

**WORLD
CASHEW
CONVENTION
& EXHIBITION**

JNEC-CI
Journées Nationales
des Exportateurs
de Cajou
de Côte d'Ivoire

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AEC-CI
ASSOCIATION DES EXPORTATEURS
DE CAJOU COTE D'IVOIRE

12-14 Feb, 2020
Radisson Blu Hotel
Abidjan, Cote d'Ivoire

“Trends shaping European cashew kernel market”

Wim Schipper, Director Tree Nuts

Intersnack Procurement

February 14th 2020



Intersnack

Contents

- Import and consumption figures
- Food safety
- Social compliance
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Import and consumption figures

EU 28

- 2010 : 76.000 MT
- 2019 : 140.000 MT



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Volume share cashew in nut sales:

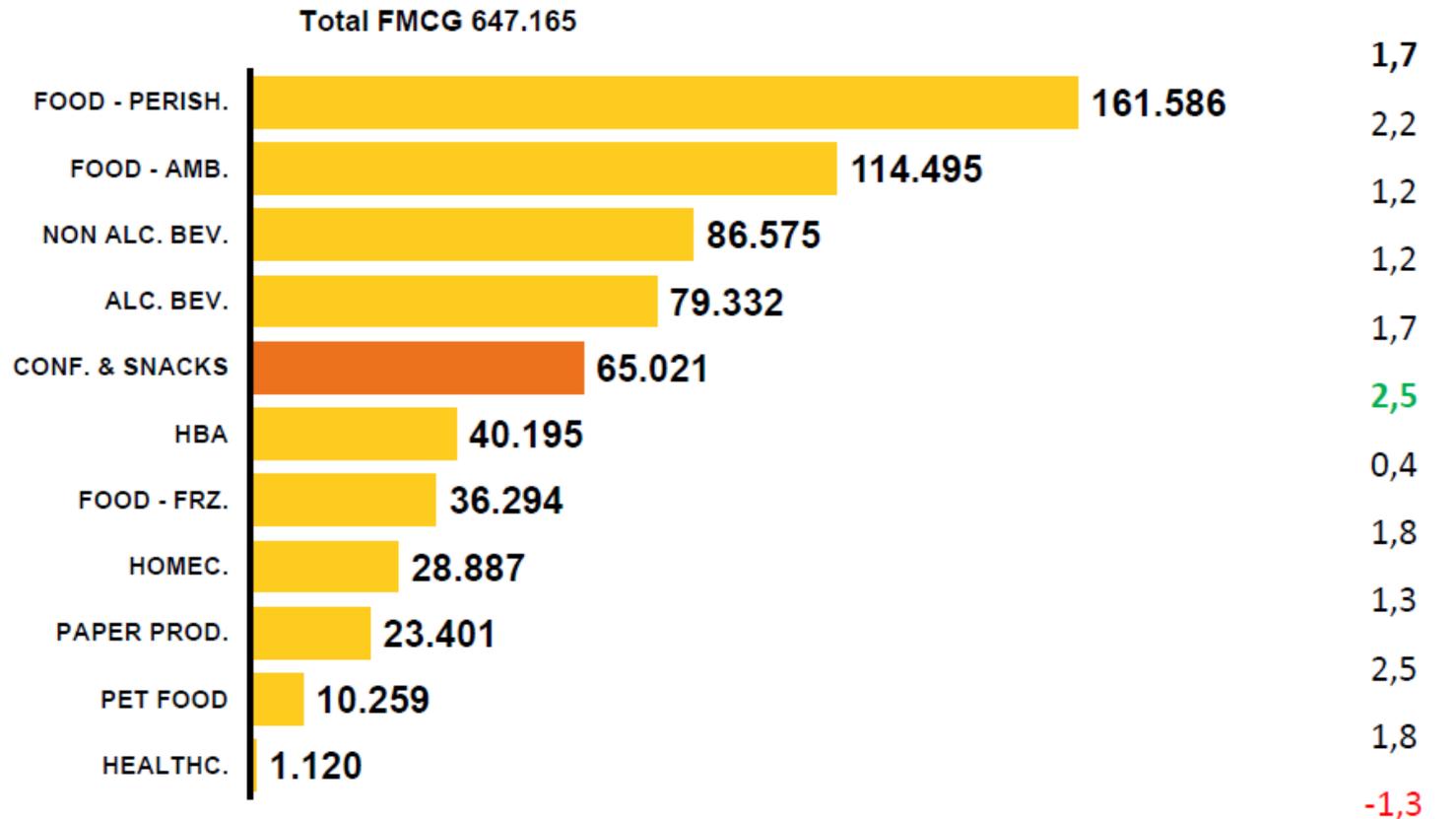
- 2017 : 9,6%
- 2019 : 8,1%



Loved as a snack, fits in today's eating patterns –
source of non-animal protein

CONFECTIONERY AND SNACKS GROWTH ABOVE AVERAGE IN EUROPE ⁿ STRONGEST GROWTH ACROSS ALL SUPERGROUPS

FMCG TOTAL 15 COUNTRIES – VALUE SALES IN BIO. EUR, MAT AUG2019



Source: European Strat. Planner

Food safety

theguardian.com

Tesco recalls Heinz baby food jars after metal fragments found

Single jar in 7+ months Heinz By Nature baby food range found to be 'tampered with'



< de Volkskrant >

VIJF VRAGEN OVER TERUGROEPACTIES

Meeste terugroepacties draaien om voedselveiligheid

- Consumer tolerances to accept food problems decrease; They name, shame (social media) and claim
- Cashew as industry runs a reputation risk
- Certification as per GFSI certified scheme (BRC, IFS, ...) is a must for a serious food industry

Social compliance

MailOnline

Hidden agony behind our craze for cashews: How thousands of Indian nut processors on £2.15 a day are left with 'unbearable' burns from acid in the shells of the superfood



- Makes noise, put ethical issues on the agenda
- 2018->2019: + 27% turnover
- Largest chocolate brand in The Netherlands
- Seeks new shareholder to fund international growth, next 5 years, 50% value growth p.a.



- Assessment, they know the ins and outs, nothing can be hidden
- Offer training
- Next: naming and shaming?

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Transparency



- Retailer and suppliers pilot with innovative techniques to offer transparency to the consumer.

NUTMEG ON BLOCKCHAIN

By using blockchain technology to actively involve the farmers in the production chains and give them access to new information, Verstegen wants to stimulate their entrepreneurship. At the same time, the position of the farmer is strengthened because he or she can confirm whether or not they were paid the agreed upon price. Ultimately, farming should become an attractive career for future generations.

- Consumers can follow the route of a product, incl milestones, via a QR code on the packaging
- Requires direct market linkages, long term partnerships, trust, openness, willingness to innovate

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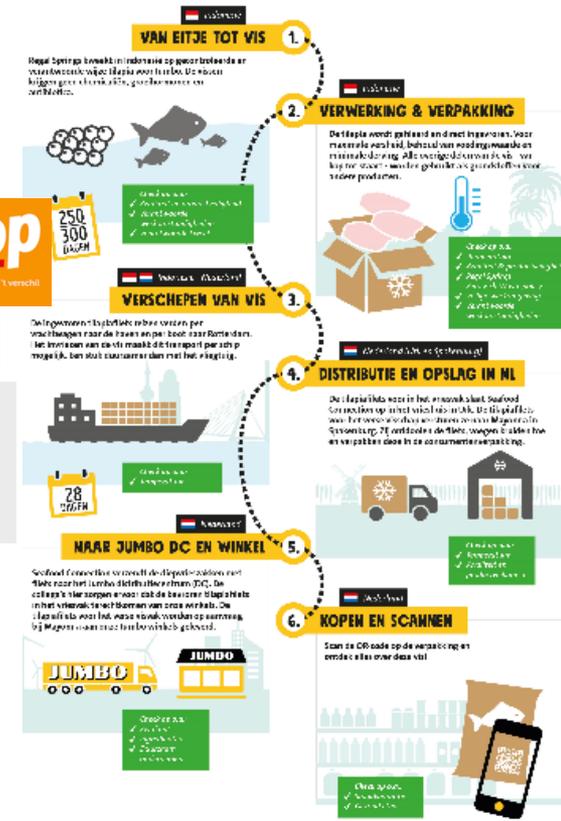
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ONTDEK DE REIS VAN ONZE TILAPIA





Recap and take-aways of the slides

- European consumers love cashews and consumption almost doubled the last decade
- The total category confectionary and snacks grows. However, cashews lost fair share the last years, so practice balanced marketing
- Food safety is in focus of consumers, retail and governments and will stay in focus. Defend your company and also the category interest
- Social compliance is a threat and an opportunity for the cashew category. NGO's like ETI do fact studies and report these. Face the facts, let's work together to create a sustainable future for all the stakeholders.
- Transparency initiatives are launched and will set the benchmark for the future.