

# Sustainable cashew processing and supply linkages

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# Anatrans and sustainability

The **right thing** to do and a **viable economic model**

## What do we do?

- Process **11 thousand tons** of RCN locally;
  - 100% **organic**
  - 35% **fair-trade**
  - **BRC** Global Standard certified
  - 100% directly from Burkina Faso **farmer organizations**
  - One of the most advanced cashew **traceability systems**
  - Working on **SMETA**
- **Employment** of >2300 people
- Supporting >3000 **farmers**



# Taking care of people and planet

What is the model?

Making sustainability pay for itself: there is a **rapidly growing client base** that is willing to pay **premium prices** for sustainable cashew. A transparent supply chain is key:

- Traceability
- Data sharing
- Independent audits

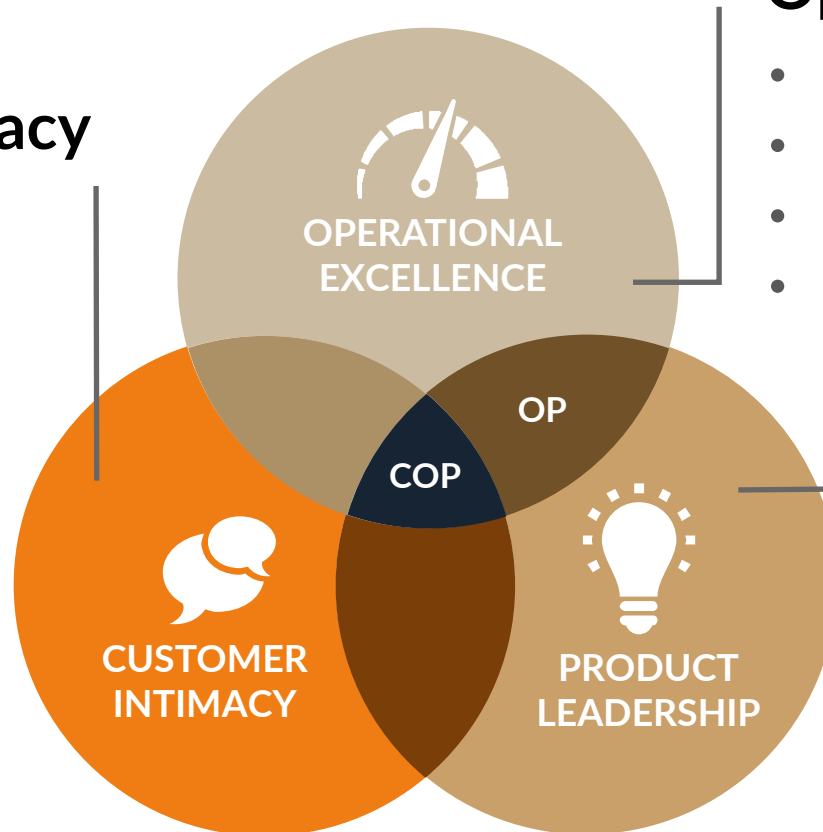
Companies need to be focused on the wellbeing of both **People** and **Planet** while at the same time meeting **high quality standards**.

# How to? Competitive Strategies

M. Treacy & F. Wiersema (1997) three generic strategies

## Customer Intimacy

- Unique product
- Personalization / customization
- 'Solution'



## Operational excellence

- Client expectations
- Food safety
- Delivery on time
- Cost-efficiency

## Product leadership

- Superior product
- Premium prices
- 'Experience'

# Challenges

It is not easy!

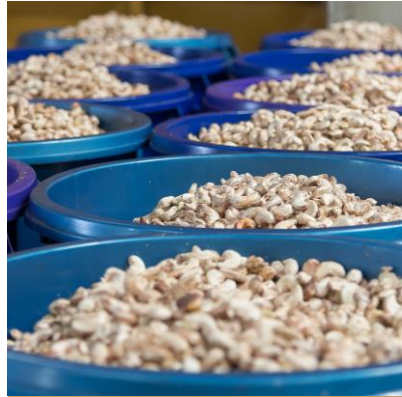
- Audit standards and **client expectations are very high**
- Local experience with some certification standards hard to find or not available: **skills gap**
- **Challenging environment**: ex. SMETA requirements for the canteen lady

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