

16th ACA Annual Conference



ACA
AFRICAN
CASHEW
ALLIANCE

STRENGTHENING SUSTAINABLE KERNEL & BY-PRODUCTS MARKETING IN THE AFRICAN CASHEW INDUSTRY

Sheraton Abuja Hotel, Abuja, Nigeria
12-15 September 2022

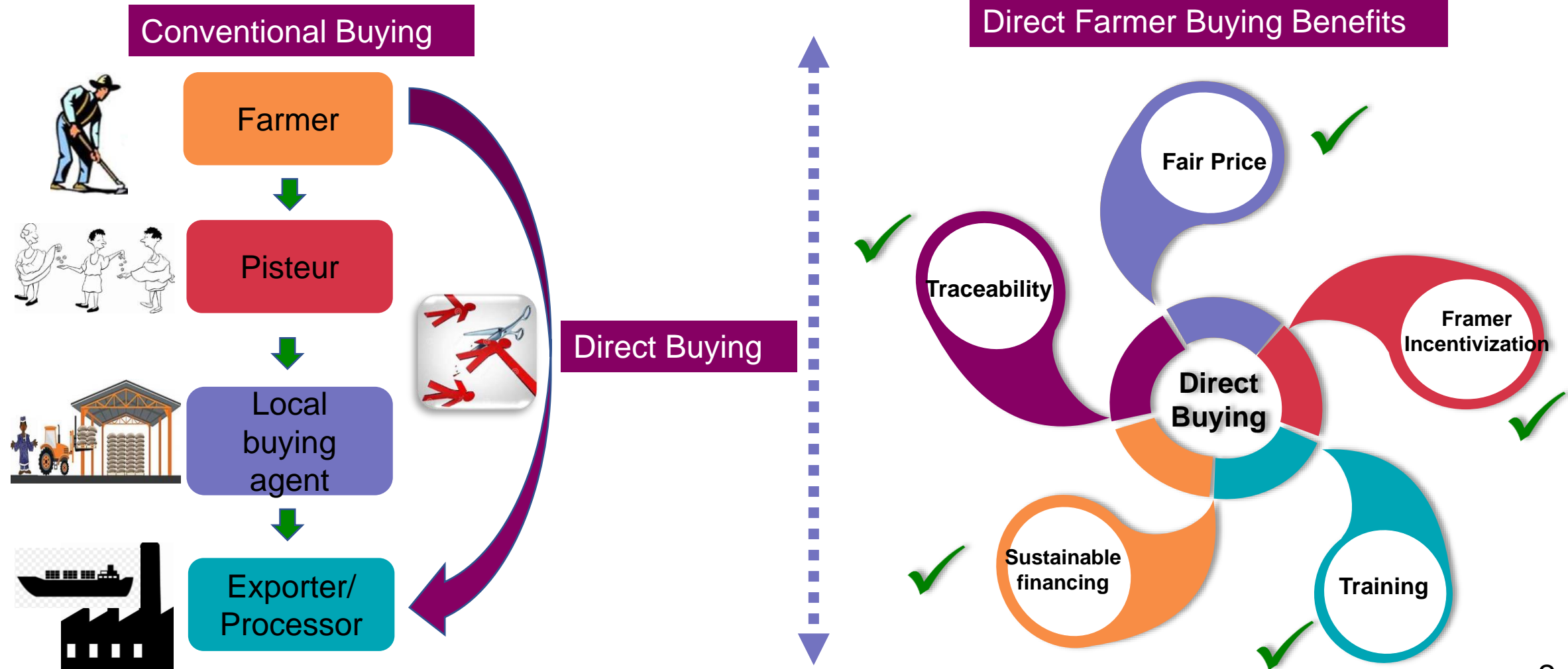


Strengthening sustainable kernel marketing in the African cashew industry

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September 13, 2022

Why Direct Farmer Buying



Implementing Direct Farmer Buying



STEP 1

Identification of Zone
Scouting and Identification of potential areas producing Quality Cashew

STEP 2



Organization Development at Grassroot
Putting In Village level Cooperatives along with Governing committee- Leader, Secretary, Treasurer etc

STEP 3

Farmer data collection
Farmer data collection using data collection tools and organizing farmers into clusters



STEP 4



Focused Team & Farmer Training
Putting in expert team on ground and providing trainings to farmers on GAP, GLP, Organic Cultivation etc

STEP 5

Infrastructure and resource Development
Developing necessary Infrastructure- Warehouse, drying yard etc along with arrangement of required resources like - Logistics, Bags, Weighing scale etc before commencement of Purchase.



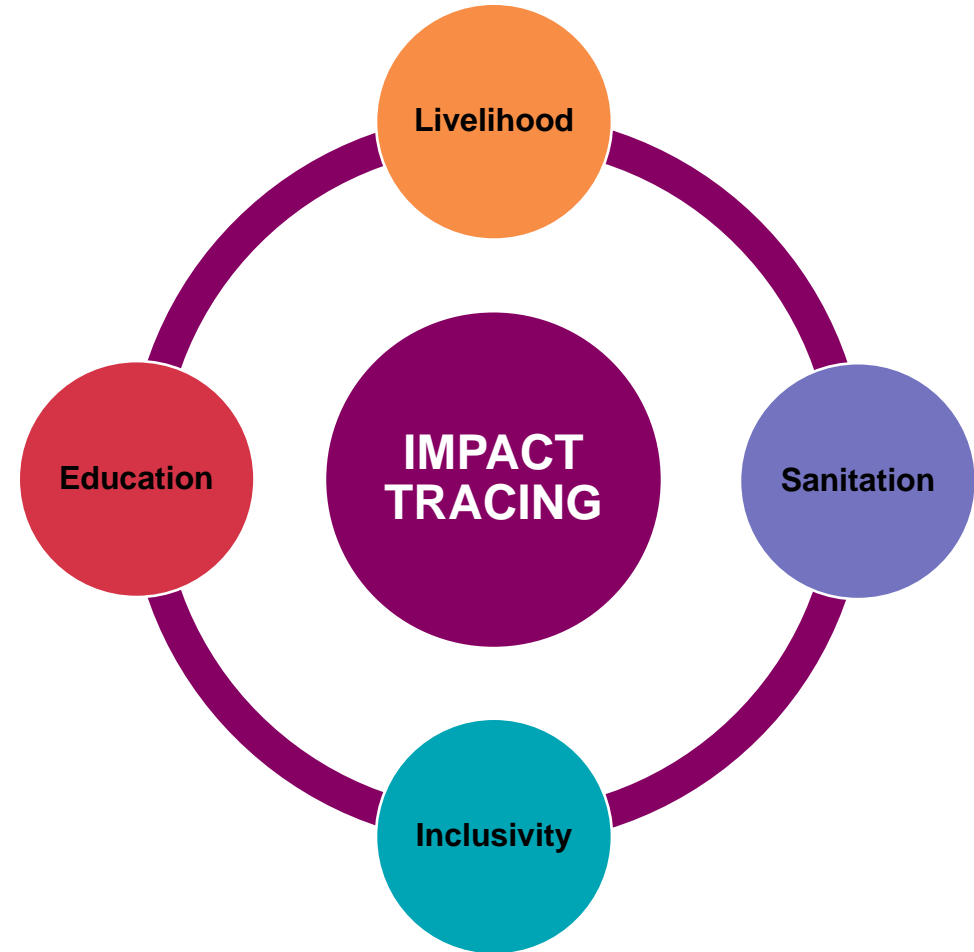
STEP 6



Commencement of Procurement
Purchasing of RCN with specific focus on Quality

STEP 7

Implementing Sustainability Activities
Implementing sustainability projects with focus on farm-farmer-community & Environment level Development and tracing the Impact



Challenges



Way Forward

01

Buyer Premium

Buyer should support direct buying through premium for sustainability and traceability.

02

Training

NGO's should tie up with processors for training and achieving mutual sustainability objective.

03

Government Support

Government across the cashew growing belt should encourage direct buying for local cashew processing.

04

Incentive and Cooperative Culture Development

Incentives for processors from Government to support these initiative and Government to help in developing an enabling environment of cooperative culture.

05

Digitization Of Supply Chain

Firms in digital space should partner with processing Industry to digitize the supply chain.

06

Rural Banking Infrastructure

Financial Institutions should help with easy access to funding and develop banking Infrastructure in rural areas.



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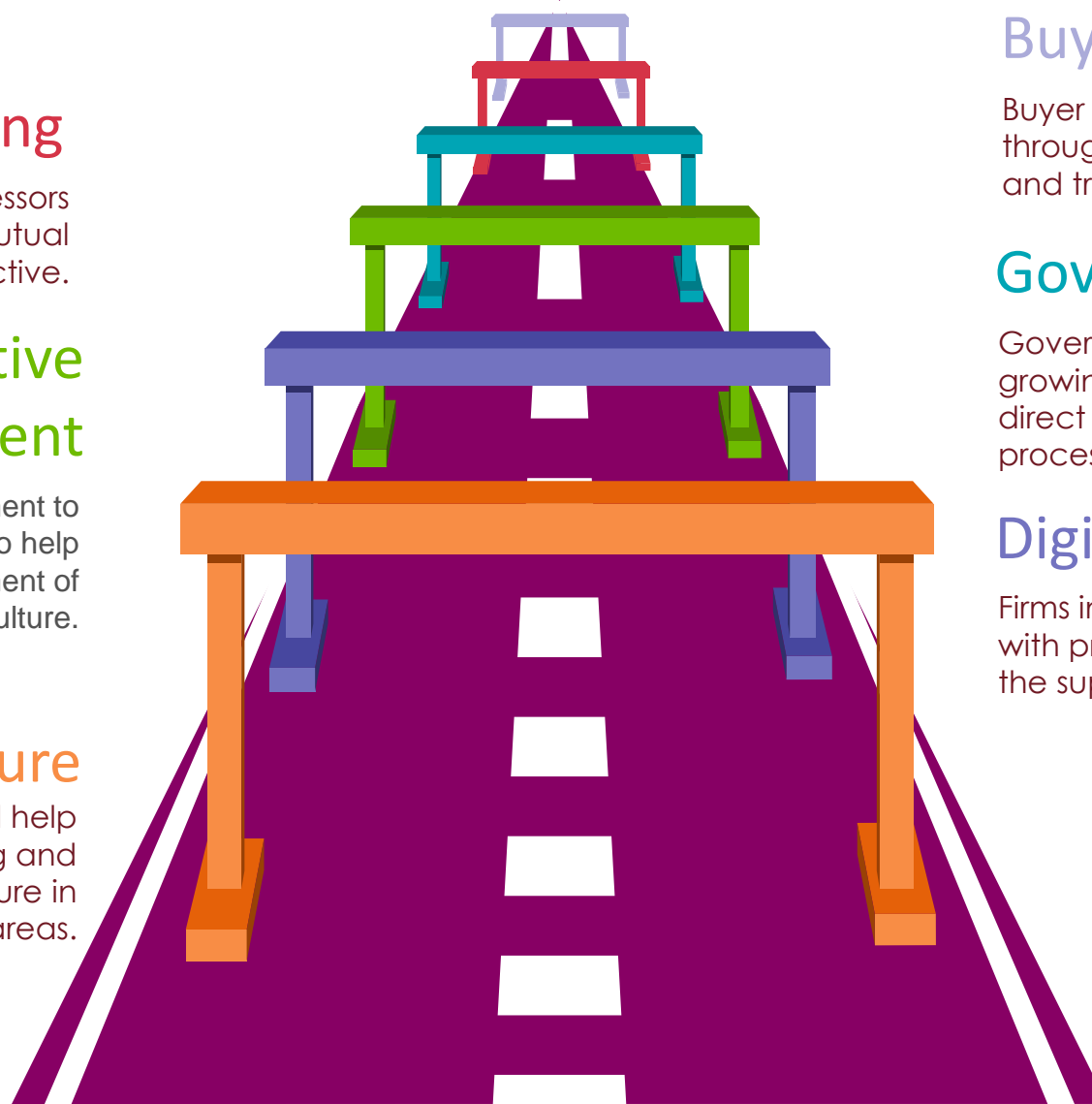
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THANK YOU

