



CAMBODIA

# Processing premium organic cashew nuts for global markets



## Relevance

Ample Agro Products (AAP) is exporting unique, premium quality Cambodian agriculture products to global markets. Cashew is among them. Together with the Agricultural Cooperatives (AC), community protected areas and farmers groups, AAP will supply safe products, produced by applying climate resilient agricultural practices, following general environmental protection measures. AAP aims to increase processing amounts to meet demand specifications and assess global market opportunities.

## Objective

- ✓ Cooperate with AC & producer farmers, who use organic and resilient cashew farming practices.
- ✓ Improve processing techniques of factory workers
- ✓ Increase volumes of processed kernels, which are compliant to requested global standards
- ✓ Develop guidelines/handbook on natural resources management and encroachment protection
- ✓ Develop innovative marketing tools of cashew products ('story behind' the product involving landscape restoration, branding, digital marketing etc.)

## Project Overview

Partner  
Ample Agro Products (AAP) Co., Ltd.

Duration  
December 2022 to  
June 2023

Total Volume  
21,970 USD  
(66,120USD in total)



## Project at a Glance

**Improving production and processing techniques.** Farmers and Agriculture Cooperatives aim to increase their cashew yields and volumes. By improving factory staff skills and techniques, machineries, maintenance, and grading, it will increase the amount of processed cashew nuts to meet demand specification.

**Develop innovative marketing tools.** AAP will develop a guideline on landscape restoration (forest conservation & encroachment protection) for farmers and test the guidelines together with AC farmers in a specific production area. "Story behind production" will be created through production of video content and dissemination via different media channels. This is part of digital marketing strategy using storytelling approach to reach out wider target audience in regional and global.



**Increasing farm household income.** The innovation will target 250 farmers beneficiaries to receive training, applying organic cashew farming to improve yields, production volumes and quality. In addition, farmers will be trained for pre-processing techniques and supply AAP with 400-500 MT of RCN p/a with a 5-10% price increase (1150 US\$/MT). Later, this approach will be introduced to other farmers supplying cashews to AAP under jointly agreed contract schemes. It is expected 300 additional farmers in the neighboring communities will indirectly benefit from the project.



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