



CAMBODIA

Achieving sustainable and eco-friendly cashew products



Relevance

SHE Agro (SA) is purchasing dried cashew nuts from farmers/processors, then sells the processed and packed nuts at domestic and regional markets. Due to climate change, farmers face challenges in maintaining volumes and quality of the products. Market price for the products is inconsistent and unpredictable. Observing these challenges, SA proposed series of activities to target farmers and processors capacity development to mitigate impact of climate change on cashew supplies.

Objective

- Sustainable and safe supply of cashew kernel to SA
- Increased farm gate prices of raw cashew
- Use of price-setting mechanisms by processors, which are in line with climate challenges
- Enhanced USP of SA cashew products through sustainable production, eco-packaging, and branding
- Increased sales volume of cashew nut products by SA.

Project Overview

Partner
SHE Agrocam Products Co., Ltd (SA)

Duration
January 2022 to
April 2023

Total Volume
18,630 USD
(47,089 USD in total)



Project at a Glance

Upgrading cashew processing and applying technology to reduce climate change. The project will strengthen the capacity of community-based farmers and processors on supply schedules, price setting mechanism, quality control and product development. The processors will introduce climate-resilience supply schedules and price setting mechanisms to buy 200 MT cashew nut from farmers, operate the processing and forward the produce to SA. The price setting will allow smallholders farmers to focus on high-quality crops while implementing climate resilient farming techniques. SA aims to diversify markets for its quality nuts and dried fruits by using eco packaging. SA intends to brand and position 30% of its output as premium product line.

Run a digital marketing campaign to attract buyers. SA will conduct innovative online and offline marketing activities to promote the cashew products. The concept and design for cashew brand will be developed and launched by social media channels and website. Social influencers will be invited to introduce and promote the SA products. Market tests will be carried out and assessed in parallel. The experiences obtained during the process (responsible sourcing, eco-packaging and branding) will be documented and shared with other local groups for scaling effects on eco-production and livelihood development.



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