

14<sup>th</sup> ACA Annual Cashew Conference



# BUILDING A VIABLE CASHEW VALUE CHAIN TO WITHSTAND MARKET DISRUPTIONS



Fully  
Online



*September 9 -11, 2020*

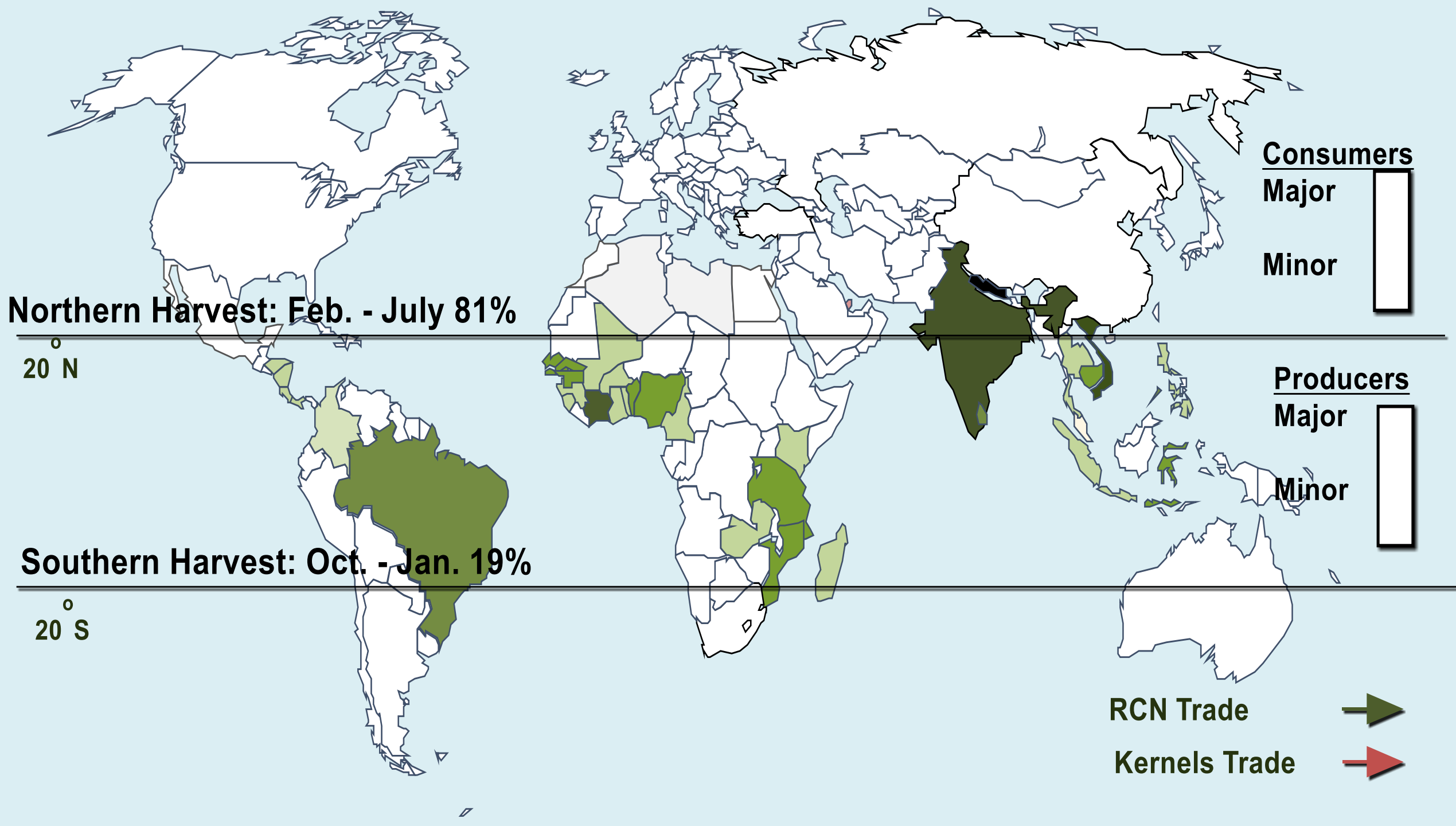
*9 AM GMT Each Day*

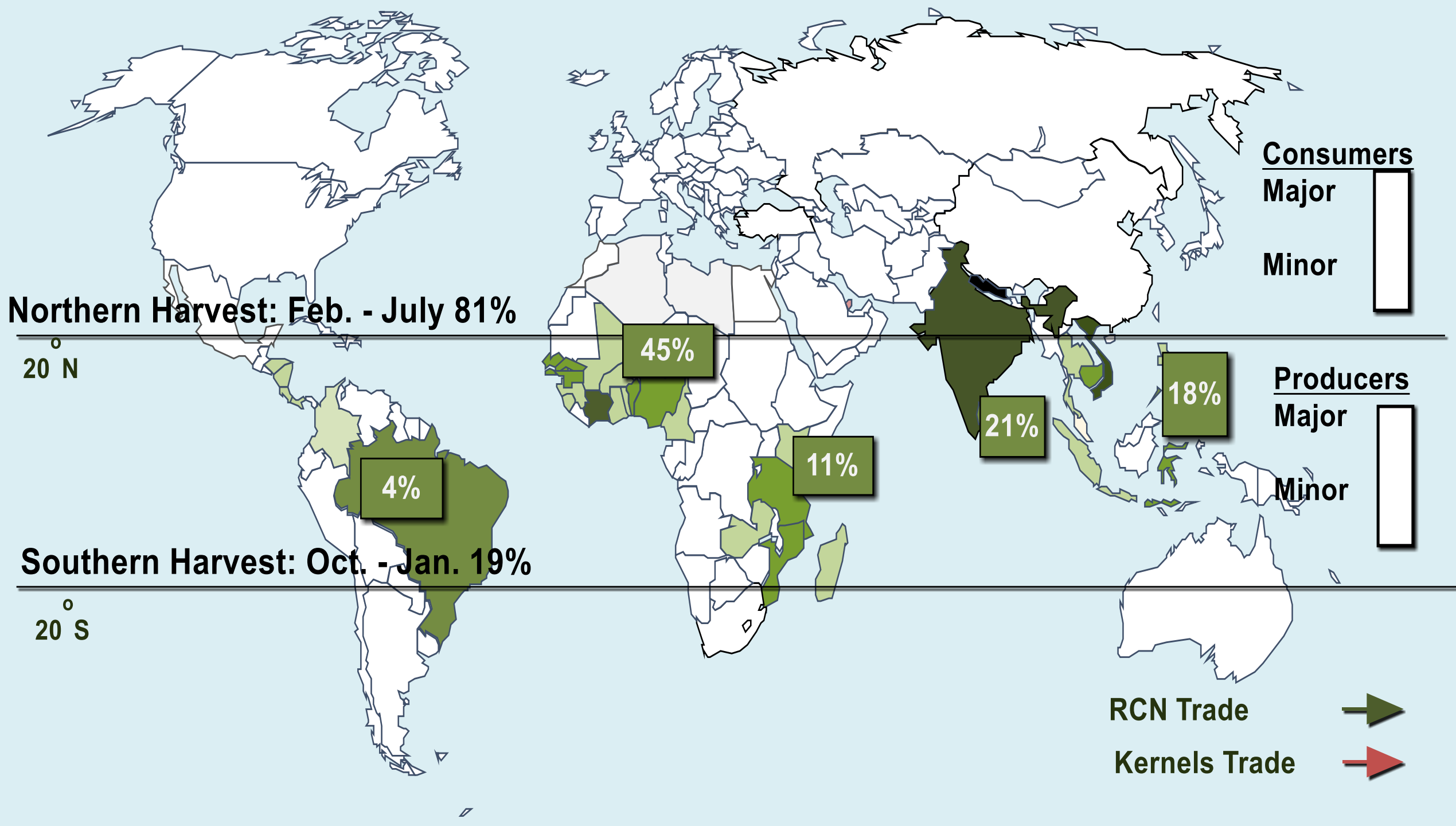
## Are buyers ready for the African processing revolution?

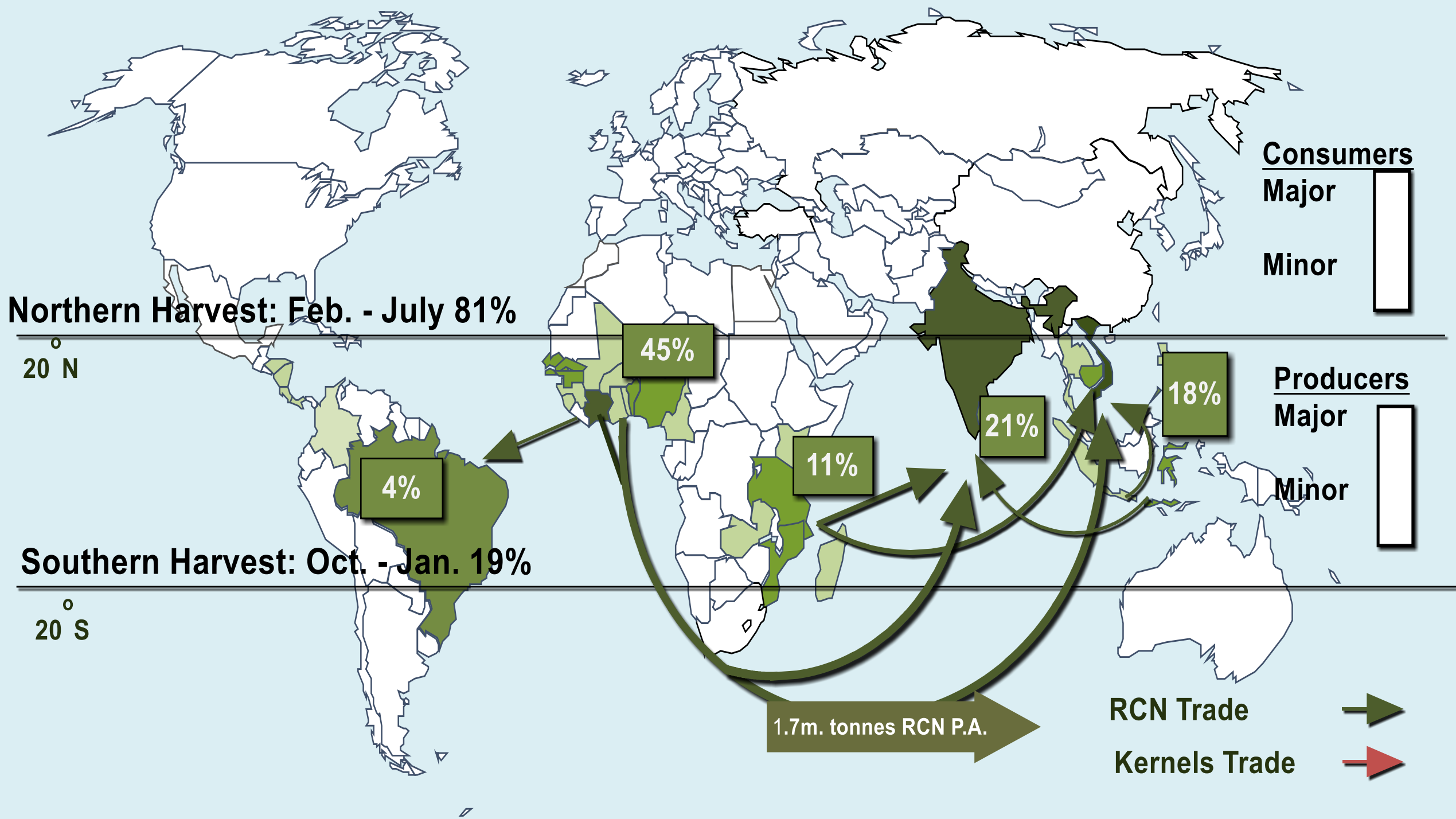
Jim Fitzpatrick 10<sup>th</sup> September 2020

RCN GROWN IN WEST AFRICA CONSUMED IN USA TRAVELS CIRCA 28,000 KM.

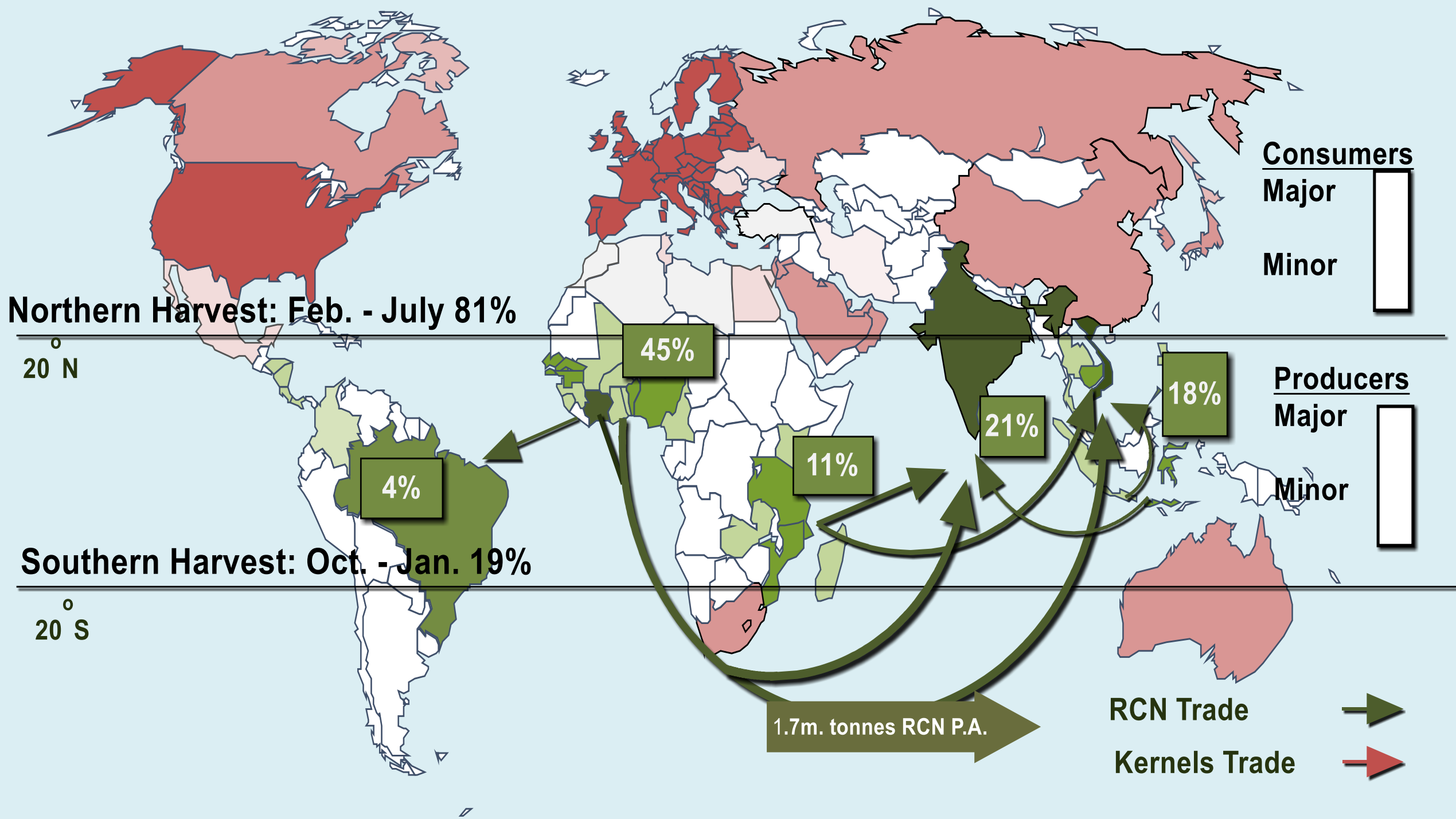


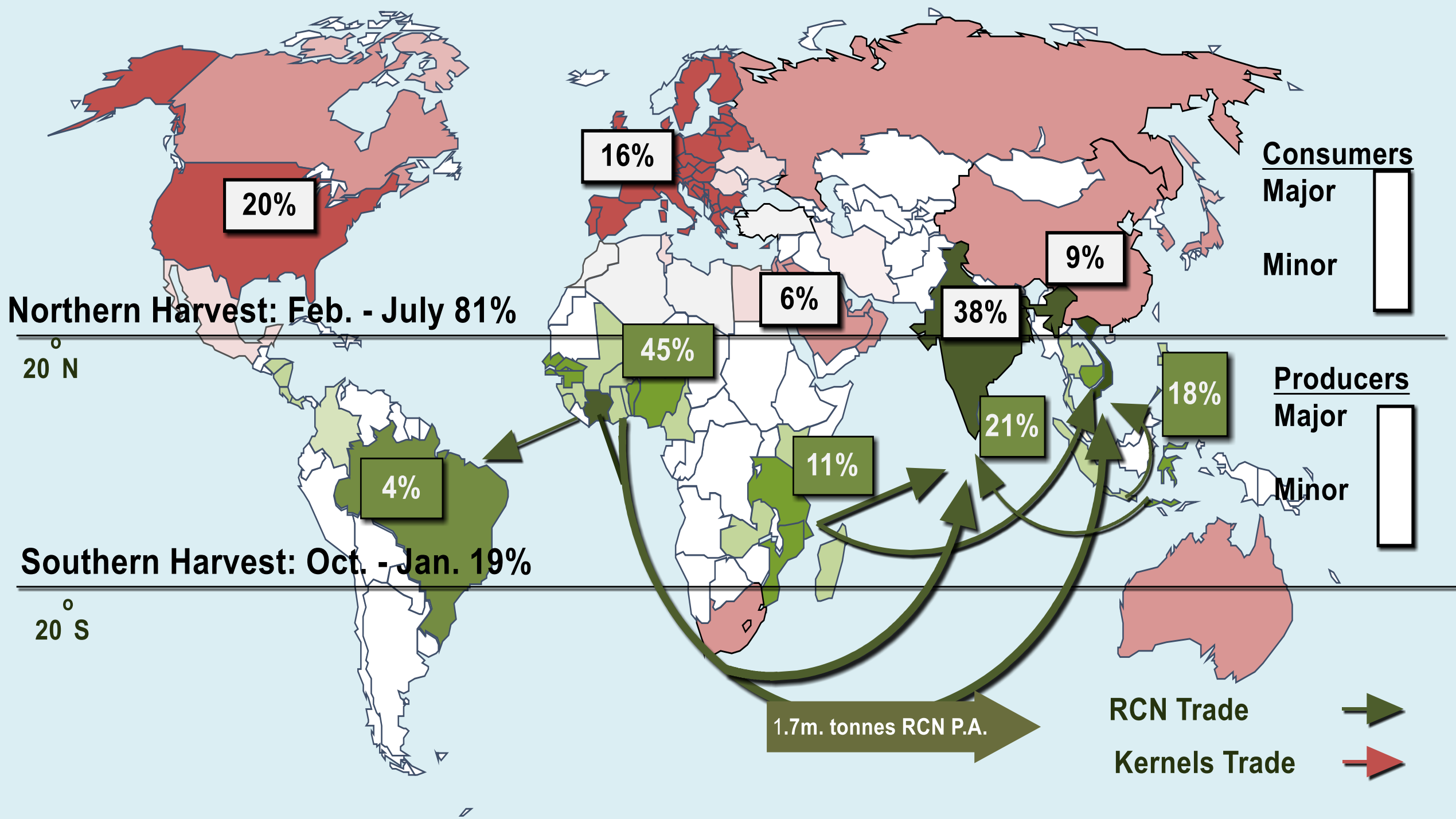


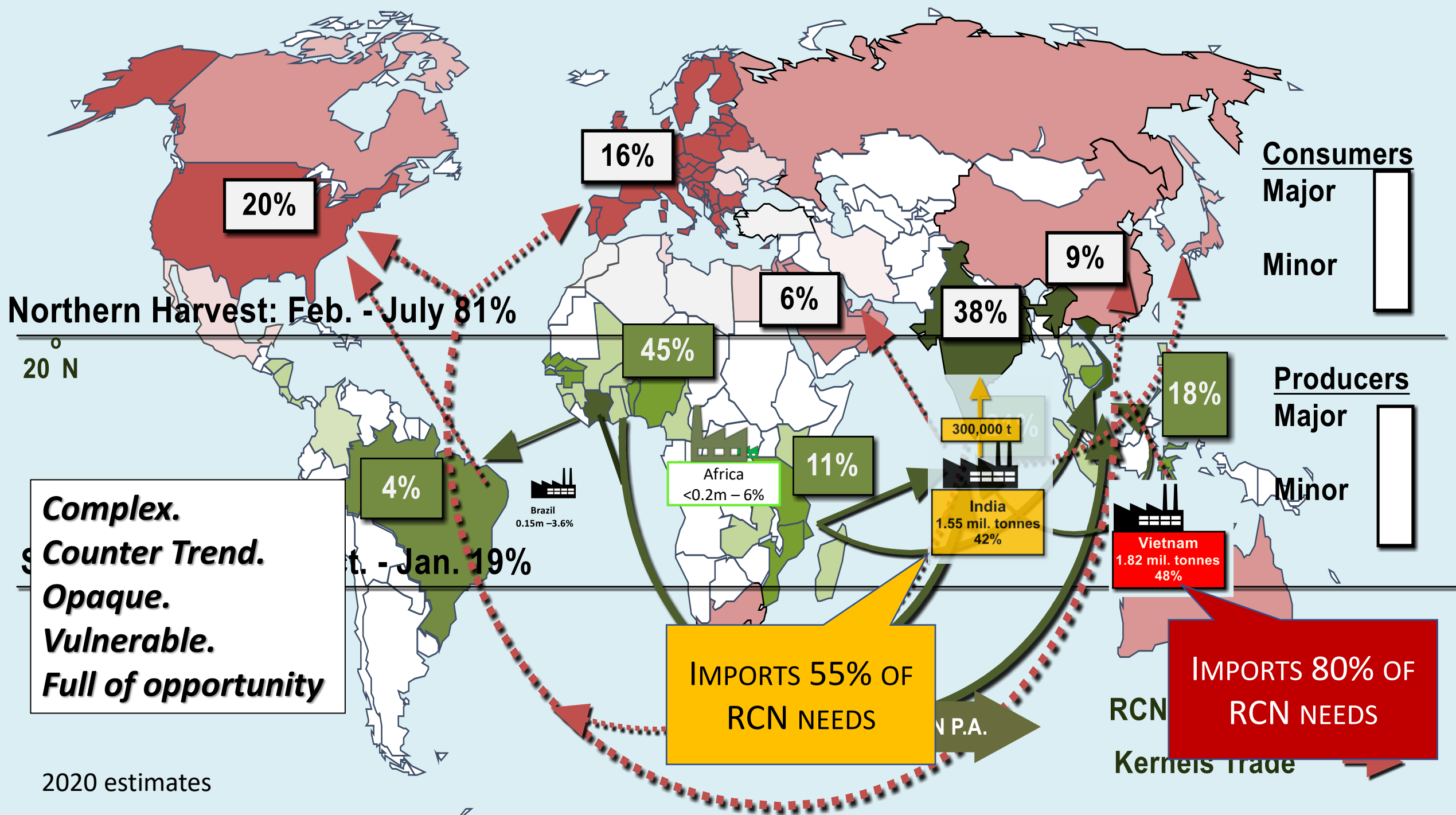














# WHAT DO KERNELS BUYERS WANT?



Quality product; Quality Management.



Food safety/Traceability.



Qualified suppliers.



Competitive pricing.

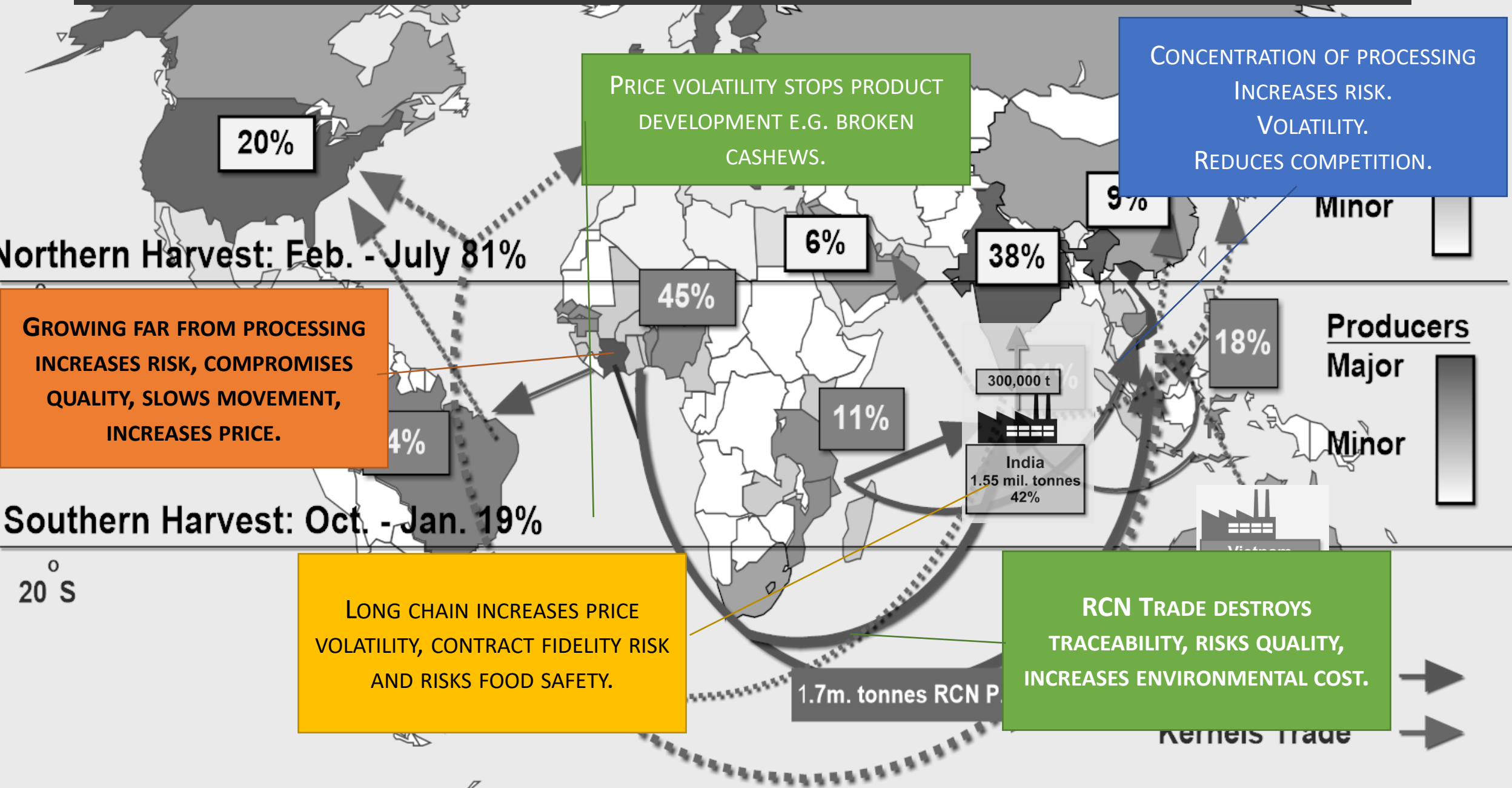


Reliability & contract fidelity.

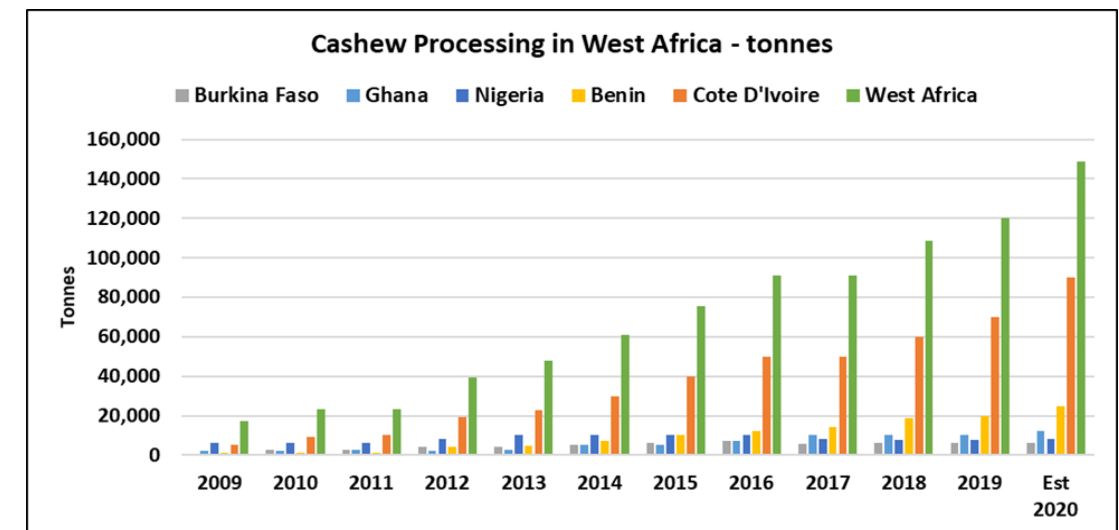
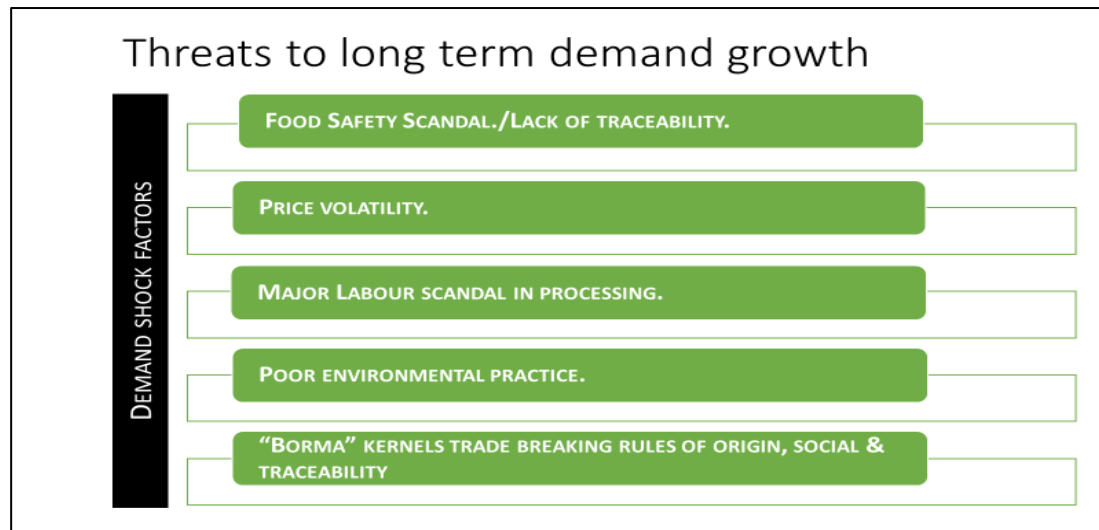
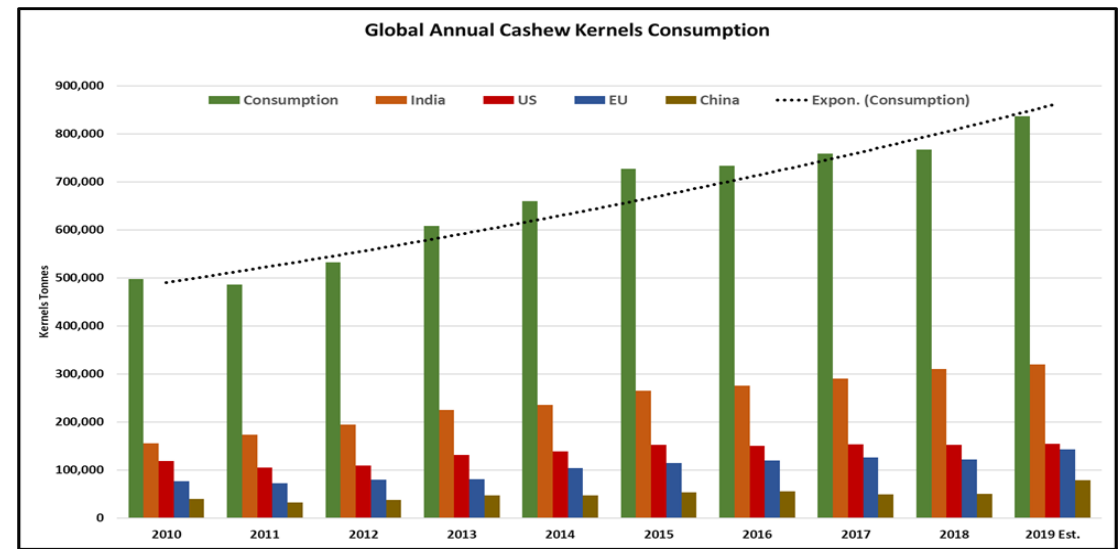
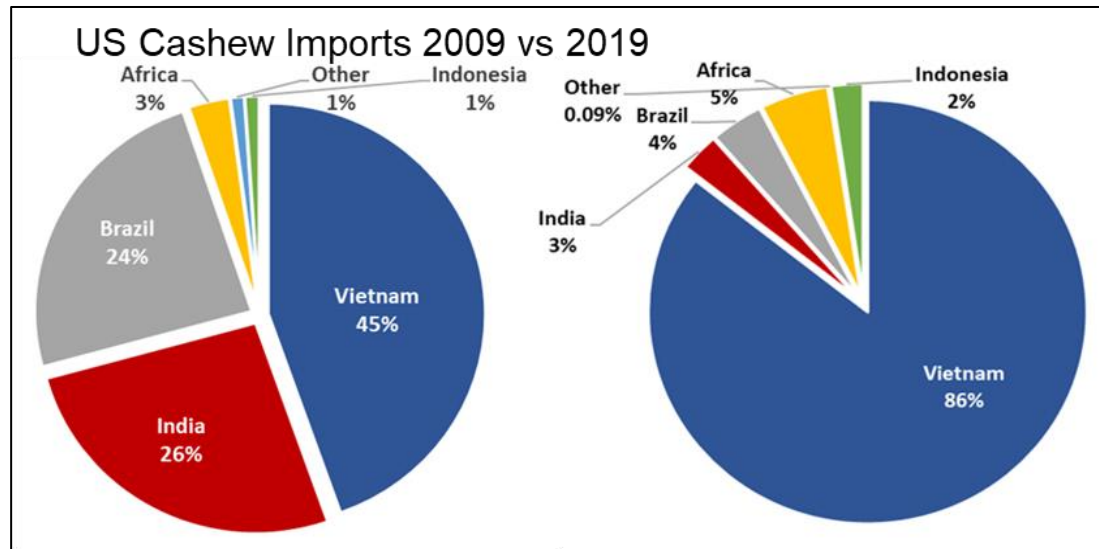


Enough stability to plan. Manageable risks

## SUPPLY CHAIN ISSUES THAT WILL NOT GO AWAY?



# What makes Africa interesting for kernels buyers?





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- Buyers need new sources of kernels.
- Buyers need processors that conform with requirements.
- More and more African processors can meet these needs.
- Are they telling buyers well?
- This revolution is a process.

Thank you

