

Project title : BINHMAR - Study on international cashew market with a view to increase Binh Phuoc nut's value

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Vietnam	4 000 €	Cashew Market Expertise	CIRAD - Agricultural Research for Development	January 2016 - January 2016

Project's goals and results

Main goals

Examine market conditions, identify opportunities and challenges to propose measures and activities in order to promote and expand the Binh Phuoc cashew nut market, with a view to obtain a protected geographical indication for this product

Specific objectives

- Market analysis (global to local)
- Assess Binh Phuoc nut's position
- Opportunities, constraints and recommendations

Beneficiaries

The Binh Phuoc Cashew Producers Association and relevant local authorities

Results

** R1. ** Situational analysis of the international cashew market

Activities

- ** A1. ** Assess world cashew nut demand-supply; yields, value and supply/demand characteristics of main exporting/importing countries
- ** A2. ** Analysis and identification of quality, classification, price and other requirements of some major cashew nut-importing countries (regulations, seasonality)
- ** A3. ** Review, analyze international experiences (countries of the European Union, America and Asia) regarding the promotion and development of the cashew market
- ** A4. ** Assess the Vietnamese cashew nut's position in the international market, its competitiveness compared to other products from the same sector in the world
- ** A5. ** Analysis and identification of opportunities and hurdles; propose measures for the development of the Binh Phuoc cashew nut on the international market
- ** A6. ** Analyze the strengths and weaknesses, future prospects, opportunities and market risks of a guarantee of origin through a geographical indication (SWOT analysis)