

16<sup>th</sup> ACA Annual Conference



**ACA**  
AFRICAN  
CASHEW  
ALLIANCE

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

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german  
cooperation  
DEUTSCHE ZUSAMMENARBEIT



# How should we measure success and the impact of public market mgt. strategies?

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# First step first – sound basis for kernel processing and marketing in Africa

- Processing – capacity installed and utilization (%/MT)
- Government policies and strategies specifically targeting processing, incl incentive packages; clear perspectives
- Regulations for direct supply linkage
- Investment in research – amount/ number of researchers
- Investment in training/ extension for processing
- Infrastructure for kernel export (food-safe chain) (Industrial zone, access to utilities, port)



# Then.... Go for the second wave of measures

- Processing companies certified according to international food standards (Nb/"highest" standard)
- Length of supply chain (5-7)
- Traceable product – origin labeling (%/MT)
- Quality of kernels and by-products
- Diversity and number of buyers of produce from Africa
- In-country consumption for kernel and byproducts (%/MT)
- Variety and types of products of kernel and byproducts in local and international retail
- %Women in leadership in processing and marketing
- Diversity of people/ institutions engaged in processing and marketing
- Regulation for regional trade (RCN, kernel, by-products)

