



Intersnack



Vision 2027 cashew processing

ACA Conference Benin 2017



Focus areas for investments

- “Show me the money”
 - Productivity - be competitive
 - Working capital - secure the raw materials
 - Formalizing the industry - create level playing field
 - Practice a facilitating investment policy
- Business risk mitigation
 - Develop knowledge and craftsmanship
 - Develop sustainable market linkage up- and downstream
 - Formalize the economy (banking systems, standards, warehouse warrant systems, licensed buyers,...)
 - Practice a relevant and impactful agricultural policy (yields up, crop forecasting)
 - Maintenance, spare parts and repair facilities available
- Sustainable growth
 - Practice fair profit sharing
 - Offer good working conditions
 - Be transparent, make flows traceable and verifiable
 - Develop infrastructure (roads, harbours, terminals, warehouses, logistical services)
 - Develop the sector by organizing it and establishing funds, give guarantees



Challenges of assuring traceability

- Why transparency & traceability? → www.theguardian.com/global-development/2013/nov/02/cashew-nut-workers-pay-conditions-profits

Global development



August 16, 2015
Modern Day Slavery in Vietnam and Malaysia
 By Michael Bengte



In a Senate Committee on Foreign Relations hearing on August 6, Senators from both parties accused the Obama Administration of putting its Trans-Pacific Partnership (TPP) goals ahead of Malaysia's modern-day slavery; however, this was just half of the equation. A coalition of national and international organizations in Asia has charged both Vietnam and Malaysia with "Modern Day Slavery" -- Vietnam for its "blood cashews" and Malaysia

for its [oil palm industry](#): both are engaged in state-sponsored human-trafficking

Cashew nut workers suffer 'appalling' conditions as global slump dents profits

Many workers earn just 30p a day and risk permanent injury, say NGOs, as they call for EU crackdown on unfair trading practices



www.theguardian.com/business/2013/nov/24/cashew-nuts-supermarket-profits-pay

Campaigners attack profits made by supermarkets from bag of cashews

Fair trade activists urge EU to set up regulator to stop abuses of low pay and poor working conditions in Africa and India



FOOD INGREDIENT FEARS

A Study of 1008 American mothers found:

- Food fears are more common in mothers who:
 - Worried their friends to be more aware of their food choices
 - Are more likely to report getting most of their info from the web
- In Addition:**
 - Mothers who express food fears aren't willing to pay more for their jeans for a product without the ingredient
 - Mothers are less concerned about the ingredient being in "junk food"
- You can overcome food fears by learning about an ingredient's history and**

© Norelle, SA & Brantley, (PAC Quality and Performance, 2010)

HARVEY LEVENSTEIN

f e a r
o f
f o o d

A History of Why We Worry about What We Eat



Today's situation – how does our value chain looks like?

A close-up photograph of a white bowl filled with spaghetti. The spaghetti is yellow and appears to be coated in a light sauce. The bowl is set against a blurred background. Overlaid on the image are five semi-transparent pink text boxes containing text.

Consumers don't know where it was produced

Nobody knows the stages in between

Some roasters visited the processing plants
Often just the packing plants

Fuelling "Food Fear" and mistrust



Technology is there to offer traceability, example

