

# CONFERENCE EVALUATION

5<sup>TH</sup> Annual AFRICAN CASHEW ALLIANCE Conference

Maputo, Mozambique  
September 14-16, 2010



# Empower the Industry!



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## INTRODUCTION

The ACA Annual Conference this year took place in Maputo Mozambique and saw participation from over 200 participants from over 24 countries, spanning Africa, Europe, Asia and the Americas. As was the case for previous years, this year's conference brought together players from all across the value chain, as well as policy makers, who got the chance to interact and make business contacts.

This year's conference saw a strong international participation, in contrast to last year's conference which saw a mainly local participation. Countries represented included the Netherlands, Germany, Brazil, France, India, Spain, Jordan, and the United States, as well as African countries such as Ghana, Benin, Nigeria, Mozambique, Tanzania, Guinea Bissau, Senegal, Gambia and many more.

This year's program again saw almost every aspect of the industry represented, including:

- cashew processing companies
- trading, marketing and retailing companies
- financial institutions
- farmer cooperatives and national associations
- international and national development organizations (NGOs and bilateral agencies)
- scientific and research institutes
- governmental institutions (e.g. ministers of state, export promotion agencies), chambers of commerce and agriculture
- cashew processing equipment manufacturers

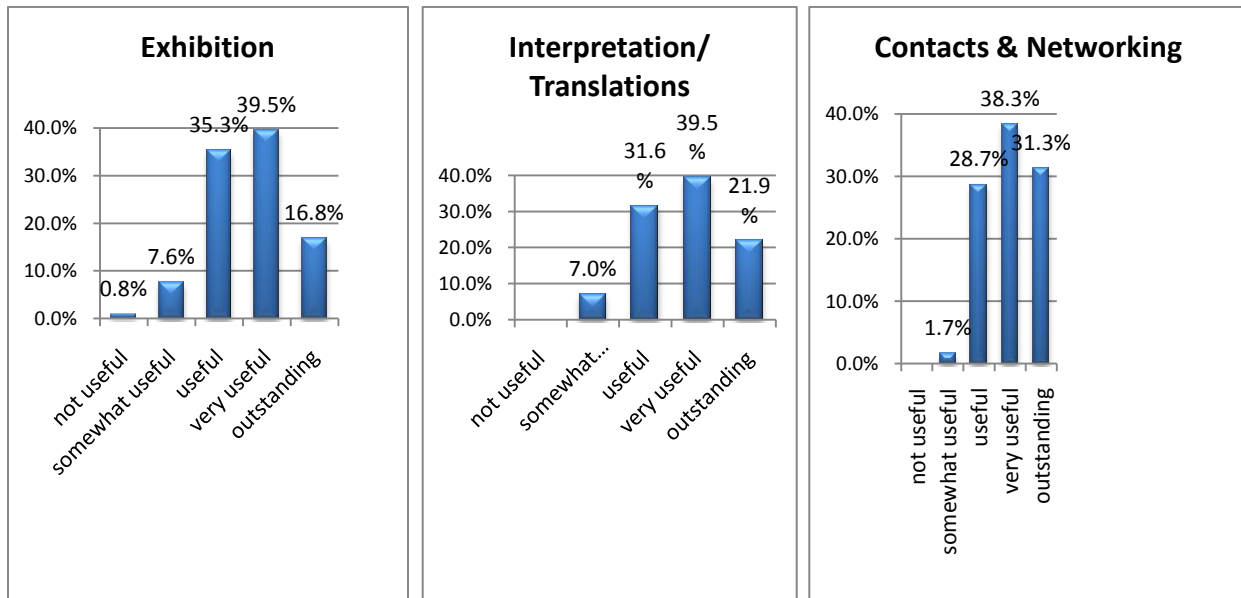
## EVALUATIONS

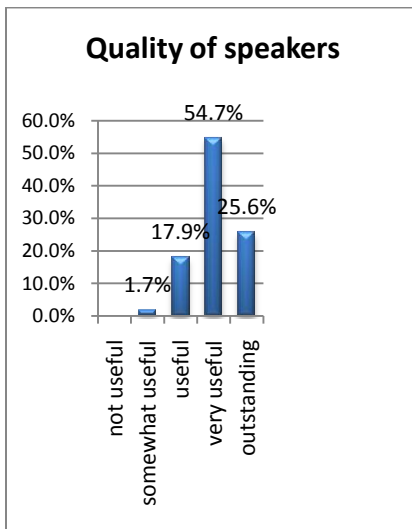
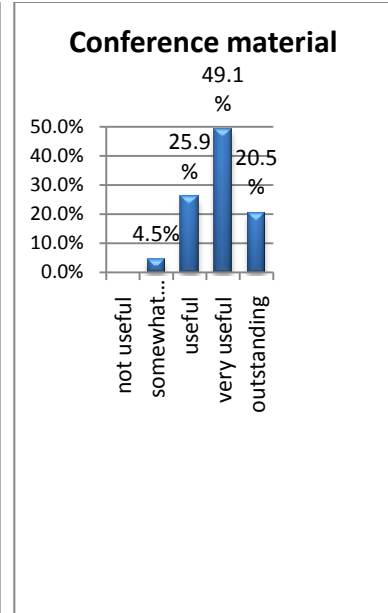
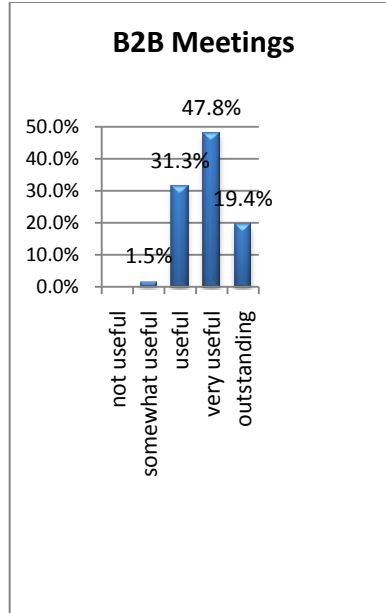
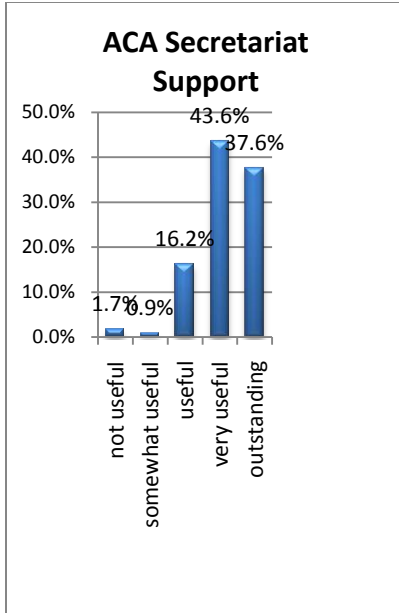
A total of 126 evaluation questionnaires were returned to the Secretariat at the end of this year's conference. They were asked to rate each of the conference's sessions according to the following scale:

**1: not useful    2: somewhat useful    3: useful    4: very useful    5: outstanding**

### A. General Evaluation

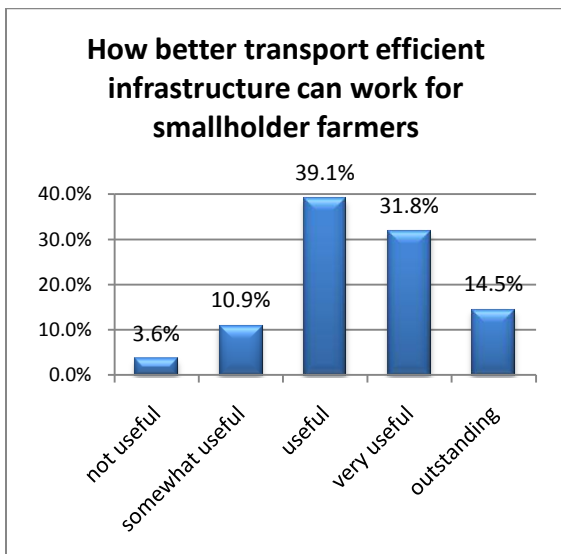
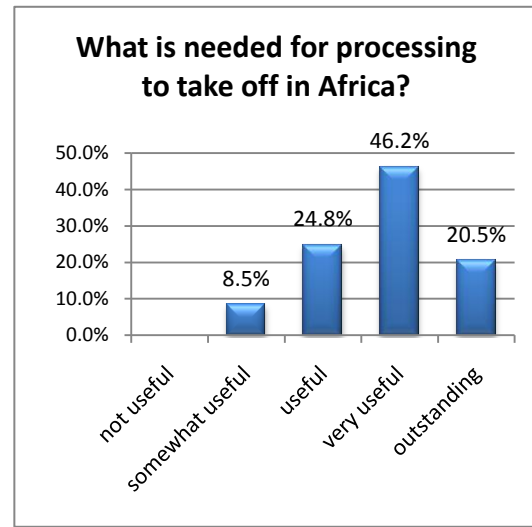
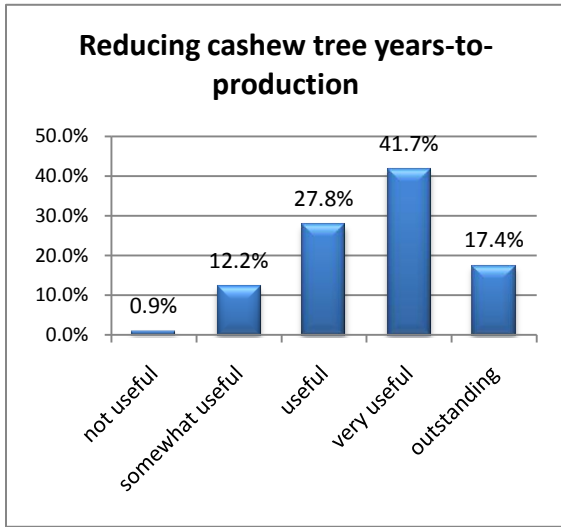
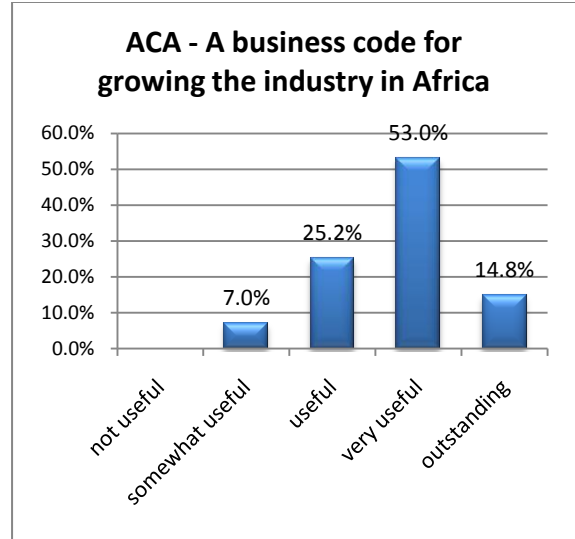
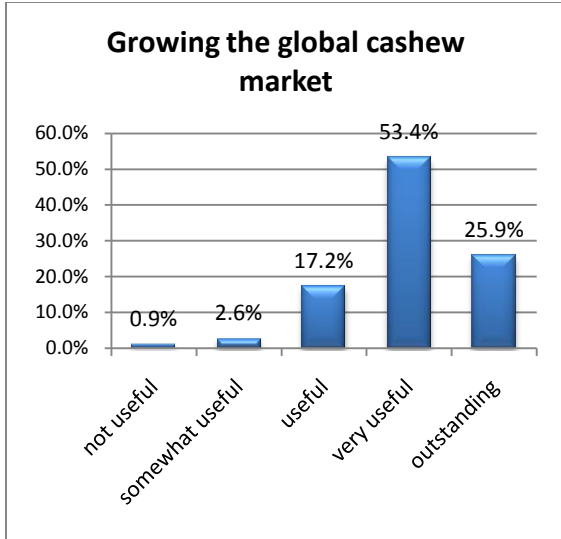
The ACA Secretariat received an endorsement from participants for the support offered during the conference, with 37% of respondents rating this as outstanding, and 46.3% rating it as very useful. Participants also got the opportunity to do a lot of networking and seemed very happy with this, with this aspect getting the next highest rating of 31% of respondents rating this at 31.3%. The exhibition and conference material also got good ratings with 49.1% and 47.8% ratings as very useful respectively. Speakers at the event were also highly appreciated with 54.7% of respondents rating their contribution as very useful.





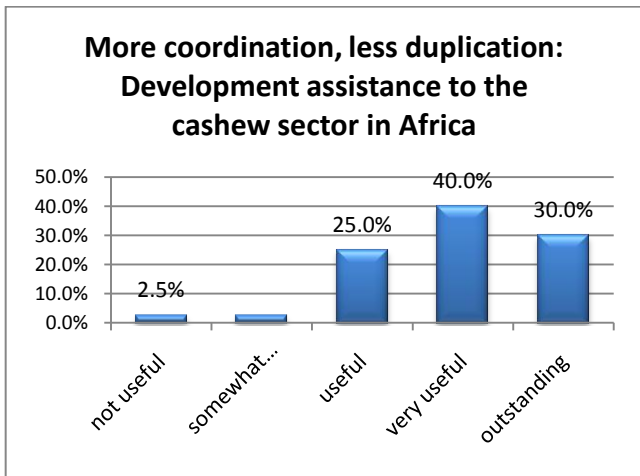
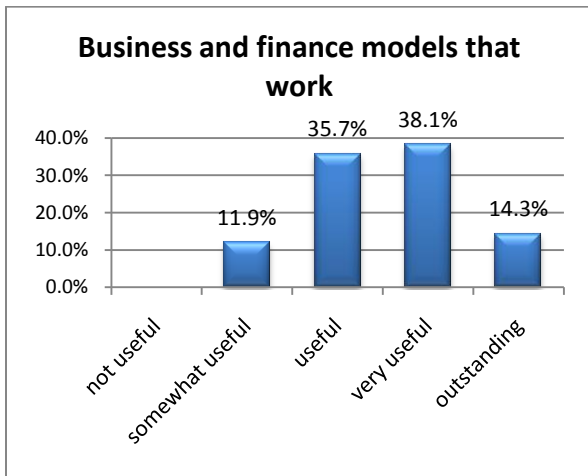
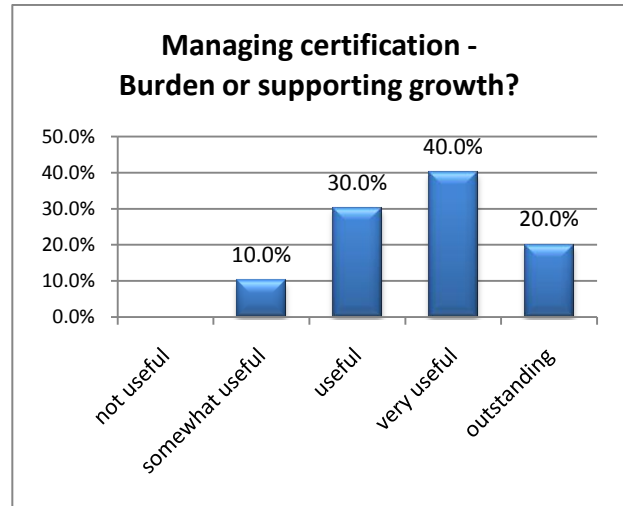
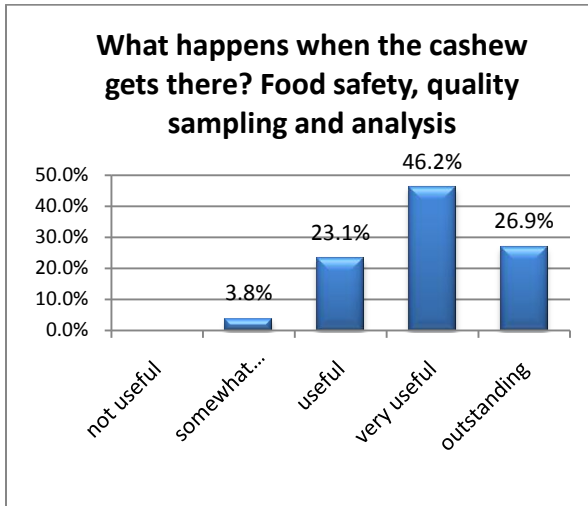
## B. Plenary Sessions

The top two sessions were, in order of highest rating: **Growing the global cashew market and ACA- A business code for growing the industry in Africa**. Also highly rated was the session titled **“What is needed for processing to take off in Africa?”** with 46.2% of respondents rating this session as very useful, and 20.5% rating it as outstanding.



### C. Mini-Workshops

Workshops this year were again a success with each panel getting an average of 41% of respondents rating as very useful, and 22% rating them as outstanding, averagely. The workshop titled “**More coordination, less duplication: Development assistance to the cashew sector in Africa**” was however most controversial during this year’s conference. Though 40% of respondents rated it as very useful, and 30% rated it as outstanding, it also had the highest rating in the not useful category, with 2.5% rating it this way.



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## RECOMMENDATIONS FOR THE 2010 ACA ANNUAL CONFERENCE

Participants proposed the following improvements for next year's conference:

### A. Conference program:

1. Allow participants to choose who they talk to during b2b meetings
2. Work on more concise topics
3. Ensure that panelists announced are present
4. Circulate presentations in advance
5. Avoid holding workshops simultaneously, to enable participants attend more than one
6. Allocate more prominence to market analysis and economic aspects in discussions
7. More focus on production problems
8. Involve small scale farmers through their FBO representations
9. Encourage a stronger government representation for policy awareness at national levels
10. Fewer items and more time for debate
11. Some innovation in the conference program and set up
12. More practical experiences should be shared with relation to what actually happens in Africa
13. Make presentations available before sessions to participants
14. More women amongst speakers/ panelists
15. Better media promotion worldwide

### B. Logistics

1. A faster and simpler registration process
2. Hold the conference in Europe or USA
3. More exhibitors
4. Exhibit new and efficient processing equipment
5. Extend conference to 3 days instead of 2
6. Better translators
7. Include translation in workshops
8. Set time limits for speakers, comments and questions
9. Field trip before the conference
10. More time should be allocated for networking
11. More participants should be targeted for next conference
12. Allow for more time for questions after presentations
13. More international participation from the likes of China, Vietnam
14. Having a conference script which is implemented by the moderator

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## RECOMMENDATIONS FOR ACA ACTIVITIES IN 2010-2011

### A. ACA Strategy

1. More focus on private sector

2. Tackle the problem of small scale industries
3. ACA should extend its membership base
4. Identify appropriate sources for funds to assist the industry to grow
5. Invest in cashew promotion to expand domestic consumption
6. Put more effort in marketing and market information, promotion of local, regional and alternate markets, improve processing skill, quality and utilization of cashew apple products on commercial basis
7. Provide more market information
8. Prioritize global advertising and promotion of cashews. Mobilize support for the campaign
9. Encourage growth qualitatively
10. Support private sector associations
11. Clarify ACA's structure to member countries

#### **B. ACA Assistance to Farmers**

1. Work on financing opportunities at the farmer level as well as start up level for processors
2. Encourage growth of more quality raw material
3. Set up training programs in relation to the different levels of production
4. More support for small scale farmers
5. Support dialogue between farmers, processors/experts

#### **C. ACA Assistance to Processors**

1. Provide more technical and financial assistance to local processors to improve quality, packaging and marketing
2. Serve as a link in Africa between processors and farmers
3. Support processors' associations
4. More training on modern processing methods and technologies

