



# TDH

## Trade & Development Holding

Unity in **Diversity**, sustaining growth

Presenting at the 2019 ACA conference – Tanzania



# What's in a name?

“That which we call a rose by any other name would  
smell as sweet”

*William Shakespeare*



# nuts2

source | market | invest

Your partner  
to develop  
Africa



Nuts2 DEVELOP a sustainable  
chain for African cashews!

Processed by



Marketed by



[www.nuts2.com](http://www.nuts2.com)

# nuts2

source | market | invest

Share  
Sustain  
Develop  
Depend

**Why** was the **2018 collapse** in prices so different for the cashew industry in your specific country, region, area of intervention, production, processing trade and markets?



**2018**

**Is this set up a long-term sustainable (behavioral) change or just a short-term event meaning we will return to business as usual?**



## Analyses

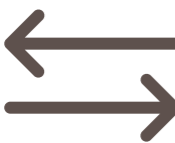
Disconnect

Farmer – consumer

Knowledge of good/bad or.....life



**What should we see, that we do not...**



**Share vision & suggestions for change**

Future takes shape today



2018

REASONS

## **\$ Price RCN & Kernel**

Too High for Too Long

**nuts2**  
source | market | invest

### **Slow down**

Kernel demand in some markets

### **Wrong Expectation of Price**

By farmer community, non market players

### **Market Manipulation**

By large players, shorting the kernel market

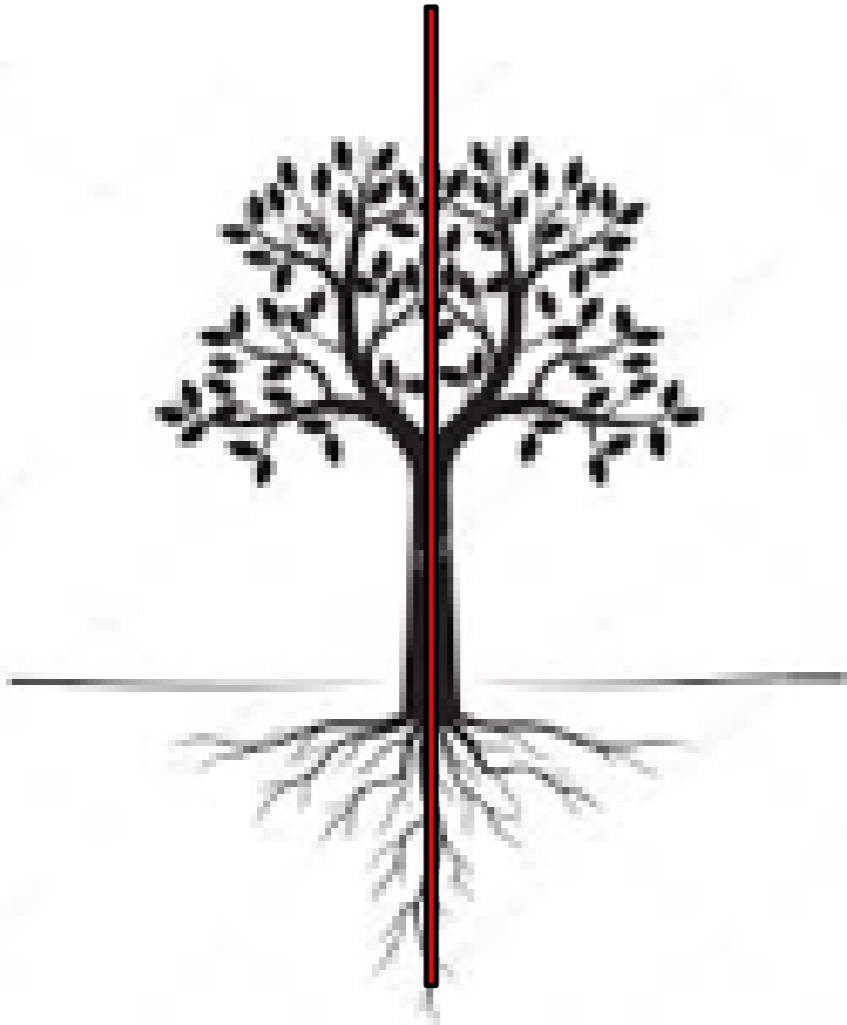
### **Lack of Liquidity**

Especially India, Vietnam

### **General Disconnect**

Market fragmentation

# **two** trees in Paradise

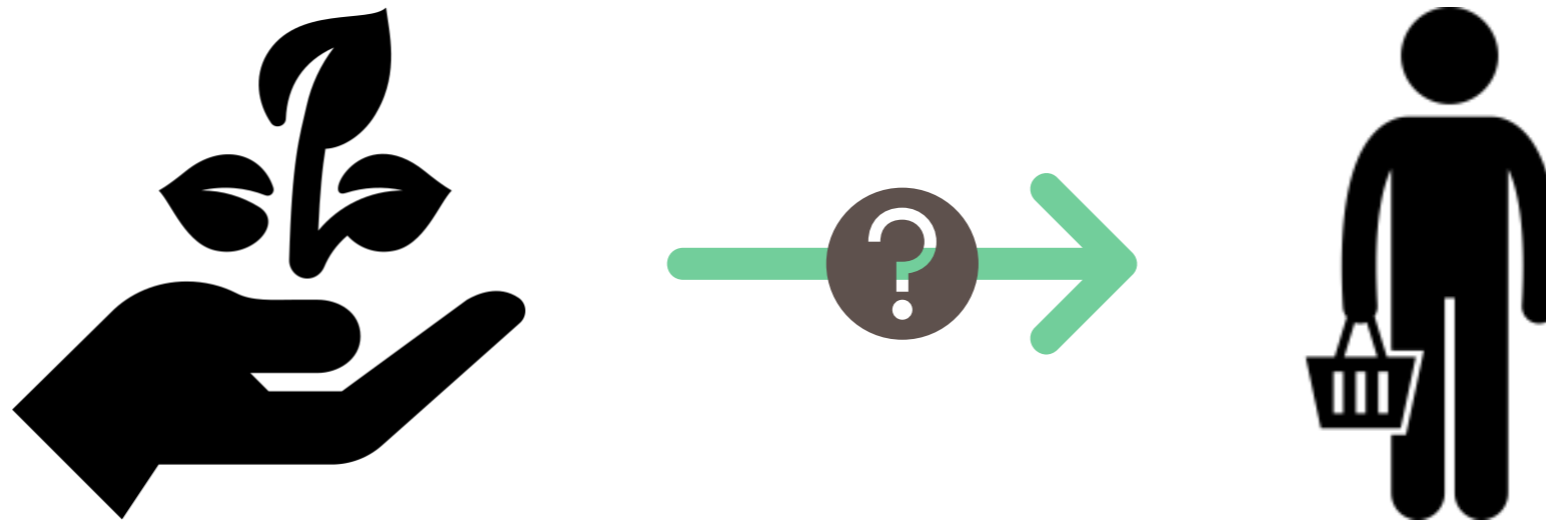


**KNOWLEDGE**  
of Good & Bad



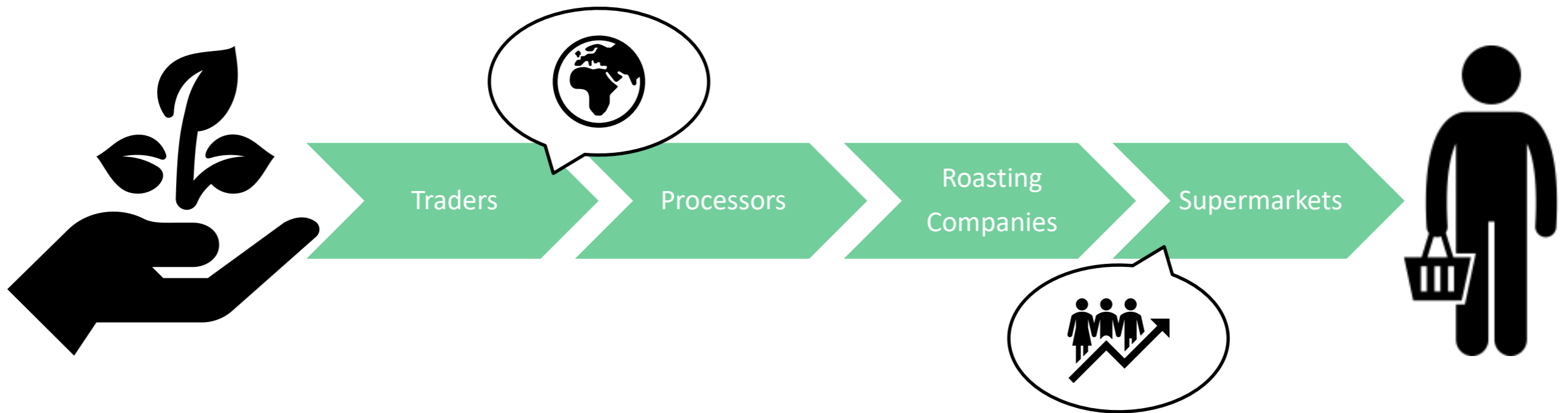
**LIFE**

Are **farmers** connected to the **customers**?

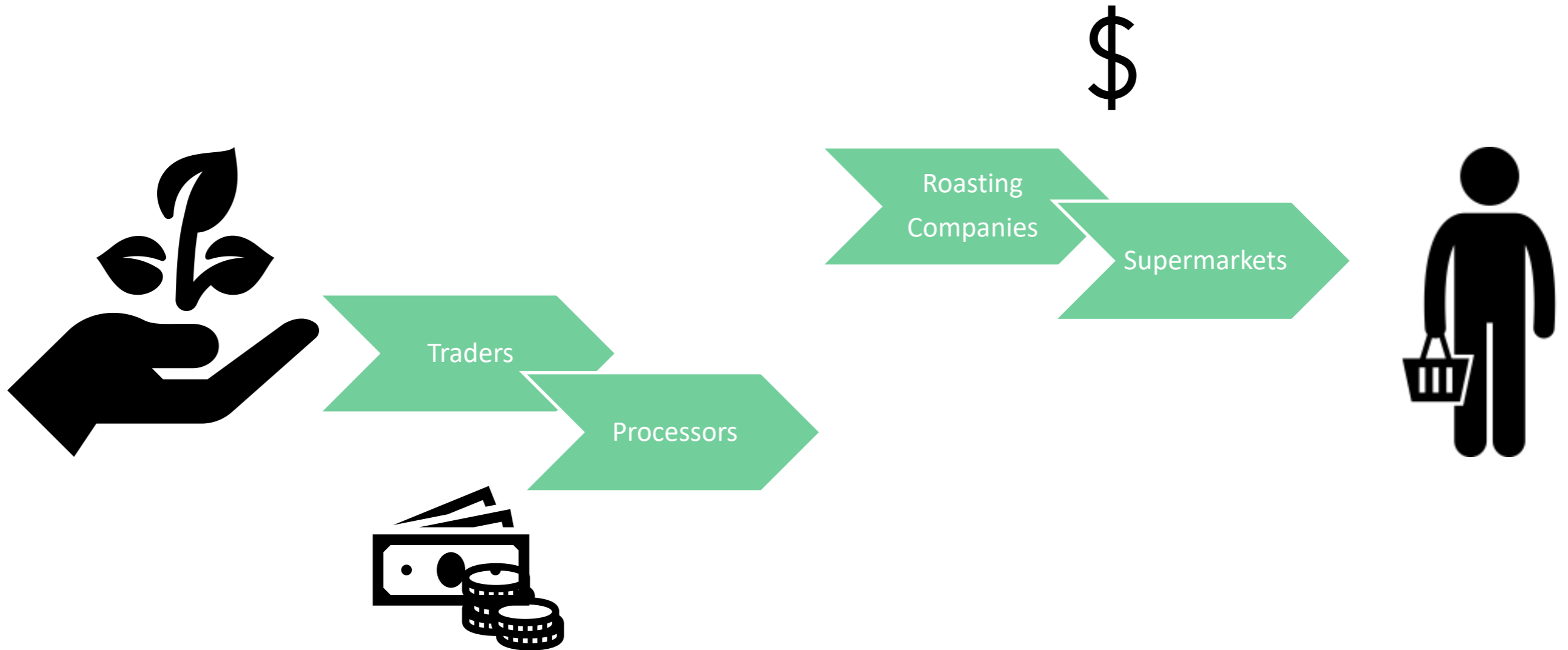


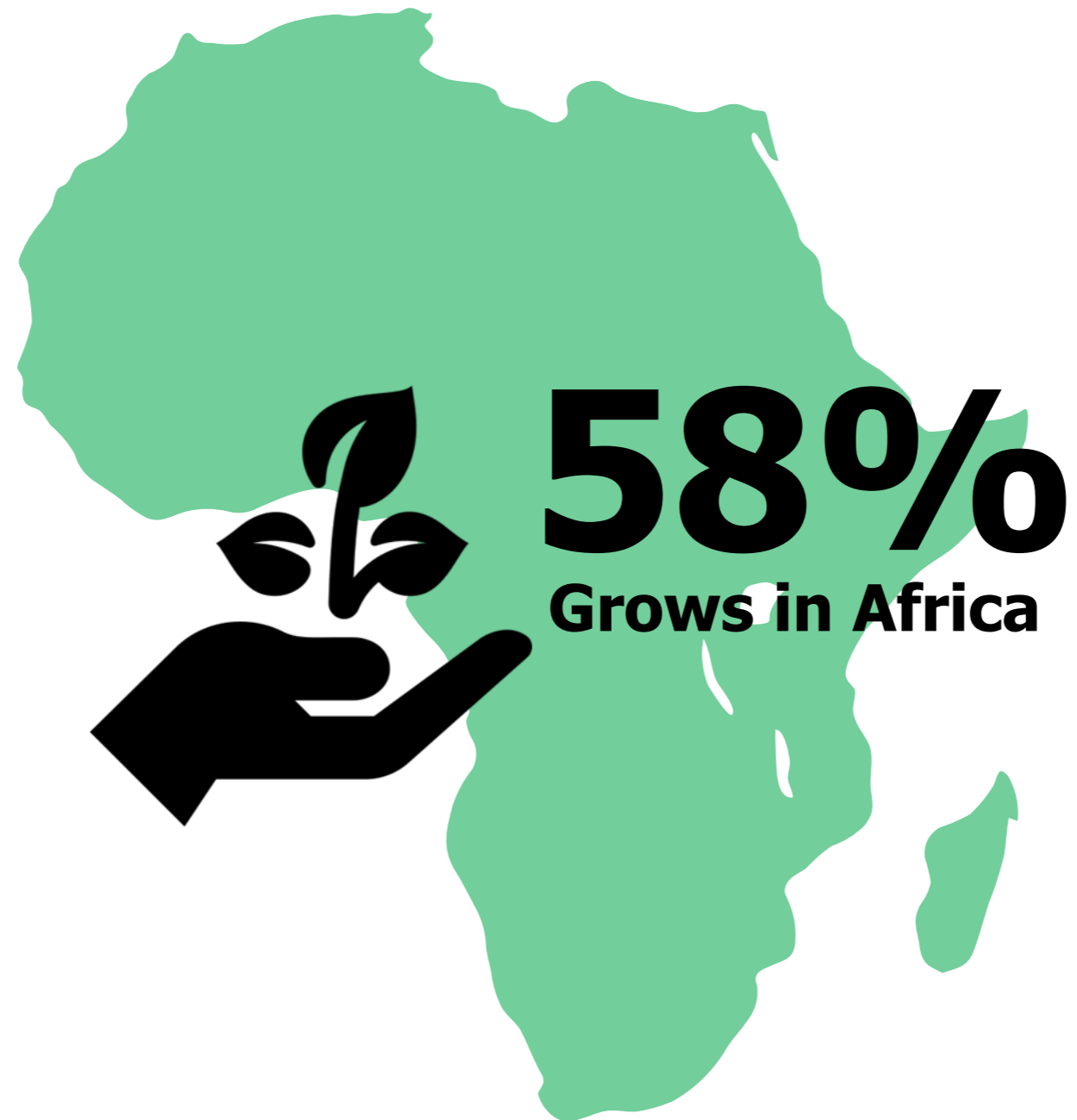


# Distance **farmers** to **customers**?

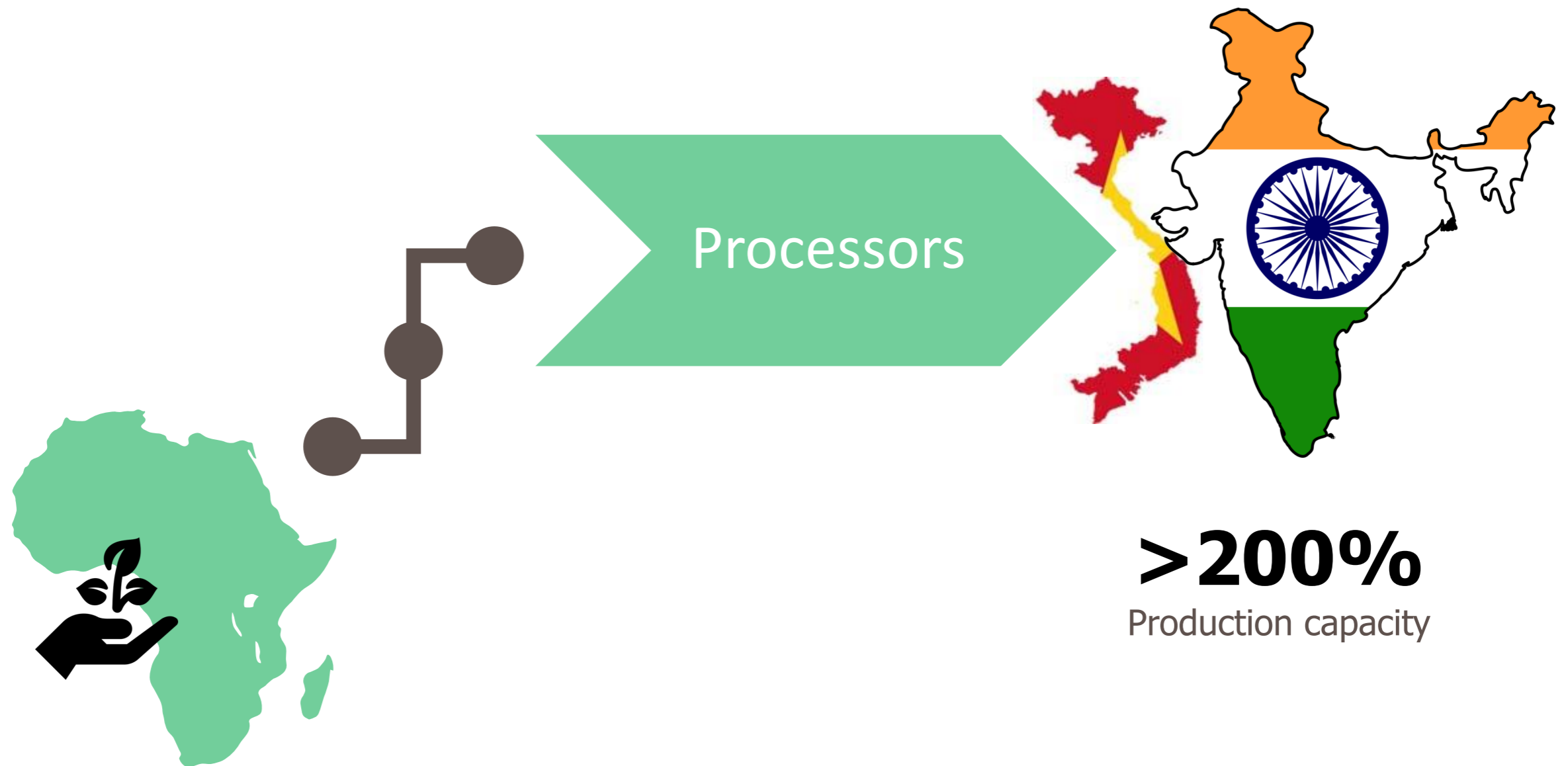


# Why the disconnect from **farmers** to **customers**?

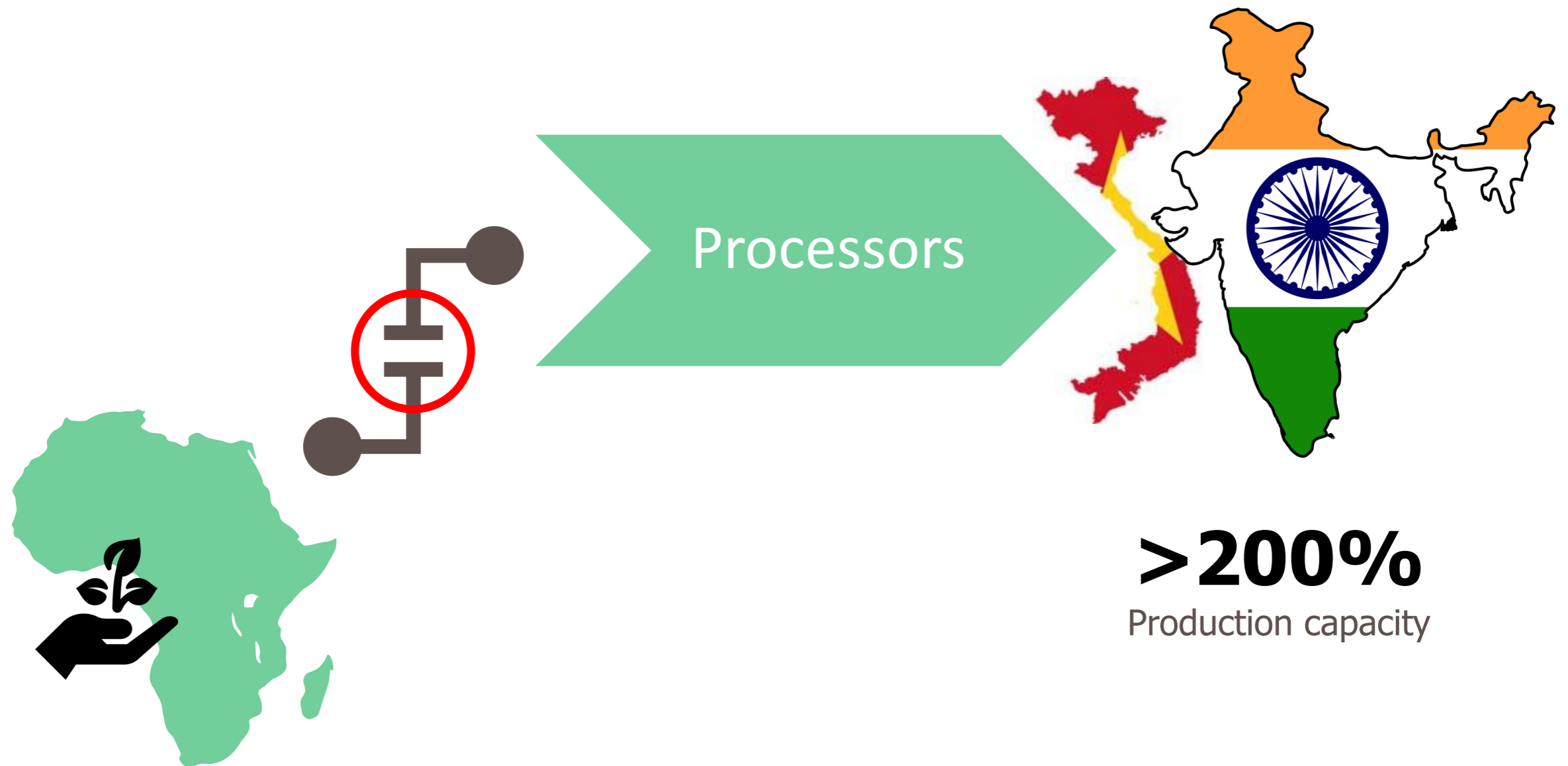




# Global Disconnection



# Global Disconnection



# Market Disconnection



**Biggest Consumer Market**

**Protected**

**>30% Import Tax kernels**

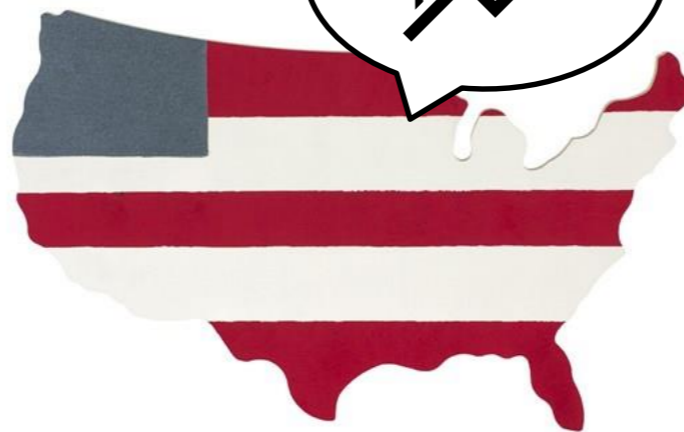
# Market Disconnection



**Biggest Consumer Market**

**Protected**

**>30% Import Tax kernels**



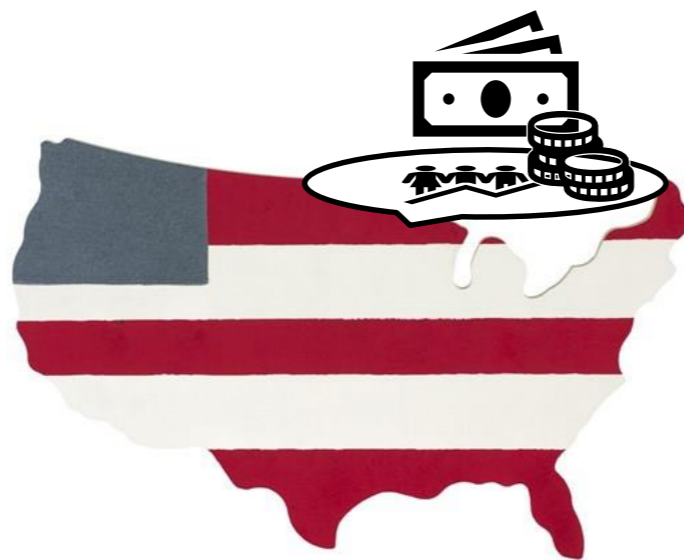
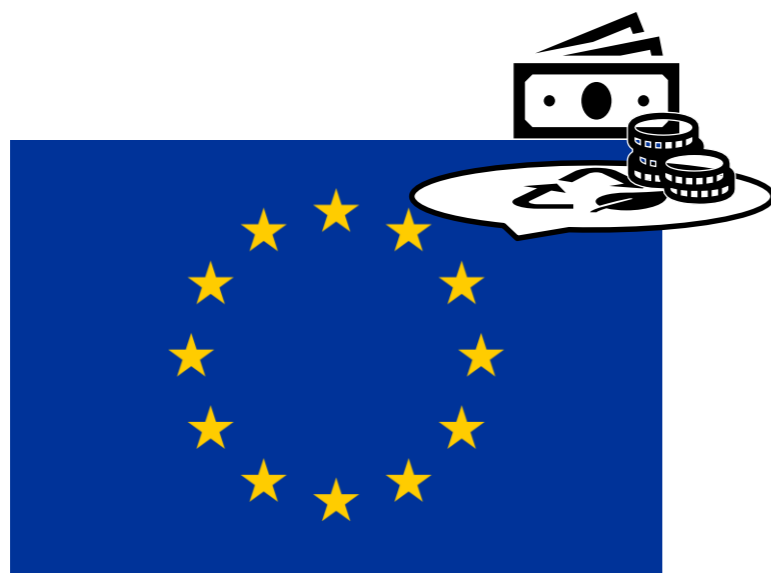
# Market Disconnection



**Biggest Consumer Market**

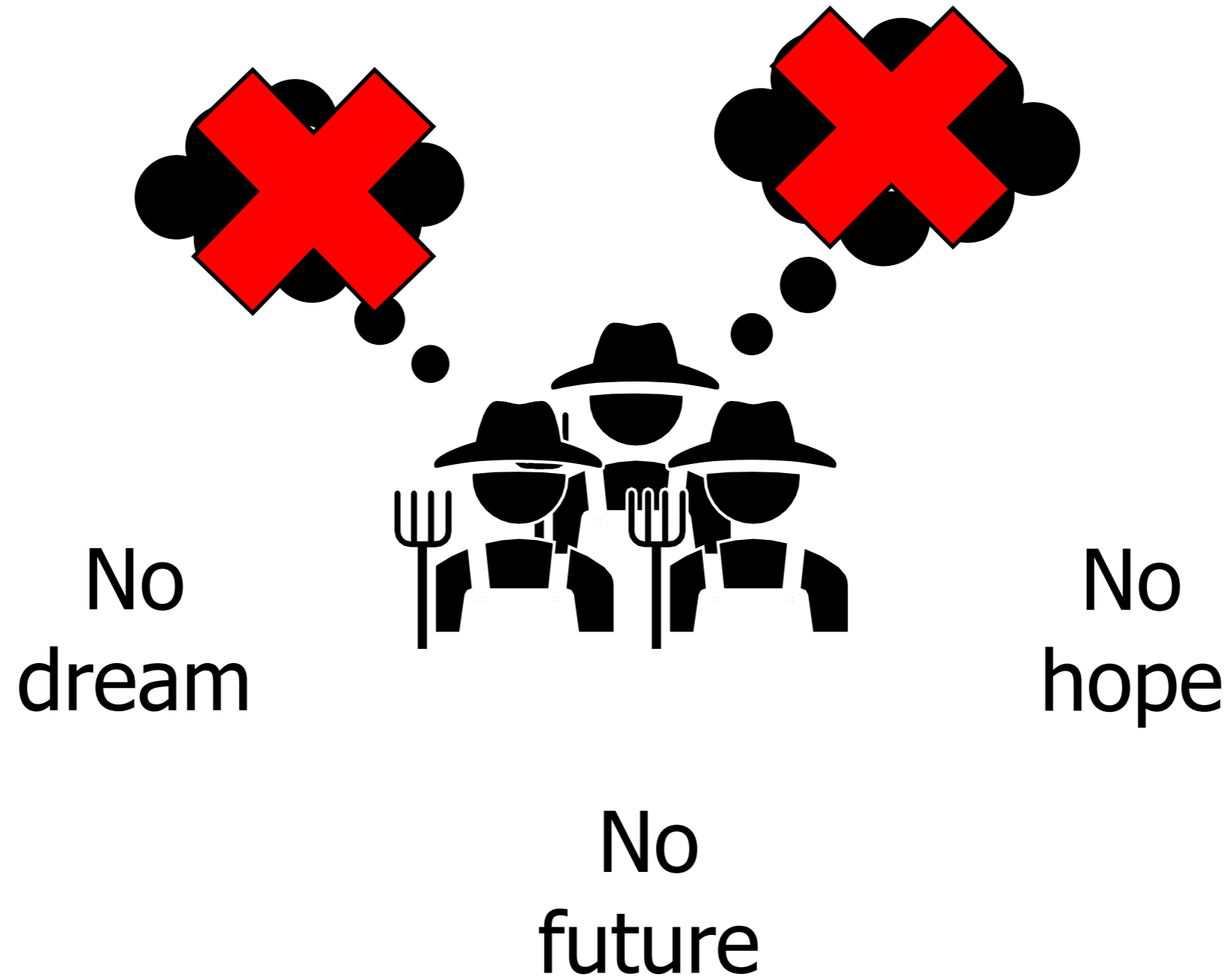
**Protected**

**>30% Import Tax kernels**





# Local Disconnection at farmer level



# **Local Disconnection at leadership level**

**Lack of purpose**

**No joint direction**

**Limited transparency**

**Distance between  
government and farmer**

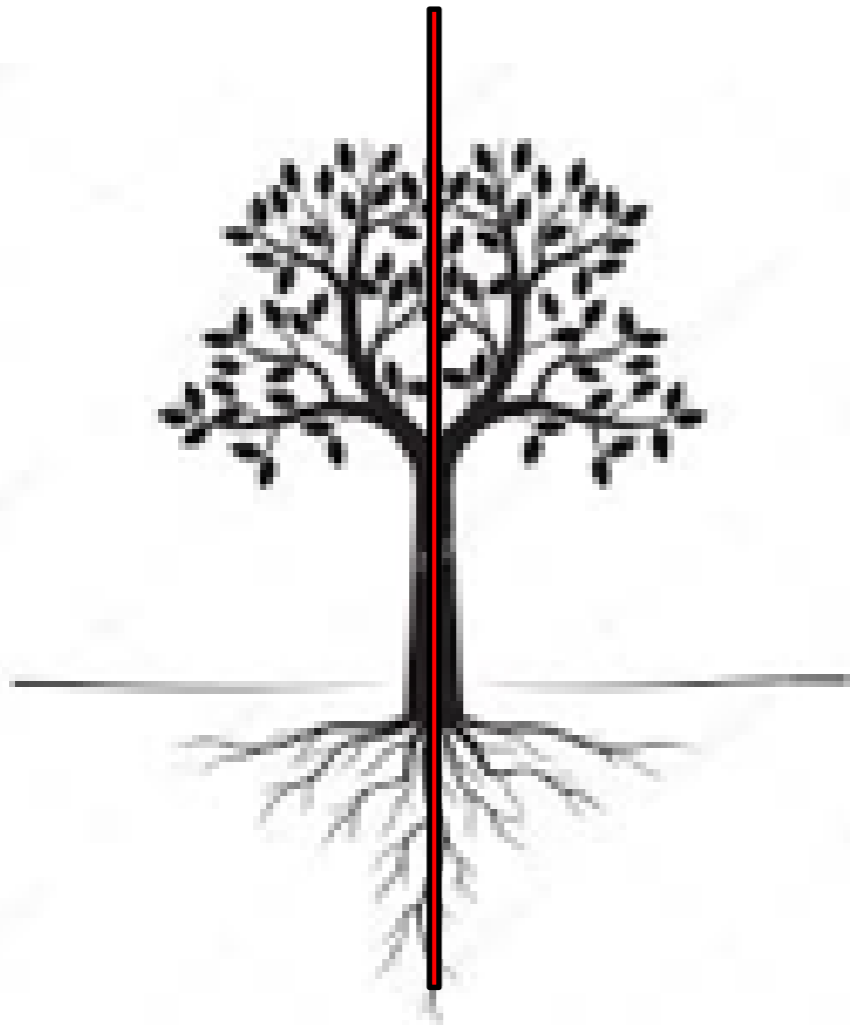


OK, LETS PAUSE HERE.....  
CATCH YOUR BREATH.....



Is this set up a long-term sustainable (behavioral) change or just a short-term event meaning we will return to business as usual?

AND HOW CAN WE ANSWER THAT QUESTION ???



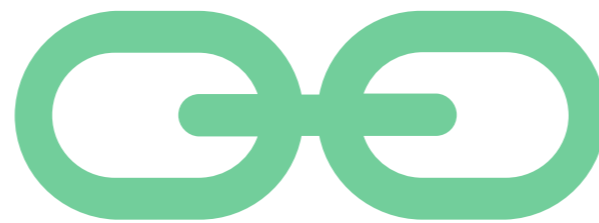
**KNOWLEDGE**  
of Good & Bad



**LIFE**

*Look at the tangible....*

# Create Connection

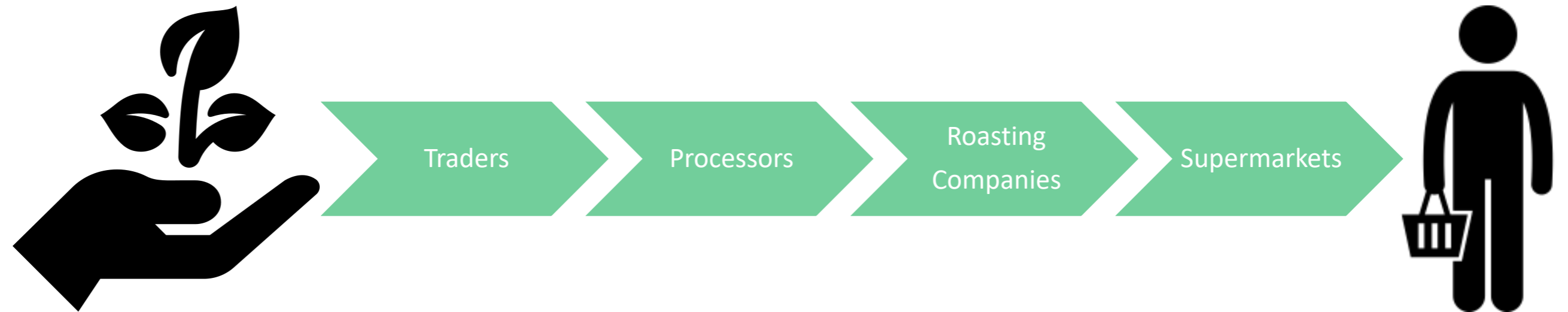


# Create Relationship



# HOW?

# Connect *all* parties



# 1 Tree is needed



LIFE



# What is its fruit ?

Transparency in the chain

Transparency in the chain

Transparency in the chain

Creation of enabling environment

Transparency in the chain

**We need :**

**TRANSFORMATION**



**LIFE**

# Transformation

'The future of African Cashews is processing in country'

A healthy structure

**FOR A GUARANTEED WIN-WIN**



**PARTNERSHIP = KEY**

# Who is in agreement ???

The goal, the dream, the need :

Connect the **Farmer** to the **Consumer**, be a partner, *all the way*

## It must be released !!

- From you
- From this room

Values/conditions precedent :

- Integrity
- Trust
- Transparency
- Long term commitment

## THANK YOU



**Gerard Klijn**  
Transformer