

Establishing Cashew Processing in West Africa

Mim Cashew & Agricultural Products
Ltd





**Mim Cashew &
Agricultural
Products Ltd**

Processing Cashew in West Africa – Mim Cashew

Background....

- Acquired a previously closed factory and plantations
- Family history in area and Ghana- familiarity
- Trust between buyer and seller – help to work together through challenges
- Very motivated workforce and community driven to promoting success of the new company
- Key people involved and motivated – knowledge and experience
- Close alignment between new investor ambitions, industry players and workforce
- Lots of hard work & a collaborative drive to being the best – we all want this to work
- Striving to learn best practices and continuously improve processes and quality





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Processing Cashew in West Africa – Know yourself

- Understand your motivations
 - Why do you want to get into Cashew Processing?
 - What are the motivations of your team?
 - What will keep you all working hard through the tough times?
 - Do you have a clear vision of success?...do other people share it?
 - What does your intuition say?
- Understand your resources
 - What are your financial resources?
 - What do you do if you go beyond your financial resources?
 - What are the strengths and resources of your team?
 - What are the factors that give you the vision of success?
- Understand your limitations
 - Identify what could jeopardize your hope of success
 - What do you need assistance with?
 - Make sure your business planning can survive your worst case scenario





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Processing Cashew in West Africa – Know your Industry

- Understand your Industry
 - Who are the key industry players?
 - Who will you establish a network with?
 - How is the balance of supply and demand?
 - What are the parameters of the industry...especially in your country?
- Understand the drivers to success
 - Know your buyers – what do they want and how do you keep them happy?
 - Efficiency in your operations
 - Creating value for your stakeholders
- Understand the standards & challenges
 - Quality standards
 - Hygiene standards
 - Bureaucracy
 - Logistical challenges
 - Technical challenges
 - Finding and keeping the best people





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Processing Cashew in West Africa – Making it Happen

- What does it take to do it?
 - Determination
 - Dedication
 - Sense of Purpose
- How do you make it successful?
 - ...huge focus on:
 - Efficiency
 - Productivity
 - Effectiveness
 - Creating value
 - Establishing scale
 - Continuous improvement
 - Proactive management
- How do we make the industry grow?
 - Working together in a collaborative manner
 - Cooperating between processors:
 - Pool purchasing requirements
 - Benchmarking
 - Supply base
 - Cooperation with farmers
 - Ensure quality supply base & a successful value chain – cut out the fat and make sure the results are rewarded
 - Government support:
 - Policies that give financial incentives to process in Africa
 - Focus on cutting red tape & inefficiency in institutions
 - Make a dedicated effort

