



Why do Consumers Choose a Certain Product and not another?

Industry Challenge #1

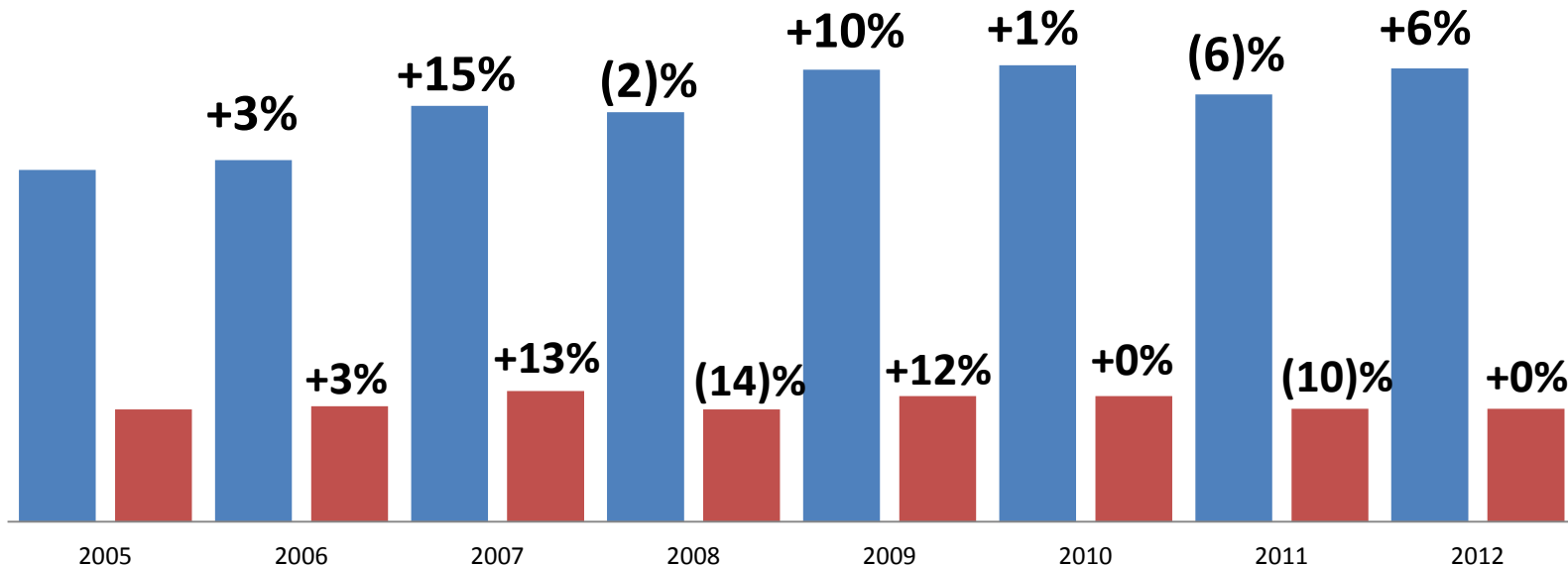
Cashew growth has been inconsistent, particularly in the U.S.

Global & U.S. Cashew Demand

CAGR '05-'12

Global +3.7%

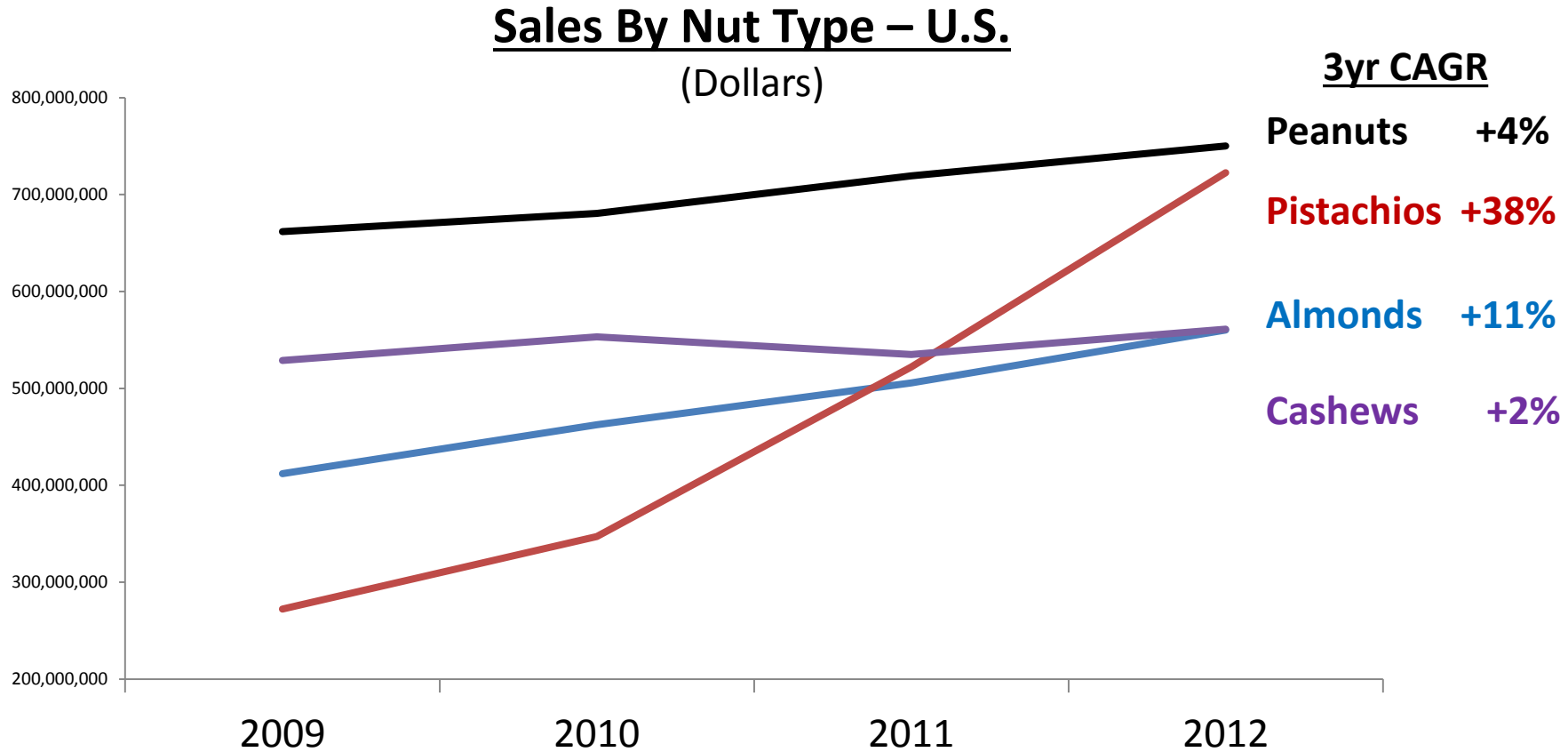
US +0.1%



This inconsistency makes it difficult for marketers to consistently support the cashew segment

Industry Challenge #2

Cashew growth rates have lagged other major nut types

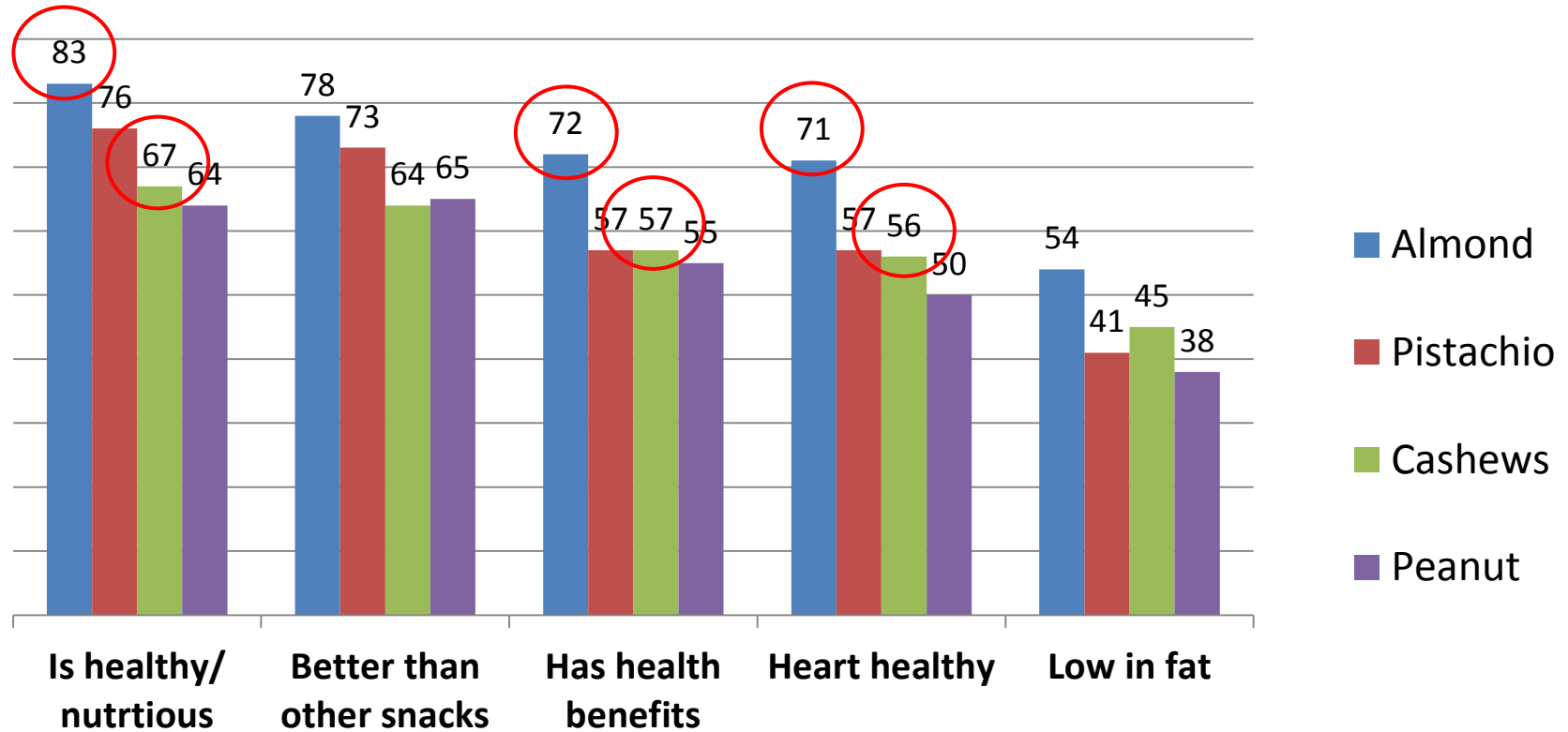


This gap makes it difficult for marketers to justify investments in cashews versus other higher growth nut types

Industry Challenge #3

Consumer Health & Wellness perceptions for Cashews are substantially below Almonds and Pistachios

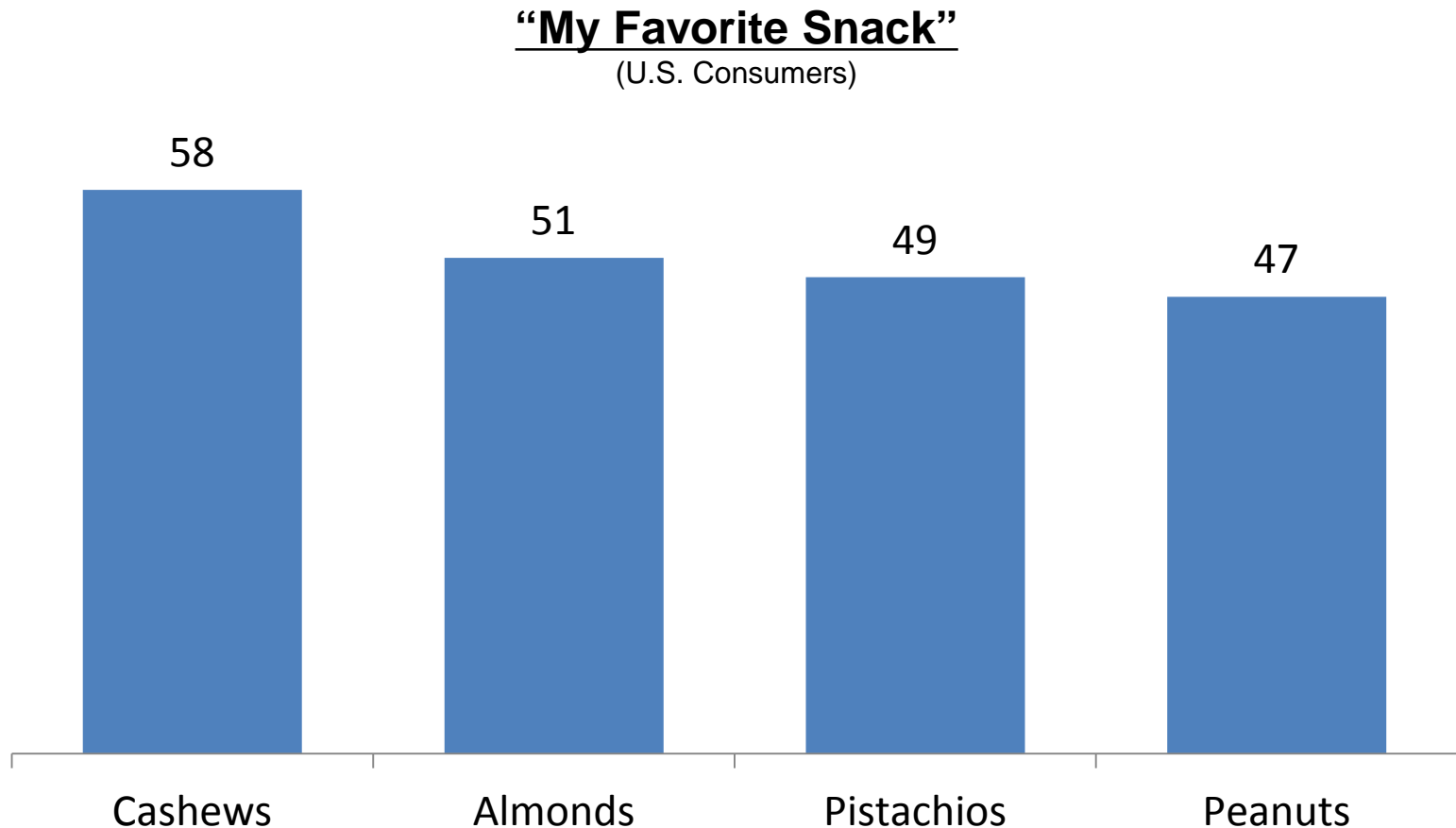
% of Consumers Agreeing (U.S.)



Health & Wellness marketing is a challenge for cashews versus other nut types, where stronger perceptions have been created

Industry Opportunity

While Health & Wellness perceptions lag other nuts, cashews are still generally consumers' "favorite nut"



How Can By-Products be economically used?

- By making the by-products themselves consistent in quality, quantity and availability
 - Provides a starting point of new product development
- The Industry must inform consumers as to the inherent health benefits present in the Cashew Kernel (whole or broken)
- In country, Public/Private purchase programs of non-exportable grades for use in, for example, school feeding programs.
 - to increase processors viability by driving a lower overall cost of kernel.