

FIRST, WE IDENTIFIED THE NEED TO:

- 1 Boost cashew production by improving productivity and increasing the area under cultivation.
- 2 Promote environmentally-friendly mechanisms for adding value.
- 3 Develop a business-oriented organizational management model to boost the positioning of cashew chain products in both the domestic and international markets.
- 4 Strengthen institutional capacities for sustainable management of the chain.

ACHIEVING THE FOLLOWING RESULTS

- 8 We helped draw up the “Strategic Plan and Investment Program for the Competitive and Sustainable Development of the Cashew Chain in Honduras,” which will make it possible to set priorities, establish and coordinate actions, and negotiate and allocate resources.
- 9 We implemented the plan for the production of cashew nectar, in which a second-level producers’ organization with 10 grassroots associations took part. We also carried out market testing for sugar-free cashew juice.
- 10 We implemented a strategy for the marketing of cashew byproducts that included participation in a number of events, such as the National Cashew Festival, the Fruit Fair and the AGROMERCADOS Fair.



THEN WE DECIDED TO FOCUS OUR EFFORTS ON:

- 5 Designing and implementing a capacity building program focusing on business and associative management, and matters relating to safety and good manufacturing practices.
- 6 Developing a cashew fruit byproduct.
- 7 Devising and implementing a strategy for marketing cashew byproducts.

- 11 We strengthened producers’ capacity to create value added and their marketing and organizational management skills. The various processes carried out involved:
 - The design and registration of a collective brand for a period of 10 years, with its respective logo and labels.
 - Working with the Family Farming Flagship Project, a field visit to El Salvador was organized and implemented to learn more about the process of producing cashew nectar, including the supply chain, quality and safety parameters, and the process flow.
 - A prototype cashew nectar prototype was developed.
 - Consumer acceptance was tested during the AGROMERCADOS Fair and potential clients for the nectar were identified in business matchmaking meetings.
 - We processed and obtained sanitary certificates for three byproducts and helped renew the sanitation license for 4 years.
 - We provided training in leadership, marketing plans, business plans for products with value added, business and associative management, and good manufacturing practices.
- 12 We prepared a profile for a project aimed at giving continuity to the actions carried out.