

Herman uit de Bosch FairMatch Support

Cotonou, september 19th 2017



FairMatch
Support

Two months ago...



Sustainable Nut Initiative

The cashew industry is facing two major issues:

- ➡ Market demand for traceability
- ➡ Need for increase of quality and quantity

SNI developed a Management Information System 'from farmer to retail': 3S.

Objectives 3S:

- Full traceability
- Direct market linkages
- Knowledge
- Increase efficiency
- Lower costs
- Unique marketing positioning



TDG
Trade & Development Group



FairMatch
Support



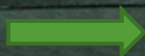
What's in it for the 'African' processors?



Securing
Sustainable
Supply

- Trace and track the products
- Analyse supply
- Analyse capture rate
- Monitor productivity and quality
- Benchmark supplier performance
- Possibility to share data shared with clients

Traceability

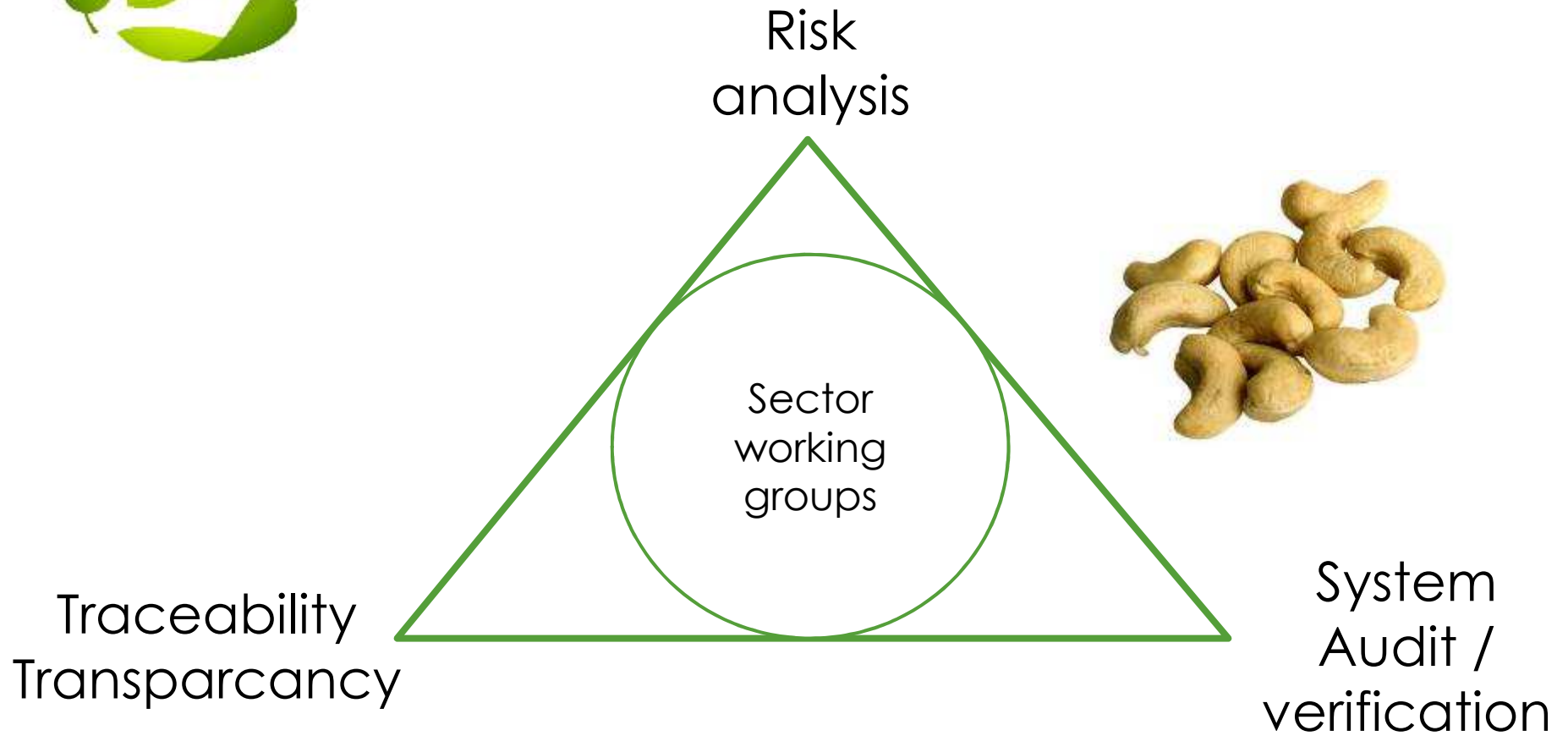


Up to now SNI only operates in Africa





An approach beyond certification



Current participants



For more information: www.susatinablenutinitiative.com