



Concept Note for the Master Trainer Program for Promotion of Cashew Value Chain in Africa

Editions 10, 11, 12



Competitive Cashew initiative and the African Cashew Alliance

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December 2020

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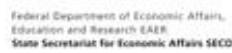
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1. Background

The Competitive Cashew initiative (ComCashew) aims at strengthening the competitiveness of African Cashew production to reduce poverty amongst small-scale farmers in the six project countries-Benin, Burkina Faso, Côte d'Ivoire, Ghana, Mozambique and Sierra Leone. ComCashew started in 2009 and is currently in its third phase, which will run until December 2020.

Activities of Phase 3 are organised around four objectives to achieve project objectives:

- **Production:**
Increasing the productivity of cashew farmers.
- **Processing:**
Creating a local processing industry that is globally competitive.
- **Supply Chain Linkages:**
Establishing stable and long-term business relationships between producer groups, processing units and buyers.
- **Sector Organisation:**
Key stakeholders are organised at the national level with common goals, the processing industry is effectively represented.

In its third phase, the project wants to consolidate the achievements, reinforce the capacity of local actors, and transfer knowledge to partners and target groups. In this context ComCashew upscales the "Master Training Program" (MTP) or "*Programme de Maître Formateur*" in French. The program aims at creating a pool of qualified experts in the cashew value chain to facilitate knowledge exchange, learning and innovation within the cashew sector in West Africa.

Due to the high and continuously increasing interest and demand from our partners and cashew stakeholders shown with over 500 applications received in 2019, ComCashew has decided to launch another 3 editions in 2020: MTP 10, MTP 11 and MTP 12.

All 3 editions are in collaboration with national institutions and private partners in countries.

The long term vision of the MTP is to build a pool of technical and managerial expertise, to facilitate regional exchange between cashew experts by sharing lessons learnt and innovations at regional and national level. In each country, there is resource persons for knowledge transfer in the following areas:

- Agronomy and cashew orchards management;
- Post-harvest management and quality of cashew products;
- Processing and value addition to cashew and -its by-products;
- Market Mechanism, nut and kernel market analysis;
- Business relationships between stakeholders;
- Value chain development;
- Economics of cashew farming and processing
- Self-financing advice;
- Price analysis and price formation;
- Design and production of teaching/training materials.

2. Achievements so far

2.1 Experts trained

Started in 2013, the Programme is today in its ninth edition. In total, **724 experts from 19 countries attended to the programme.**

After 9 editions of MTP, **672** experts along the cashew value chain among which **211 women (31%)** graduated as Master trainers.

The programme gathers in a single entity all the actors of the value chain: Farmers, Processors, Traders and Exporters, Ministries, Universities, Research, Finance ...

2.2 Regional exchange

The MTP constitute an effective regional exchange between so far **19 countries: Benin, Burkina Faso, Côte d'Ivoire, Ghana, Mozambique, Sierra Leone, Togo, Mali, Gambia, Cameroun, Tanzania, Zambia, Chad, Nigeria, Senegal, Kenya, Guinea Conakry, Madagascar and Germany.**

2.3 Collaboration amongst partners

The Master Training Program was set up and jointly organised and financed by ComCashew and its partners such as the GIZ, ACA, the Ministry of Food and Agriculture and Cocoa Research Institute Ghana, the Ivorian Cotton and Cashew Council, and many private partners.

Past sessions were also co-sponsored by:

State Secretariat for Economic Affairs (SECO), PSAC, The Zambian Ministry for Agriculture and the African Development Bank, World bank / PACA, IRD, BMZ/GIZ bilateral projects in Togo, Burkina Faso, Cameroon, and Madagascar, Caju Industrie, Burkina Cajou, The Ministry of Agriculture in Burkina Faso, Ministry of Agriculture and Cashew Board in Tanzania, The Ministry of Agriculture and COOPI/ EU in Sierra Leone, USIBRAS and INCAJU.

2.4 Testimonies from Master Trainers

- *“My way of expressing my points of view is more relevant and persuasive”.*
(Edition 4 participant from Cote d'Ivoire)
- *“ With the topic on Cashew markets analysis, I can make better analyses, to know the formation of prices in the markets of the cashew and to better determine future trends”.*
(Edition 3 participant from Ghana)
- *“I have changed my way of conducting training. The training session are more participatives than before where I was just talking “.*
(Edition 6 participant from Burkina Faso)
- *“I have gained knowledge through the MTP and I am now able to facilitate training move to the communities to facilitate cashew training which I was not doing “.*
(Edition 4 participant from Sierra Leone)

3. Who can become a Master Trainer?

The 2020 Master Training Program editions' targets 85 participants and 5 resources persons per each of the three editions. Participants are working in the private and public sectors as well as in NGOs promoting the cashew value chain. The applicants must be mandated by their host institution. Applications will go through a transparent selection process in line with fixed criteria.

3.1 Applicants

Applicants for the Master Trainer Program are experienced consultants or experts on training/advising along the cashew value chain or any other crop, staff of processing companies (start-ups as well as already installed units) and consultants working in cashew. They are employees coming from private and public institutions.

3.2 Entry requirements

To be an eligible candidate for the Master Trainer Program, applicants must meet these requirements:

- Be in the field of agriculture, agricultural economics, economics, marketing, agro-food, food science and technology and other related subjects in agricultural value chains;
- Knowledgeable of agricultural value chains in general and cashew in particular;
- Experienced in training farmers/processors/trainers, supervising training activities, staff of a processing unit, Government adviser, researcher or any subject related to cashew and or other crops
- Employed by an organisation/institution/company with activities associated to the promotion of cashew (private, public or NGO) or an independent consultant providing capacity building to stakeholders.
- Endorsed by the host institution/company to apply to become a Master Trainer in cashew.
- Be a national in Benin, Burkina Faso, Ghana Côte d'Ivoire, Mozambique or Sierra Leone. However, the program allows a certain number of participants from other cashew-producing countries as well.

3.3 Which organisations/institutions may applicants be affiliated to in order to join the program?

The program targets private and public sector as well as NGO candidates from:

- Agricultural extension organisations;
- Non-governmental organisations providing outreach, extension or research and development;
- Cashew farmer organisations;
- Processing factories
- Consulting organisations and NGOs in processor training
- Research and Development Institutions;
- Inter-Professional organisations or associations;
- Individual independent consultants and consulting firms;
- Projects and development programs.

4. The Program

The MTP covers a period of 7-8 months. The program includes three one-week class-room sessions, offering a facilitated platform for exchange. Each session focuses on a specific set of modules.

PARTICIPATION IS OBLIGATORY IN ALL THREE SESSIONS TO COMPLETE THE PROGRAM.

Between the class-room sessions, so-called inter-sessions or field activities of maximum three months are scheduled. During the intersession programs, participants return to their host institutions, share their knowledge with colleagues and do hands-on work in the field to apply what they have learned in the training sessions.

Linking theoretical knowledge to practice, the MTP technical modules and activities are aligned with the production, processing and marketing.

4.1 Session 1: Organization of the cashew market and implementing instruments for a Master Trainer

The learning objective of Session 1 is to become aware of the cashew value chain concept, the dynamics of the cashew market and the

development of training material. The first session is composed of three modules:

- **Value chain development and cashew market:**
Overview on value links concept: value chain selection, actor mapping, value chain diagnosis, approach for cashew promotion, cashew market (importance & trend, nuts and kernels trade, market period, traceability, bulk-selling, social and economic issues, quality, standard, food safety, fair trade and organic market).
- **Training materials development:**
Review of various teaching materials, targeted audiences, appropriate teaching tools and design of educational materials
- **Trainer's attitudes:**
Attitude of a trainer and use of training tools and pedagogic technics.

4.2 Session 2: Planting material development and good agricultural practices

The learning objective of Session 2 is to understand the main steps for good improved planting material development, the importance of good agricultural practices (GAP) and their implication on productivity. This session is structured in two modules:

- **Improved planting material development:**
High yield tree selection, grafting, nursery establishment and management, orchards establishment and maintenance, economic analysis of nurseries and cashew orchards.
- **Good agricultural practices (GAP) and harvest & post-harvest:**
Orchards maintenance (cleaning, pruning, fire-break, intercropping), rehabilitation and top-working of orchards, pest and disease management, conditions for harvesting, cleaning, drying, packaging, storage, and nut quality measurement, (KOR).

4.3 Session 3: Cashew processing, sector organisation and cross-cutting issues

The learning objective of Session 3 is to learn about value addition through cashew processing, the benefits of a better organized sector for various stakeholders, the roles they play as well as cross-cutting impacts on cashew industry. The session is composed of 3 modules:

- **Cashew nuts and by-product processing:**
Nut processing including processes, products, factory/ unit establishment, food safety, management and governance etc., by-products processing, marketing and economics of processing.
- **Organization of the cashew sector:**
Governance of the cashew sector, policies, actor mapping and role distribution, best practices across countries and value chains.
- **Cross-cutting issues:**
Financing in the cashew sector, gender, nutrition, climate change, alternative and innovative tools for disseminating information and collecting data, rural radio programs to promote value chain and best practices.

4.4 Activities during inter-sessions

The inter-sessions are the periods between the class-room sessions. Each inter-session is about 2-3 months. During this period, participants carry out practical activities to develop and deepen their knowledge attained on the technical sessions. Participants:

- Work with producer groups to collect data on cashew production;
- Document the best practices for cashew production at the farmer level;
- Prepare case studies to share with other Master Trainers during the next technical session;
- Collect information on cashew
- Train farmers, processors, extension practitioners, and other target actors of their choice

- Document the effectiveness of extension for cashew production, processing and marketing.

During the next technical session, participants share their experiences and results in peer review groups.

5 Master Trainer Skills

After completion of the Master Training Program, each participant is recognized as:

- Resource-person with knowledge in cashew production, processing, marketing, economics, and organization of the cashew sector;
- A qualified expert in the field of training of trainers in cashew;
- An expert in the design and development of training programs for specific target groups;
- A reference person who is well connected at national and regional level within the cashew value chain;
- An expert in the design, adaptation and updating of educational/training tools.

The Master Training Program is designed to provide learning and training support related to cashew. However, the acquired skills and knowledge are also applicable to other crops and agricultural value chains.

6 Expectations of Master Trainers

At the end of the training, the qualified Master Trainers are expected to provide technical trainings to other trainers (training of trainers) as well as farmers and other actors of the supply chain and also advise and provide guidance for the growth of the cashew sector

As such, they must ensure:

- The design, updates and production of learning materials according to new developments in the cashew sector;
- The transfer of knowledge by conducting training of trainers and extension;
- The selection and supervision of cashew sector actors (for example farmers,

processors, and government officials) for data collection to inform the sector;

- Contributions to workshops/meetings on learning and innovation.

7 Graduation

After completing the training program, the Master Trainer will be recognized as a reference person. He/she shall multiply that knowledge by exchanging with other sector partners/actors. For a candidate to successfully complete the program, all efforts during the three technical sessions and the two inter-sessions are taken into account. The final evaluation and graduation takes place after the third session.

8 Who and Where?

The training is conducted in Ghana and in Côte d'Ivoire by the Competitive Cashew initiative with expert support from GIZ, FairMatch Support, the African Cashew Alliance and other national institutions and companies involved in the cashew sector. The working languages will be English and French (with translation service).

9 Costs and Contributions

Participants or their institutions are required to pay a contributing fee of EURO 3.000 for the 3 sessions. This includes:

- Training fees;
- Food and accommodation;
- Lump sum for transportation within the country of training.

Only upon request, there are a **limited number of sponsorships** from ComCashew for the following countries only: **Benin, Burkina Faso, Côte d'Ivoire, Ghana, Mozambique and Sierra Leone.**

During intersessions, the candidates' (sponsored or non-sponsored) home institutions will be in charge of all expenses. These include:

- Field activities related on data collection, monitoring, documentation of farm analysis
- Travel / transportation costs
- Accommodation / food during field activities related
- Salaries of participants during the training sessions.

10 Timeline

Date (2020)	Session 1	Session 2	Session 3
Edition 10	24 th to 28 th February	25 th – 29 th May	27 th July to 31 st July
Edition 11	23 rd -27 th March	22 nd - 26 th June	17 th to 21 st August
Edition 12	27 th April – 1 st May	29 th June - 3 rd July	24 th - 28 th August

11 Participant Selection

- **27th December 2019:**
Call for application opened;
- **20th January 2020:**
Deadline for application submission;
- **28th January 2020:**
Sending notification to selected participants of each edition.

12 Application documents

- A letter of motivation; and potentially request for sponsorship
- A completed application form, signed by the applicant and approved by the responsible head of institution or deputy in the applicant's host organisation
- A reference person (surname, first name, and contact information).

Shortlisted candidates will be required to provide the following evidence:

- Copies of qualifications/ certificates/ diplomas;
- Copy providing a proof of skills related to the cashew industry.

13 Submission of Applications

The application must be sent to the Competitive Cashew initiative (ComCashew) by mail to:

Cynthia Benon

E-mail : al-da.benon@giz.de

And

Viviane Alima M'Boutiki

E-mail : alima.mboutiki@giz.de

And

Ellis Joen Ebenezer

E-mail: ebenezer.ellis@giz.de

14 About ComCashew

The Competitive Cashew initiative (ComCashew) presents a new and innovative model of broad-based multi-stakeholder partnership in development cooperation. ComCashew is mainly funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). Private and public companies are also contributing in cash and in kind. These are: African Cashew Alliance (ACA), Nuts2, Intersnack, KraftHeinz, Olam, Red River Foods, CARO Nuts, Walmart, REWE, Sustainable Trade Initiative (IDH), FairMatch Support, Ministry of Food and Agriculture of the Republic of Ghana (MoFA), the Conseil Coton Anacarde Côte d'Ivoire (CCA), INCAJU Mozambique, Direction Générale de la Promotion de l'Économie Rurale, Burkina Faso (DGPÉR), Ministry of Agriculture (Togo), European Union (EU), United States Agency for International Development (USAID), State Secretariat for Economic Affairs (SECO).



ComCashew's main objective is to increase the competitiveness of Cashew Smallholders, Processors and other actors in the value chain and achieve a lasting reduction of poverty in the project countries, namely Benin, Burkina Faso, Côte d'Ivoire, Ghana, Mozambique and Sierra Leone. Beyond farmers' direct income impact, increasing cashew processing capacity in Africa, the development of sustainable supply chain linkages and supporting a better organisation and coordination of the cashew sector, are integrated in the project. ComCashew, its partners and Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (German International Cooperation) provide training on technical issues as well as business advice for and facilitate linkages between farmers and processors. ComCashew strengthens initiatives in the cashew sector and responds to questions regarding investment and processing.