



**Concept Note for the Master Trainer Program for Promotion of
Cashew Value Chains in Africa
- Third Edition -**

African Cashew initiative (ACi)

January, 2016



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African Cashew initiative is funded by:

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GATES foundation



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1. Background

The African Cashew initiative (ACi) aims at strengthening the competitiveness of African Cashew production to reduce poverty amongst small-scale farmers in the five project countries Benin, Burkina Faso, Côte d'Ivoire, Ghana and Mozambique. ACi started in 2009 and is currently in its second phase, which will run until April 2016.

Activities of Phase 2 are organized around the four “forces” to achieve project objectives:

- **Force 1 Production:**
Increasing the productivity of cashew farmers.
- **Force 2 Processing:**
Creating a local processing industry that is globally competitive.
- **Force 3 Supply Chain Linkages:**
establishing stable and long-term business relationships between producer groups, processing units and buyers.
- **Force 4 Sector Organisation:**
Key stakeholders are organized at the national level with common goals, the processing industry is effectively represented and the various funding programs supporting the sector are reinforcing.

In its second phase, the project wants to consolidate the achievements, reinforce the capacity of local actors, and transfer knowledge to partners and target groups. In this context ACi introduced the “Master Training Program” (MTP) or “*Programme de Maître Formateur*” in French (PMF). The program aims at creating a pool of qualified experts in the cashew value chain to facilitate knowledge exchange, learning and innovation within the cashew sector in West Africa.

Due to the high interest and demand from our partners and cashew stakeholders shown during the two previous editions, ACi decided to start a third edition of the program in collaboration with national institutions in countries.

The long term vision of the MTP is to build a pool of technical and managerial expertise, to facilitate regional exchange between selected cashew experts by sharing lessons learnt and innovations at regional and national level. In each country there is a resource person for knowledge transfer in the following areas:

- Agronomy and cashew orchards management;
- Post-harvest management and quality of cashew products;
- Processing and value addition to cashew and its by-products;
- Market Mechanism, nut and kernel market analysis;
- Business relationships between stakeholders;
- Value chain development;
- Economics of cashew farming and processing
- Self-financing advice;
- Price analysis and price formation;
- Design and production of teaching/training materials.

2. Who can become a Master Trainer?

The third Master Training Program targets 60 participants working in the private, public as well as in NGO promoting the cashew value chains in West Africa. The applicants must be mandated by their host institution and will go through a transparent selection process in line with fixed criteria.

2.1 Definitions

Applicants for the Master Trainer Program are experienced consultants or experts on training/advising along the cashew value chain or any other crop, staff of processing companies (start ups as well as already installed units) and consultants working in cashew. They are employees coming from private and public

institutions, and independent consultants linked to agriculture in general or cashew in particular. The applications to the program are individual but endorsed by the applicant's host institution.

2.2 Entry requirements:

To be an eligible candidate for the Master Trainer Program, applicants must meet these requirements:

- A higher education degree in the field of agriculture, agricultural economics, economics, marketing, agro-food, food science and technology and other related subjects in agricultural value chains;
- Knowledgeable of agricultural value chains in general and cashew in particular;
- Experienced in training farmers /processors/ trainers, supervising training activities, staff of a processing unit, Government adviser, researcher or any subject related to cashew and or other crops
- Employed by an organisation/institution/ company with activities associated to the promotion of cashew (private, public or NGO) or an independent consultant providing capacity building to stakeholders.
- Endorsed by the host institution/company to apply to become a Master Trainer in cashew.
- Being a national in Benin, Burkina Faso, Ghana or Côte d'Ivoire. However, the program allows a certain number of participants from other West African cashew producing countries as well.

2.3 Which organisations/institutions may applicants be affiliated to for joining the program?

The program targets private and public sector as well as NGO candidates from:

- Agricultural extension organisations;
- Non-governmental organisations providing outreach, extension or research and development;
- Cashew farmer organisations;
- Processing factories
- Consulting organisations and NGOs in processor training
- Research and Development Institutions;

- Inter-Professional organisations or associations;
- Individual independent consultants and consulting firms;
- Projects and development programs.

3. The Program

The MTP covers a period of 7-8 months. The program includes three one week class-room sessions, offering a facilitated platform for exchange. Each session focuses on a specific set of modules. Participation is obligatory in all three sessions to complete the program.

Between the class-room sessions, so-called inter-sessions or field activities of maximum three months are scheduled. During the intersession programs, participants return to their host institutions, share their knowledge with colleagues and do hands-on work in the field to apply what they have learned in the training sessions.

Linking theoretical knowledge to practice, the MTP technical modules and activities are aligned with the production, processing and marketing.

3.1 Session 1: Organization of the cashew market and implementing instruments for a Master Trainer

The learning objective of Session 1 is to become aware of the cashew value chain concept, the dynamics of the cashew market and the development of training material. The first session is composed of three modules:

- **Value chain development and cashew market:**
Overview on value links concept (value chain selection, actor mapping, value chain diagnosis, approach for cashew promotion, cashew market (importance & trend, nuts and kernels trade, market period, traceability, bulk-selling, social and economic issues, quality, standard, food safety, fair trade and organic market).

- **Training materials development:**
Review of various teaching materials, targeted audiences, appropriate teaching tools and design of educational materials
- **Trainer's attitudes:**
Attitude of a trainer and use of training tools and pedagogic technics.

3.2 Session 2: Planting material development and good agricultural practices

The learning objective of Session 2 is to understand the main steps for good improved planting material development, the importance of good agricultural practices (GAP) and the implication on productivity. This session is structured in two modules:

- **Improved planting material development:**
High yield tree selection, grafting, nursery establishment and management, orchards establishment and maintenance, economic analysis of nurseries and cashew orchards.
- **Good agricultural practices (GAP) and harvest & post-harvest:**
Orchards maintenance (cleaning, pruning, fire-break, intercropping), rehabilitation and top-working of orchards, pest and disease management, conditions for harvesting, cleaning, drying, packaging, storage, and nut quality measurement, (KOR).

3.3 Session 3: Cashew processing, sector organisation and cross-cutting issues

The learning objective of Session 3 is to learn about value addition through cashew processing, the benefits of a better organized sector for various stakeholders, the roles they play as well as cross-cutting impacts on cashew industry. The session is composed of 3 modules:

- **Cashew nuts and by-products processing:**
Nut processing including processes, products, factory/ unit establishment, food safety, management and governance etc., by-products processing, marketing and economics of processing.
- **Organization of the cashew sector:**
Governance of the cashew sector, policies, actor mapping and role distribution, best practices across countries and value chains.
- **Cross-cutting issues:**
Financing in the cashew sector, gender, nutrition, climate change, alternative and innovative tools for disseminating information and collecting data, rural radio programs to promote value chain and best practices.

3.4 Activities during inter-sessions

The inter-sessions are the periods between the class-room sessions. Each inter-session is about 2-3 months. During this period, participants carry out practical activities to develop and deepen their knowledge attained on the technical sessions. Participants:

- Work with producer groups (approximately ten) to collect data on cashew production;
- Document the best practices for cashew production at the farmer level;
- Prepare case studies to share with other Master Trainers during the next technical session;
- Collect information on cashew
- Train farmers, processors, extension practitioners, and other target actors of their choice
- Document the effectiveness of extension for cashew production, processing and marketing.

During the next technical session, participants share their experiences and results in peer review groups.

4. Master Trainer Skills

After completion of the Master Trainer Program, the participants are recognized as:

- Resource-persons with knowledge in cashew production, processing, marketing, economics, and organization of the cashew sector;
- A qualified expert in the field of training of trainers in cashew;
- An expert in the design and development of training programs for specific target groups;
- A reference person who is well connected at national and regional level within the cashew value chain;
- An expert in the design, adaptation and updating of educational/training tools.

The Master Trainer Program is designed to provide learning and training support related to cashew. However, the acquired skills and knowledge are also applicable to other crops and agricultural value chains.

5. Expectations of Master Trainers

At the end of the training, the qualified Master Trainers are expected to provide technical trainings to other trainers (training of trainers) as well as farmers and other actors of the supply chain and also advise and provide guidance for the growth of the cashew sector. As such, they must ensure:

- The design, updates and production of learning materials according to new developments in the cashew sector;
- The transfer of knowledge by conducting training of trainers and extension;
- The selection and supervision of cashew sector actors (for example farmers, processors, and government officials) for data collection to inform the sector;
- Contributions to workshops/meetings on learning and innovation.

6. Graduation

After completing the training program, the Master Trainer will be recognized as a reference person. He/she shall multiply that knowledge by exchanging with other sector partners/actors. For a candidate to successfully complete the program, all efforts during the three technical sessions and the two inter-sessions are taken into account. The final evaluation and graduation takes place after the third session.

7. Who and Where?

The training is conducted in Burkina Faso, Ghana and Côte d'Ivoire by the African Cashew initiative with expert support from GIZ, FairMatchSupport, the African Cashew Alliance and other national institutions and companies involved in the cashew sector. The working languages will be English and French (with translation service).

8. Costs and Contributions

ACi sponsored participants receive:

- Food and accommodation
- Lump sum for transportation

Applicants sponsored by other institutions will bear all costs for transportation, accommodation and food except lunch provided during workshop.

During intersessions, the candidates' (both ACI and non-ACI sponsored candidates) home institutions will be in charge of all expenses. These include:

- Field activities related on data collection, monitoring, documentation of farm analysis
- Travel / transportation costs
- Accommodation / food during field activities related
- Salaries of participants during the training sessions.

9. Timeline

Period 2016	Activities	Place
May 9 th to 13 th	Session 1	Bobo Dioulasso (Burkina Faso)
May – August	Intersession1 : collection of field data and training	Home country
August 8 th to 12 th	Session 2	Sunyani (Ghana)
August – October	Intersession 2 : collection of field data and training	Home country
October 24 th to 28 th	Session 3	Bouaké (Côte d'Ivoire)

10. Participant Selection

- **16th January 2016:**
Call for application opened;
- **28th February 2016:**
Deadline for application submission;
- **15th March 2016:**
Selection of applicants;
- **7th April 2016:**
Notification is sent to selected candidates with provision of detailed program contents;
- **9th May 2016:**
Initiation of the first session

11. Application documents

- A letter of motivation;
- A completed application form, signed by the applicant and approved by the responsible head of institution or deputy in the applicant's host organisation (Annex 1);
- A detailed CV following the format presented (Annex 2);
- A reference person (surname, first name, and contact information).

Shortlisted candidates will be required to provide the following evidence:

- Copies of qualifications/ certificates/ diplomas;
- Copy providing a proof of skills related to the cashew industry.

12. Submission of Applications

The application must be sent in a sealed envelope to the ACi representative in each country or by email:

- **Benin:**
Isabelle Kpatinde
Programme de Promotion Agriculture
08 B.P.1132 Tri Postal Cotonou/Bénin
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- **Ghana:**
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Airport Residential Area, Accra, Ghana
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Or directly send to:

Training Officer

Cynthia Benon

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