

From farm to shelf

A nuts' journey from Mozambique to the Netherlands

Intersnack Procurement (buyer), Condor Nuts (processor) and FairMatchSupport (service provider) initiated a project through the ACi Matching Fund to strengthen supply chain linkages between Mozambican cashew farmers, processors and European markets. In order to create the missing links, FairMatch Support and Condor trained cashew farmers on Good Agricultural Practices, as well as harvest and post-harvest handlings. At the same time, farmer based organizations received trainings to meet certification requirements such as FairTrade. These standards ensure fair prices for farmers and a product that was cultivated and processed under internationally accepted labor law and food safety standards. Farmers, who meet FairTrade requirements, are paid a 10% premium on top of their respective selling prices. In general, long-term relationships between farmers, processors and buyers not only encourage investments on the primary level, but also forge buying agreements throughout the chain by eliminating middleman. Two major positive outcomes are (1) higher revenues for all key actors in the supply chain and (2) a competitive product that complies with international food safety/quality standards.

More African cashews in European Supermarket

With the growing consumer preference for certified products, the FairTrade label provides a win-win situation for all actors along the supply chain. FairTrade certified cashews sourced from Africa are gradually filling the shelves, especially in Dutch supermarkets. Three big supermarket chains *PLUS* (259 stores), *Hoogvliet* (62 stores) and *Vomar* (56 stores) have already introduced home brands of FairTrade cashews.



Another advantage of partnering with these large supermarket chains is their membership at Superunie, a purchasing organization representing 13 independent supermarket retailers in the Netherlands. Besides, Superunie is affiliated to an even bigger umbrella organisation - the European Marketing Distribution (EMD), one of Europe's biggest buying and marketing organizations in food retail. The linkage to European retailer networks has the potential for extensive marketing of high quality and Fairtrade African cashew nuts.



PLUS Fairtrade salted cashews Fairtrade cashews from Albert Heijn

Albert Heijn – FairTrade Cashew Champion

Albert Heijn, one of the largest Dutch supermarket chains, sells FairTrade cashews since 2010. They currently account for about 20% of the market share for premium packed cashew nuts. To further increase consumer interest and to boost sales, Albert Heijn wrote a report on FairTrade cashews in its free in-house magazine *Allerhande*. As demand is increasing, it is expected that more retailers will introduce the high quality cashew kernels to their shops. Linkages to farmers and processors will be the future business model to create an effective African cashew supply chain and at the same time improve farmer income.



Opening page of the Allerhande report on Fairtrade cashews

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