Parliamentary Group of the United Kingdom's conducting an enquiry into UK's role in addressing the global food crisis.

Disseminated of new cashew food safety requirements by the AFI and possibilities for implementing them in Africa.

Conducted a study of transport cost for cashew in Côte d'Ivoire, Burkina and Ghana.

Circulated 2 newsletters in English, French and Portuguese to its database of 1000+ cashew stakeholders worldwide

African Cashew initiative

In April 2009, The ACA along with the GTZ-led consortium launched the African Cashew Initiative (ACi). The Bill and Melinda Gates Foundation provided \$25 million to support this initiative. Led by German Technical Cooperation the project is implemented by Aca together with Technoserve and Fair Match Support.

The main goal of the African Cashew initiative (ACi) is to increase the competitiveness of African cashew production and achieve a sustainable reduction in poverty in the five projectcountries: Benin, Burkina Faso, Côte d'Ivoire, Ghana and Mozambique. Through a combination of strategies, the initiative will help 150,000 cashew farmers add at least US\$100 to their annual income within four years.

The project will also create 5,500 new jobs in cashew nut processing – 70% of them for women – providing an average annual income of US\$900 per job. In addition, ACi will work to increase the rate of raw cashew nut processing by at least 10 % in each of the five countries.

The ACA will introduce an African cashew wholesale brand under the project, certifying premium quality and food safety standards.



The African Cashew Initiative (ACi) has been launched in March 2009 in Ghana., all the implementing partner at the launching in Mim

Budget 2008-2009 (in US\$)

ACA BUDGET ITEM	ACI	USAID	PRIVATE CONTRIBUTIONS*	TOTAL
Secretariat Management and Administration	31,006	34,292	-	65,298
Annual Conference	17,435	22,971	105,000	145,406
International Promotion of African Cashews	42,701	81,574	42,000	166,274
Consulting, Technical Assistance & Training	37,376	65,275	5,200	107,852
Information Dissemination & Communication	4,256	27,346	43,000	74,602
Subtotal	132,774	231,458	195,200	559,432
Percentage	23,7%	41,4%	34,9%	
TOTAL CONTRIBUTIONS	559,432			

* \$35,900 and \$80,000 were raised from membership dues and sponsorships respectively

ACA Activity Plan 2009-2010

Strengthening ACA Governance and Brand

Active ACA National Committees and representatives in Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Nigeria and Senegal

Convene ACA Executive Committee meetings

Convene ACA Steering Committee meeting

Engage EC members in ACA awareness raising and membership campaign

Register ACA as a non-profit organization in the US

Recruit 25+ new paying ACA members

Promoting African Cashews and Value Chain Linkages

Attend, present and exhibit at 5 trade fairs, food shows or conferences

ACA Annual Conference 2010

Buyer and investor visits

Facilitate strategic partnerships between cashew value chain partners, in particular exporters-buyers and farmer processor linkages

Produce a cashew promotion film

Information and Training

Cashew promotion events

Banker and processor trainings

Develop and publish cashew expert database, including information on quality, management, processing techniques, packaging, sanitary standards, certification

Facilitate access to trade finance: review requests, hold trainings in National Meetings

Investment guide

Circulate four newsletters in English, French and Portuguese to 1,000+ stakeholders

Improving the Policy Environment for Cashew

Develop action plans and recommendations at national meetings

Compile policy priorities for farmers and processors and disseminate

Prepare an inventory of policy measures supporting the cashew sector

Conduct policy advocacy mission to cashew countries and disseminate success stories and best practices

Projected Budget 2009-2010 (in US\$)

ACA BUDGET ITEM	ACI	USAID	PRIVATE CONTRIBUTIONS*	TOTAL
Secretariat Management and Administration	128,772	14,500	16,000	159,272
Annual Conference	7,000	15,000	110,000	132,000
International Promotion of African Cashews	80,936	37,650	72,900	191,486
Consulting, Technical Assistance & Training	67,787	143,500	24,400	235,687
Information Dissemination & Communication	93,066	5,600	42,000	140,666
Subtotal	377,562	216,250	265,300	859,112
TOTAL	859,112			

*ACA has already received a \$30,000 sponsorship from Olam to partly finance ACA activities for the year 2010

ACA Membership

The ACA is the key agency for exchanges, information and assistance on building the African cashew sector. It links investors, financial institutions, trading companies, marketers, retailers, processor and farmer associations, governmental authorities and cooperation organizations around the world.

Increased production, high-quality standards, stable supply and demand, improved communication and logistics and added value are in the interest of all African cashew stakeholders. It requires coordination, cooperation and investments along the entire cashew value chain. The ACA provides technical expertise for increasing cashew production, obtaining certification and to improve and invest in processing capacities. It facilitates business contacts and promotes African cashew globally. As a strong Alliance of reputable international and African players in the international markets, the ACA works with governments and advocates and works towards a cashew-friendly business environment around the world.

Anyone with an interest in cashew business is welcome to join and benefit from the ACA's services.

ACA Services for Members

ACA member website login with direct access to ACA membership database

Profile your company on the ACA members website

Support in finding business and investment partners from ACA's network of 1000+ cashew contacts

Information on market developments, technical issues, policy matters and assistance programs

ACA newsletter with updates from African cashew countries, international specialists and upcoming events

Use the ACA logo on your website

Stand for election in ACA's Executive Committee

Participate in elections to the Executive Committee

Membership Certificate

Annual Fees

US\$200	Small enterprises, farmer organizations and non-governmental organizations with annual turnover/budget < US\$100,000
US\$500	Enterprises and organizations with annual turnover/budget from US\$100,000-1,000,000
US\$1000	Large enterprises/organizations with annual turnover/budget >US\$1,000,000
US\$2000	Organizations/Companies registering 2-4 country offices
US\$2,500	Organizations/Companies registering 5-10 country offices



African Cashew Alliance founding members:

A. C. E. T. (Nig.) Ltd.



Cashew Development Project



Global Trading & agency by



make today delicious



FROM THE AMERICAN PEOPLE

