

## The Cashew Chain in Honduras

### FIRST, WE IDENTIFIED THE NEED TO:

- 1 Strengthen cashew production by improving productivity and increasing farming areas
- 2 Promote environmentally-friendly value-added mechanisms
- 3 Develop an organizational business management model to drive the positioning of cashew products in national and international markets
- 4 Strengthen institutional capacities for the sustainable management of the cashew chain

### NEXT, WE AGREED TO FOCUS OUR EFFORTS ON:

- 5 Designing and implementing a capacity-building program focused on business and association management as well as topics related to safety and good manufacturing practices
- 6 Developing a by-product of cashew fruit
- 7 Designing and implementing a strategy for marketing cashew by-products



**10** Continuing to support value-adding mechanisms through the validation of technologies

**11** Strengthening the organizational and business capabilities of the different stakeholders

**12** Consolidating the marketing strategy

### IN 2017 WE ARE FOCUSING ON:

- 9** Producers strengthened their capacity for creating added value as well as their marketing and organizational management skills. Various capacity-building processes were carried out:
- A collective brand for a 10-year period was designed and registered. This included the design of the corresponding logo and labels.
  - Together with the Family Farming Flagship Project, a field visit was conducted in El Salvador to learn more about the process of preparing cashew nectar, including the supply chain, quality and safety parameters, and sequence of processes.
  - A cashew nectar prototype was developed.
  - A consumer acceptance study of the nectar was conducted within the framework of the *Agromercados* fair in which IICA participated. Additionally, potential clients were identified during a business conference.
  - Sanitary permits were obtained for three by-products (nuts, cashew prunes and nectar).
  - Training events and activities were carried out to strengthen capabilities related to leadership, marketing plans and good manufacturing practices

**8** We assisted in preparing the "Strategic Plan and Investment Program for the Competitive and Sustainable Development of the Cashew Chain in Honduras," which allows for establishing priorities, defining and coordinating actions, as well as negotiating and allocating resources



### AND THEN, WE BEGAN TO ACHIEVE RESULTS: