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Business Support Facility for Resilient Agricultural Value chains

Cashew Apple Valorisation Conference

OPPORTUNITIES, CHALLENGES AND INVESTMENT STRATEGIES FOR CASHEW APPLE BY-PRODUCT DEVELOPMENT

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Cashew by-product development in Ghana

Cashew apple processing

- ❑ The apple forms about 90% of the fruit and it is non-climacteric
- ❑ Currently it is being wasted
- ❑ A couple of small-scale processors in Ghana
- ❑ CRIG has developed protocols for the processing of cashew apples



Estimated cost of fresh apple juice drink

- i. To produce 5,600 L during the production season
- ii. Estimated cost of production is **88,895.43**
- iii. Selling price of 25.00/L
- iv. Estimated revenue generated is **140,000.00**
- v. Gross profit of **57.5%**

Estimated cost of cashew apple processing into fresh juice

- i. Estimated cost of production is **122,252.76**
- ii. Selling price of 40.00/750 mL
- iii. Estimated revenue generated is **298,666.67**
- iv. Gross profit of 144%



Table 1: SWOT Analysis of apple processing in Ghana



Strengths

- Relatable scale of business, not too big
- Fits with rural ethics
- Friendly environment
- Available local demand
- High cost/profit ratio
- Cashew production is growing steadily in Ghana

Opportunities

- Ghana's population of about 30 million provides a huge market for cashew products
- Agritourism
- Job creation for rural population which is in line with poverty alleviation and economic growth

Weaknesses

- Large startup costs
- Consumer education and awareness is low
- Low purchasing power of local consumers
- Limited access of products to consumers
- Inadequate funds for the processors

Threats

- High international market demands
- Inaccessibility of finance



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THANK YOU

