



CONNECTING FARMERS TO CONSUMERS:

Using traceability and documentation systems in the cashew value chain



Introduction



High demand



Breakdown of links



How to connect consumers to farmers?

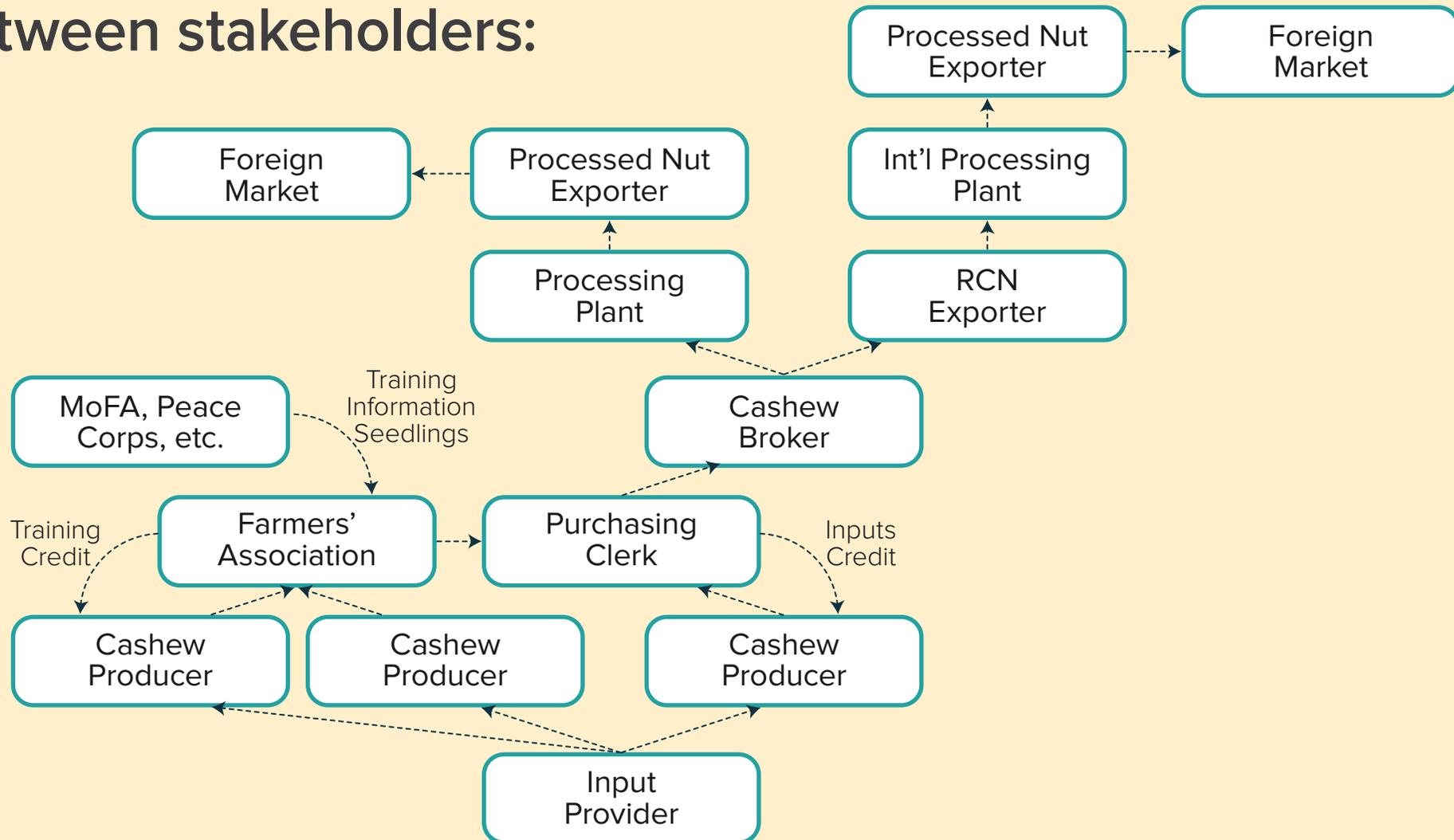
Understanding the Cashew Supply Chain



**WHO IS INVOLVED IN THE CASHEW VALUE
CHAIN AND WHY?**

Understanding the Cashew Supply Chain

Link between stakeholders:



Understanding the Cashew Supply Chain



**HIGHLIGHT THE LINKS BETWEEN FARMERS
AND CONSUMERS IN THE CASHEW VALUE CHAIN**

Consequences of disconnection between farmers and consumers



Decrease in farm income



Lack of information on farmer's living conditions

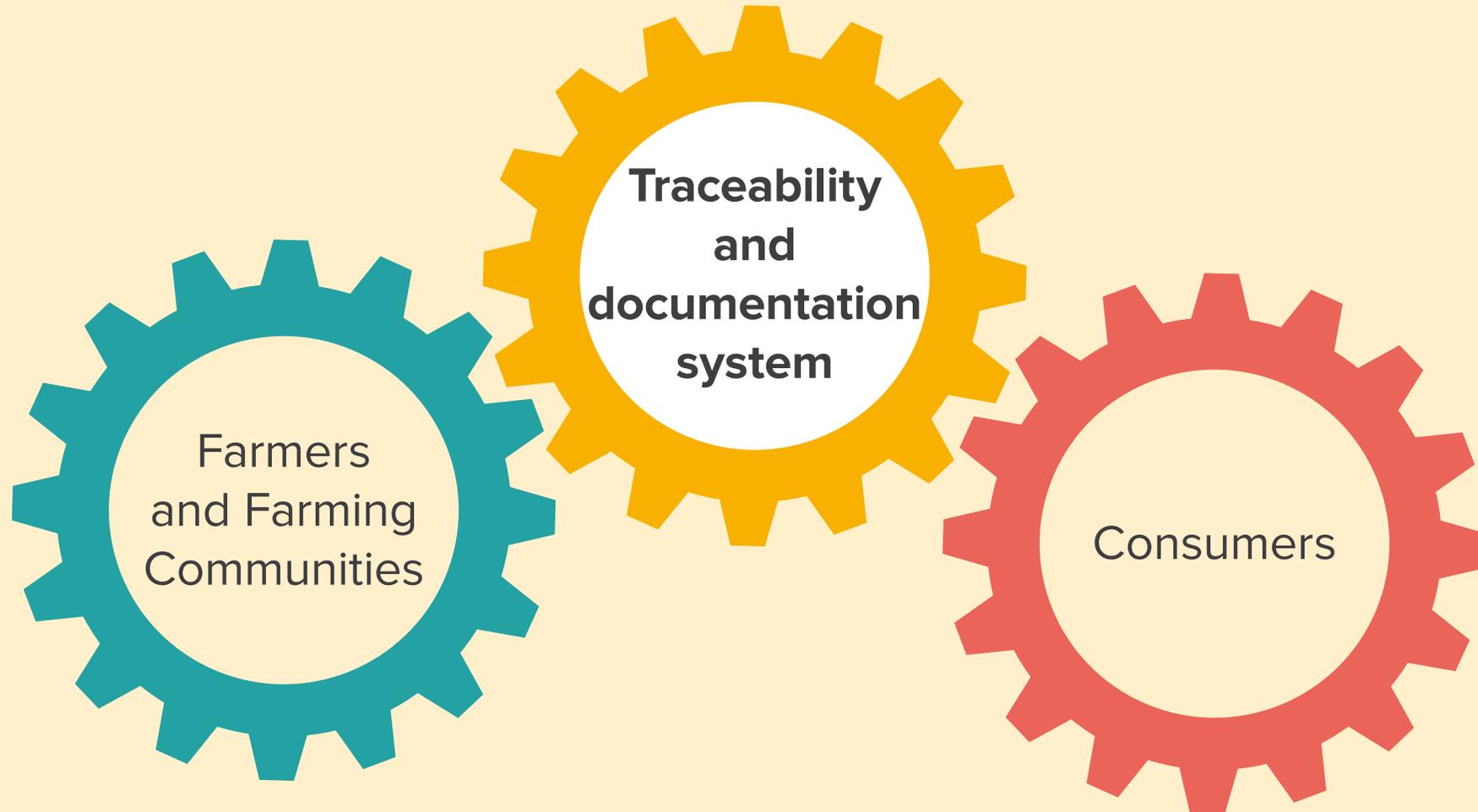


Hidden cost of the agricultural production



No feedback from consumer to farmers

Solution



Experiences in connecting farmers to consumers



Visiting factories and sourcing communities to establish a solid partnership



Studying the supply chain in 4 countries of West Africa



Experiences in connecting farmers to consumers



Processing partners accept to provide us full traceability from the cashew farm gate



We established close relationships with the suppliers of our suppliers because we want to know the conditions our cashews we are being produced in

CARONUT | Thank you!

