



# CASHEW MARKETING & CONSUMPTION IN WEST AFRICA

## PART 2. COUNTRY SUMMARIES: BENIN

*West Africa Trade Hub Technical Report No. 22a*

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### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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# ACRONYMS AND EQUIVALENCIES

<b>ACA</b>	African Cashew Alliance
<b>FCFA</b>	<i>Franc Communauté Financière Africaine</i> – currency used in 8 of the 10 countries studied
<b>g</b>	gram(s)
<b>GTZ</b>	<i>Deutsche Gesellschaft für Technische Zusammenarbeit</i> – a German development organization
<b>kg</b>	kilogram(s)
<b>MBA</b>	Masters of Business Administration
<b>MT</b>	metric ton
<b>NA</b>	not available
<b>NACC</b>	Nigerian American Chamber of Commerce
<b>NGO</b>	non-governmental organization
<b>PAMER</b>	<i>Projet d'Appui Aux Micro Entreprises Rurales</i> – a project funded by the International Fund for Agricultural Development
<b>PHCCIMA</b>	Port Harcourt Chamber of Commerce, Industry, Mines and Agriculture
<b>SNV</b>	<i>Stichting Nederlandse Vrijwilligers</i> – a Dutch development organization
<b>TIPCEE</b>	Trade and Investment Program for a Competitive Export Economy – a USAID/Ghana-funded project
<b>USAID</b>	United States Agency for International Development
<b>WA</b>	West Africa
<b>\$</b>	United States dollar

## Equivalencies:

1 kg = 2.2 pounds

1 MT = 1,000 kg

500 CFA = \$1.00 (U.S. dollar)

9,250 cedis = \$1.00 (U.S. dollar)

128 naira = \$1.00 (U.S. dollar)

# 1. STUDY OBJECTIVE AND METHODS

In addition to describing cashew kernel marketing and consumption in West Africa, this report aims to be a tool for cashew processors to increase their sales in the regional West African market. If international companies can sell their products on every street corner and realize substantial gains, African cashew processors should be able to do the same. Cashews are a healthy<sup>1</sup> and appreciated snack in the sub-region and can compete with other snacks such as potato chips or plantain chips.

Most cashew processors operating in West Africa target local markets. The international market is more demanding in terms of quality and shipment uniformity, and is subject to relatively larger price fluctuations.<sup>2</sup> Even as West African exports grow, the local market will remain an important outlet for export-oriented operations—especially for off-grade (broken) kernels—and a secure source of income.

To date, cashew consumption in local markets in West Africa has been marginal, especially compared to other cashew producing countries like India, where local markets played a critical role in the development of world-class, export-oriented sectors, even though India itself introduced cashews only 100 years ago (they are originally from Brazil). The 231.3 million West African consumers<sup>3</sup> can also become an important market for off-grades and secondary products, such as cashew cookies, other sweets, and cashew-based sauces.

The Trade Hub and the African Cashew Alliance (ACA) conducted this market study in 10 West African countries to assist processors in broadening cashew distribution, raising cashew awareness, and exploring regional opportunities. This study provides a snapshot of the current state of cashew processing, marketing, and consumption, highlighting best practices and opportunities for local processors in product development and market channels to increase sales.

The research resulted in the current summary document and ten individual country reports. **This individual country report should be read as an elaboration on the larger report.**

It is important to note that this study was done over a relatively short period (1-2 months) in multiple countries by different investigators, who were all trained to administer the same set of data collection instruments. We are confident that the study captured all of the formal cashew processors in each of the countries, as there are few of these and they are well-known. It did not likely capture all of the informal, small-scale cashew processors who shell and package cashew kernels for the domestic market of each country.

The period of the survey (hot season) may be one of lower cashew and nutmeat consumption, as salty snacks tend to induce thirst. Ideally, the survey would have been replicated once or twice during different periods of the year (rainy season, early dry season). The survey period was also well after the Muslim and Christian holiday periods of 2006.

Similarly, the consumer survey is limited in scope and sample size. As a purposive rather than random sample, it was designed to capture illustrative information about the cashew purchasing and consumption patterns of the types of consumers who frequent supermarkets and other formal retail establishments. These outlets were the focus of this study, because we believe that they have the greatest potential to increase sales in the region of West African cashews. These retail outlets are higher-volume sales points (rather than small kiosks or sellers) that are concentrated in larger cities, where there are more well-off consumers with higher disposable incomes, and where people are more likely to snack and eat food away

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<sup>1</sup> See the article at Newstarget “Cashews boost blood-pressure-regulating reflex.” (<http://www.newstarget.com/020005.html>)

<sup>2</sup> Cashew kernel prices can vary considerably from one year to another. The price of WW320s on April 1, 2005 was \$2.55, compared with \$1.98 on April 1, 2006. (Source: *Cashew Week*, March 24, 2007)

<sup>3</sup> Total population in the 10 researched countries according to the CIA World Fact Book. (<https://www.cia.gov/library/publications/the-world-factbook/>)

from home or on the run. As cashews are very expensive for West African consumers (at parity with cashews sold at retail in the U.S. or EU), they are a luxury good that tend to be bought by wealthier consumers or eaten in very small snack-size quantities

Given these methodological issues and caveats, we emphasize that the study results should be viewed as illustrative and representative, though not definitive or highly precise in any statistical sense. The authors believe that the results are robust-enough to draw programmatic conclusions about how to expand cashew consumption in the region. And the authors are convinced that expanding regional processing for the regional market is an important step toward improving quality and consistency that are required to compete effectively in the international marketplace. Furthermore, regionally based processors can use the domestic/regional market to build volume and scale, as well as find outlets for poorer grades and pieces of processed cashews. Building scale is critically important to becoming an exporter, where a minimum volume threshold must be attained to be viewed a credible supplier able to ship multiple containers per month.

We researched three levels of the cashew value chain, asking the following questions:

1. **Processors:** What is the processing capacity of each country? What kinds of cashews do local processors and roasters produce (which grades, which recipes)? Is the local production of processed cashews expected to increase or decrease?  
 Researchers interviewed local processors by phone and e-mail.
2. **Distribution channels:** Who buys, sells, or uses processed cashew nuts in West Africa? What kinds of products and packaging do they prefer? What are the various retail prices and margins of those distributors? What can be done to increase sales of processed cashew nuts?  
 In each country, field researchers used standardized questionnaires to interview 16–50 managers, shopkeepers, and food processors at supermarkets, hotels, gas stations, bakeries, and restaurants.
3. **Consumers:** Who consumes cashew nuts? What kinds of products are preferred by consumers? Where do people buy and eat cashew nuts? What can be done to increase their consumption?  
 In each country, field researchers interviewed people in supermarkets or hotel lobbies with standardized questionnaires and then gathered another 8–10 people to comment on various types of packaging and taste several types of cashew nuts to identify their preferences and perceptions in a consumer panel.  
 Note: The consumer study aims to give an indication of preferences, but does not necessarily give a representative view of common trends in the country due to the small number of people interviewed. Consumer preferences stated in this study should be interpreted in this context.

**Request questionnaires used in this study at [info@watradehub.com](mailto:info@watradehub.com).**

The following table summarizes the number of managers and consumers interviewed per country.

**Table 2. Retail market interviews held per country.**

	Benin	Burkina	Côte d'Ivoire	Gambia	Ghana	Guinea-Bissau	Mali	Nigeria	Senegal	Togo	Total
<b>Managers Interviewed</b>											
Supermarkets	14	9	7	4	8	3	9	10	8	6	<b>78</b>
Roadside shops	3	15	5	2	17	1	11	3	10	3	<b>70</b>
Airport shops	1				1	1	1	1	2		<b>7</b>
Airlines		3						2			<b>5</b>
Hotels	7	9	9	4	8	2	12	6	8	3	<b>68</b>
Restaurants	2	7	5	2	6	2	7	4	4		<b>39</b>
Service stations	1	5	3	2	10	1	4	2	4		<b>32</b>
Food processors & bakeries	5	8	11	3	2	2	7	4	5		<b>47</b>
Wholesalers				2							<b>2</b>
Pharmacies					1						<b>1</b>
<b>Consumers Interviewed</b>											
Surveyed*	22	30	26	44	44	25	28	50	25	20	<b>314</b>
Consumer panel	13	8	9		13	9	10	10	8		<b>80</b>
<b>Total Number of People Interviewed</b>											
Total Interviewed	68	94	75	63	110	46	89	92	74	32	<b>743</b>

\* in supermarkets & hotels

The Trade Hub and ACA coordinated the study in Accra. Partner organizations carried out field research, focusing on main consumption centers (main urban areas and expatriates/tourist destinations). Table 3 lists the location and dates of interviews and the partner organization facilitating the research.

**Table 3. Countries studied and field research information.**

Country	Places Visited	Study Facilitator	Dates of 2007 field research
<b>Benin</b>	Cotonou, Natitingou, Bohicon	Peace Corps Benin	March 8-20
<b>Burkina Faso</b>	Ouagadougou, Bobo Dioulasso	PAMER Project	March 25-April 12
<b>Côte d'Ivoire</b>	Abidjan	Olam with financing from GTZ and ACA	March 13-25
<b>The Gambia</b>	Banjul, Serrekunda	Comafrique	April 5-15
<b>Ghana</b>	Accra, Kumasi, Cape Coast	TIPCEE	March 1-25
<b>Guinea-Bissau</b>	Bissau	SNV	March 14-25
<b>Mali</b>	Bamako, Segou, Mopti	Projet Cadre Intégré	March 5-30
<b>Nigeria</b>	Port Harcourt, Lagos	PHCCIMA and NACC	Port Harcourt: Mar 12-30 Lagos: April 4-15
<b>Senegal</b>	Dakar, Saint Louis, Ziguinchor	West Africa Trade Hub/Dakar	March 3-25
<b>Togo</b>	Lomé	Peace Corps Benin	March 21-25

# BENIN

## *Expand into Tourist Market, Private Labeling*

## 2. COUNTRY DESCRIPTION

- Total population: 8.0 million inhabitants
- GDP per capita: \$1,110
- Urban population: 55%
- Capital city: Porto Novo (population 250,000)
- Main cities:
  - Cotonou (population 850,000)
  - Djouougou (population 140,000)
  - Parakou (population 140,000)
  - Natitingou (population 70,000)
- Number of tourists/year: approximately 7,000
- Main tourist destinations: National parks (Penjari, Parque W), Ouidah, Ganvie, Cotonou, Natitingou, Grand Popo



## 3. MARKET OVERVIEW

### 3.1 Local Processing Capacity

Benin's processing sector consists of one medium-sized export oriented processing company, Afokantan Benin Cashew, four small semi-industrial processing companies, and many groups of cottage processors.

- Afokantan Benin Cashew, a joint venture between a businessperson from Benin and the Dutch nut broker Global Trading, just began operations in 2007. However, it has had a good start and has an ambitious program to establish two other similarly sized factories in the next five years.
- Afritraca is a small but successful factory and roaster which dominates the supermarket market in Benin under the Boulamb trademark. It also exports retail packages to Togo and Europe (in very small quantities).
- *Centre Songhai* is a large non-governmental organization (NGO) with diversified farming and food processing operations, including three small cashew factories. Only one of these is currently operating.
- Etablissements Multi-Service (EMS) and Kake-5 are part of a largely inactive association, Pride of Benin, which originally consisted of six small factories and a packaging facility targeting the export market. However, the four other units were never completed or were closed soon after completion, and the packing house is not currently operating. EMS and Kake-5 now produce cashews in low volumes for the local and regional markets, in both retail and bulk packaging.
- No information was available on the cottage processing sector, its production, or the number of people involved.

Formal Processing Sector in Benin <sup>4</sup>						
Name	Afokantan Benin Cashew	AFRITRACA (Boulamb)	Centre Songhai	EMS-UTNAG	Groupe KAKE-5 (GK-5)	Industry Totals
Location	Tchaourou	Cotonou	Porto Novo, (Parakou, Savalou)	Glazoue	Savalou	
Number of employees	35 (+115 seasonal), growing	20-50 (seasonal)	8 (+10 seasonal)	3 (+20 seasonal)	2 (+30 seasonal)	273 direct and seasonal employees
Installed capacity (raw nuts/year)	1,500 MT	Unknown (<50 MT)	20 MT	80 MT	80 MT	<1,730 MT
Production in 2006 (raw nuts/year)	0 (began processing in 2007)	NA	12 MT	4 MT	5 MT	Est. 30-50 MT
Planned production 2007 (raw nuts/year)	1,500 MT	Est. 15-30 MT	20 MT	10-15 MT	10 MT	1,560 MT
Planned capacity 2012 (raw nuts/year)	10,000 MT	NA	60 MT	160 MT	160 MT	10,380 MT
Percent capacity utilized in 2006	Under construction in 2006	NA	60%	5%	6%	
Products	Bulk plain cashew kernels (whole and broken)	Buttered and salted, grilled, and caramelized cashews; cashew nougat	Grilled cashews (whole and broken); cashew cookies; caramelized and buttered cashews	Salted cashew kernels (whole and broken), plain cashew kernels	Buttered and salted kernels (whole and broken), plain cashew kernels, cashew butter	
Bulk or retail?	Bulk	Retail	Retail	Retail, bulk	Retail, bulk	
Principal markets	Europe, Nigeria (100%)	Benin (est. 95%), Togo and Europe	Benin (>95%), Nigeria	Benin (70%), Nigeria	Benin (100%)	

<sup>4</sup> Note: Does not take into account cottage processors due to lack of information.

## 3.2 Snack Market

The table below compares the main snacks available in supermarkets and small shops in Benin.

Snack items commonly sold in Beninese supermarkets			
Snacks	Average Price/kg*	Common Packs	Supermarket Retail Price/Item
<b>Cashews</b>	\$13.35	Clear plastic sachets, stick-on label (400 g) Glass bottles with stick-on label (400 g)	\$5.20-5.80 (roasted) \$5.60-6.40 (buttered & salted)
<b>Peanuts</b>	\$1.53	Glass bottles, labeled or unlabeled (400 g) Aluminum bags(75 g)	\$1.60-2.00 \$0.30
<b>Roasted Shredded Coconut</b>	\$1.93	Glass bottles with stick-on label (400 g)	\$1.60-2.20
<b>Traditional biscuits</b>	\$2.18	Glass bottles with stick-on label (400 g)	\$1.60-2.40
<b>Potato Chips</b>	\$2.51	Cardboard Pringles tubes Aluminum sachets	\$2.40-3.20 \$0.50

\*The average exchange rate is 500 FCFA = \$1.00.

**Cashew nuts are a luxury snack food**, compared to other items commonly available in Benin's supermarkets and small shops. Concrete information on comparative sales volumes was not available since stores do not track this information. Cashew prices in Benin are comparable to those in Washington, DC.

**Snacks most commonly consumed by people interviewed in the survey** are peanuts (60%), potato chips (32%), traditional biscuits (20%), shredded coconut (20%), cassava chips, popcorn, and olives.

## 4. DISTRIBUTION ANALYSIS

### 4.1 General Overview

- **Cashews are widely distributed in the capital city:** 100% of supermarkets and 75% of hotels contacted distribute cashews.
- There is difficulty distributing broken grades in supermarkets, shops, and hotels in the capital due to quality perceptions and cashews' image as a luxury good
- Small packages (35 g) of the lowest-priced broken cashews sell well in occasional markets and through itinerant sellers. This is also true in lower-income cities where Benin's semi-industrial processors are based. These packages are simply unlabeled hand-tied plastic sachets containing small cashew pieces, plain or buttered and salted, and sold for 100 CFA (\$0.20).
- 100% of cashew sellers had a local Beninese supplier—cashew is an exclusively “Made in Benin” product.
- Beninese traders have informally exported significant quantities of cashew kernel products to Nigeria and Togo for more than 10 years.

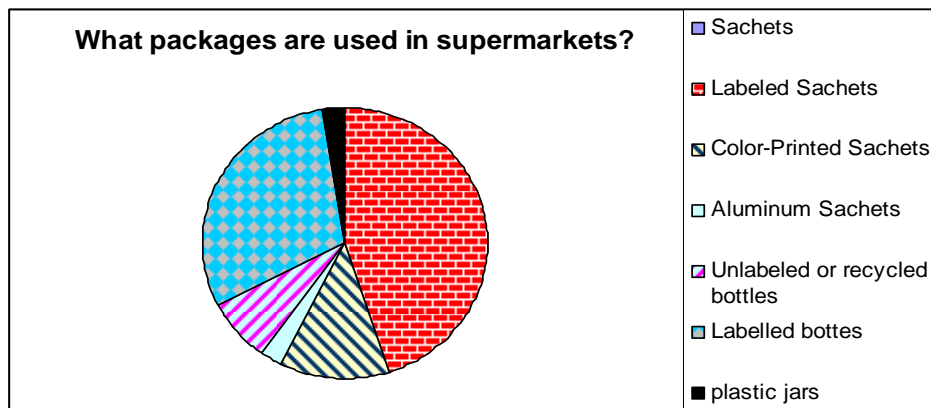


**Many products, little variety:  
Large packages of whole kernels targeting the snack and celebration markets make up 70% of cashew products in Benin.**

- ➔ *Price is seen as a principle barrier to market growth across all channels. Smaller packs, with lower prices than the common 400-g pack, could attract larger markets.*
- ➔ *Packaging quality is also seen as a limitation, particularly in high-margin channels.*

## 4.2 Supermarkets

Key Facts – Supermarkets	
Percent selling cashews	100%
Percent selling broken cashews	31%
Most common cashew products	Buttered and salted (57%), plain white (22%), plain grilled (16%)
Most common pack sizes	400 g (bottles or sachets) 200 g sachets, 100 g sachets
Average retail price/ 400g item	\$5.20-5.80 (roasted) \$5.60-6.40 (battered & salted)
Average retail price per kg	\$13.35
Estimated monthly volume/establishment	\$473.40
Average retail margin	19%



- The two key markets are travelers (sachets bought as gifts by Beninese and foreigners throughout the year) and local consumers buying for celebrations (decorative glass bottles of cashews for weekends, parties, and holidays).
- **Neither the processors nor the supermarkets do any marketing to promote cashew sales.**
- The market is sourced by a small number of local processors/roasters providing branded products.
  - Afritaraca (under the Boulamb label and holding more than 50% of the market)
  - Kake-5 (under the brand GK-5)
  - Small-scale artisanal roasters—including Elizabeth Zanclan, Catherine Gnicbou, Free Cajou, and others
- Terms of payment
  - Credit (54%)
  - Consignment (31%)
  - Cash (16%)
- **According to distributors, the main barriers to increased sales are:**
  - **Poor packaging (58%)**
  - **Price (50%)**



- Lack of promotion by processors (50%)
  - Prices are high, due to low processing volumes.
  - Sales are focused in Cotonou.
- ➔ *There is room for small packs and broken grades in the market, but they must be marketed well as they will be new to consumers.*
- ➔ *Industrial processors can sell kernels to local roasters at lower costs, allowing retail prices to fall.*

### 4.3 Stands and Small Shops

Key Facts – Stands and Small Shops	
Percent selling broken cashews	50%
Most common cashew products	Buttered and salted whole cashew kernels (67%), plain, grilled whole or broken kernels (33%)
Most common pack sizes	Same as for supermarkets
Average retail price per item	\$2.60 /item
Price per kg	<b>\$8.65</b>
Estimated monthly volume/establishment	\$276.00
Retail margins	15%

- Small roadside stands—specializing in cashews, peanuts, and traditional biscuits—are a major distribution channel in the capital.
- Most retailers buy semi-finished cashews from artisanal processors at Dantokpa market.
- Location:
  - Ganxi commercial district
  - Other areas of Cotonou (but less focus on cashews)
- Terms of payment to suppliers: Cash
- **According to distributors, the main barriers to increased sales are:**
  - Price (50%)
  - Packaging (33%)
  - Lack of media promotion of cashews' health benefits (33%)
- The distribution channel is strongly linked to **December holidays, when sales can increase 1000%.**
- **Flexible prices, linked to current price of raw nuts—**products are cheaper during the cashew season from January to April.



*With prices one-third per kg less than supermarkets, roadside stands are an important distribution channel for middle class consumers.*

- ➔ *Potential channel for industrial processors if intermediaries exist—stands move large quantities during holiday seasons and will pay cash to processors.*

## 4.4 Hotels

Key Facts – Hotels	
Percent using cashews	75%
Percent using broken cashews	17%
Estimated monthly volume/establishment	3 kg
Common packs	400 g bottles and sachets
Preferred cashew products (whole kernel products)	Buttered and salted (67%), plain white (22%), cashew butter (11%)
Source	Cashew retailers—no direct contact with processors

- **Hotels are an unexploited market in Benin.**
- 75% of hotels use cashews already, but in very low volumes: 3 kg/month on average.
- Hotel managers **appreciate the association of cashews with luxury and high-end establishments, but they lack uses.** They do not use cashew products in cooking or baking or in mini-bars.
- Hotels mainly distribute cashews upon request at conferences or as gifts for high-value customers.
- **No established relations with cashew distributors**—they buy cashews retail, which increases costs.
- Limitations to increased use:
  - High price (75%)
  - Inappropriate packaging (63%)
  - Product quality (13%)
  - Lack of promoter promotions (13%)



**A hotel in Northern Benin**

- ➔ ***Hotel mini-bars offer opportunities.***
- ➔ ***There is some potential for providing hotel-branded products to larger hotels and chains (see Section 6 – Contacts).***

## 4.5 Other Distribution Channels

- **Service stations:** Only a few service stations in Cotonou have shops, and none currently distribute cashew products.
  - **Restaurants:** A small and static market—only foreign restaurants use cashews and even these use small quantities (10 kg/month in Indian restaurants, >1 kg in Chinese restaurants). All of them currently source from supermarkets and roadside shops.
  - **Airport and gift shops:** Niche market, but a promising one. The one airport gift shop sells an estimated 70 kg/month of cashew products, all from one processor. However, very few other gift or airport shops of this sort exist in Benin.
- ➔ ***Service stations are a strong market in other countries and could be developed in Benin, as people are beginning to use formal service stations more regularly.***
  - ➔ ***Small, eye-catching products in durable packages (to reduce spoilage, breaking of kernels) are key.***

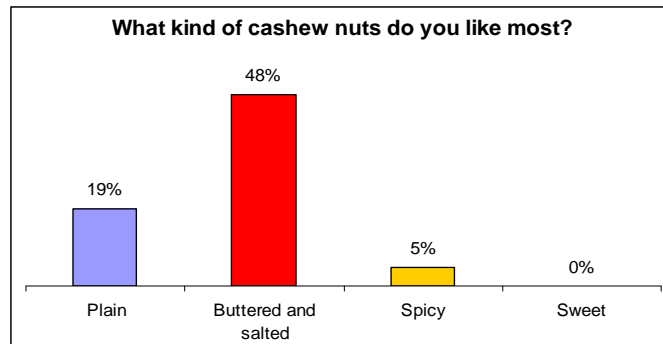
## 5. CONSUMER PREFERENCES & HABITS

- Most (84%) people interviewed know what cashew nuts are and 84% have eaten cashews.
- Cashew awareness remains lower in older age ranges: Only 67% of the people interviewed over 55 years-old have eaten cashews.

➔ *Cashew nuts are a well-established product in Benin.*

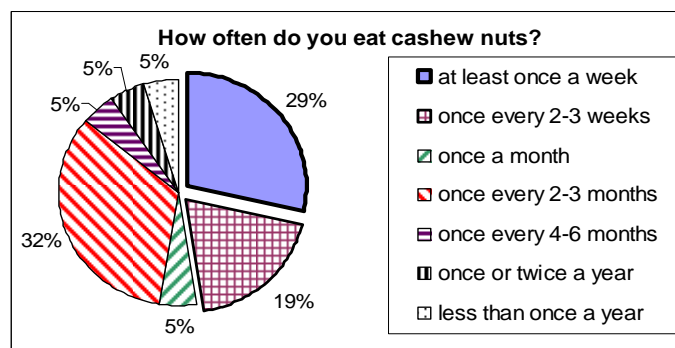
### Flavors:

- Only a **few different products are consumed** in Benin.
- **Secondary products are hardly known but represent real potential:** the two people interviewed that have tasted cashew cookies liked them.
- 30% of participants in the group interview would buy broken kernels if they were cheaper.



### Frequency of consumption:

- 48% of people interviewed that have eaten cashews eat them **more than once a month**.
- There are no significant differences in **consumption frequency between various age ranges or income classes**.



### Location of consumption:

- 95% eat cashews as a snack, mostly at home, as an “*aperitif*”.
- Among people interviewed, those with higher incomes (over \$500 per month) are the only ones that eat cashews in restaurants or as a snack with cassava porridge (“*gari*”).
- 30% of people interviewed eat more cashews during the December-January holiday season.

➔ *Raising awareness about cashew-based meals and other cashew products may enable cashew processors and distributors to increase their sales.*

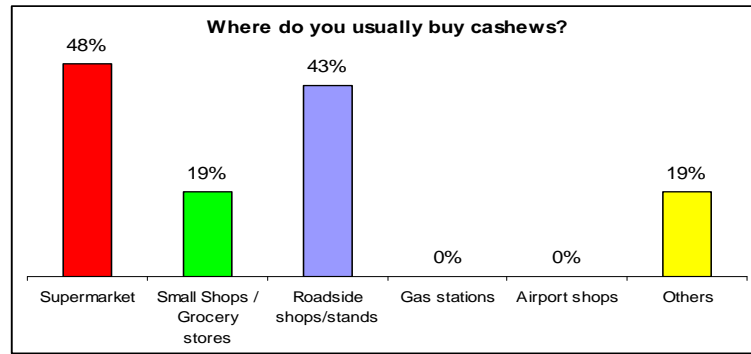
### What do people think of cashews?

- Only 38% of people interviewed that have eaten cashews would buy more cashews if they could easily buy African cashews. People under 25 years-old are more sensitive to the “African” origin of the product (67% of those interviewed would buy more African cashew nuts if they could).
- The most common adjectives attributed to cashews are: tasty, expensive, and luxurious.
- Cashew nuts are seen as a healthy product.

➔ *Cashew demand is limited by high prices relative to the average per capita income in Benin, but promoting the African origin and health benefits of cashews can affect consumers’ purchasing decisions positively.*

## 5.1 Purchase Habits

- **Supermarkets and roadside shops** are the most **important** distribution channels in Benin.
- **Women selling cashews in the street, and hotels** are other significant channels.



## 5.2 Product Preferences

### Packaging:

- **Transparent:** People want to see what is inside the pack. Responders to surveys said, “*This pack is not transparent so its content may be dubious.*” Or, “*This aluminum sachet is attractive but I would like to see the product through a small window.*”
- **Attractive:** Most consumers interviewed like **colorful and eye-catching** packs.
- **Small packs (50 to 125 g), easy to carry for consumption as a snack:** plastic and aluminum sachets.
- **Bigger packs (up to 500 g) that are robust, attractive, designed to conserve the products for consumption at home:** plastic jars, plastic and glass bottles.



- ➔ *Packaging materials must be clean and either fully or partially transparent.*
- ➔ *Robust and attractive packs will sell best for consumption at home.*
- ➔ *Colorful labels attract consumers in shops.*

### Flavor:

- **Roasted & salted cashew nuts are preferred** by interviewed consumers. They prefer dry roasted nuts rather than nuts roasted with oil.
- **Buttered & salted cashews are also popular.**
- **Black peppered cashew nuts** were appreciated by half of the interviewees, who declared they were likely to buy them.
- Almost all consumers interviewed **do not like cashew nuts mixed with spices.**



- ➔ *Dry-roasted & salted cashews have huge potential for growth, as they are not readily available in Benin and consumers liked them a lot.*
- ➔ *Black peppered cashew nuts also have potential.*
- ➔ *Both small (50 to 125 g) and large (up to 500 g) packs have potential: the former for individual consumption as a snack, the latter to share with family or friends.*

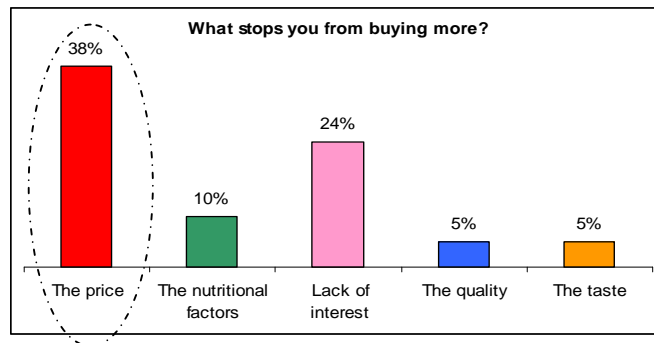
**Price:**

- As a rule, **cashew demand is very limited by relatively low individual incomes** in Benin.
- People interviewed said that they were likely to pay, on average, the following prices for cashews:
  - 4,300 CFA or \$8.70 per kg in plastic sachets (75 g)
  - 6,700 CFA or \$13.70 per kg in aluminum sachets (125 g)
  - Up to 8,900 CFA or \$18.00 per kg in plastic jars (210 g)

➔ *Improving the quality of packaging and products will improve consumers' perception of cashews and increase their readiness to buy.*

### 5.3 What Prevents People from Buying More?

- **Price** is the main constraint to consumption. Consumers mostly appreciate the quality and taste of cashews.
- While only 49% of people interviewed said they can find cashews easily, **very few said they would buy more if they could find them easily.**
- Some consumers would like to find more cashew nuts in lower-income districts and small cities.



## 6. CROSS-REGIONAL OPPORTUNITIES

- **Benin already exports retail packaged cashews to Nigeria and Togo, mostly via informal traders.** Cotonou is recognized in both countries as an important cottage processing and trading center. Figures on the exact size of this trade are not available.
  - **Formal processors are beginning to export to Nigeria,** a natural market for Benin, but most have **little knowledge of the Nigerian market** and only one buyer. A **lack of English skills** and security concerns keep many from visiting Nigeria personally.
  - Processors have direct relations with Togolese distributors, but the volume is small.
  - Raw cashew nuts are much more expensive in Benin than in Nigeria, due to the Beninese government's fixed floor price, although Nigerian quality is mixed.
- ➔ *Processors in Benin should explore the Nigerian market more aggressively by visiting Nigerian cities and seeking to develop relations with distributors there through study/sales tours.*
- ➔ *Processors could consider developing products for the Nigerian market, with English labels, pack sizes, and flavors geared to Nigerian tastes.*
- ➔ *Larger processors could consider sourcing raw nuts from Nigeria, focusing on quality and reducing costs.*

# 7. CONTACTS

BENIN - Liste d'entreprise achetant des noix de cajou transformées										
Nom	Activité	Produits recherchés	Contact	Fonction	Adresse	Ville	Pays	Téléphone	E-mail	Fax
<b>Boulangerie Patisserie Wengro</b>	Boulangerie/Pâtisserie	Not buying/But interested in receiving recipes	SAGHUI Bertain	Restaurateur	BP 411	Natitangou	Benin	95 28 27 58 /(Reine Rogo) 90 94 47 78		
<b>Boulangerie Pâtisserie de l'Évêché</b>	Boulangerie/Pâtisserie	Not buying: No market	OGOUMBE, Veronique	Pastry Chef	BP 102	Natitangou	Benin	23 82 12 04		
<b>Divine Protecteur</b>	Petit magasin	Buttered and salted, grilled, in bottles	DOSSOU Houvegbe Brigitte	Store Keeper	BP 431	Natitangou	Benin	23821507		
<b>Hôtel Tata Samba</b>	Hôtel - Luxe	Buttered and salted, grilled, in professional packages, possibly under their label	YAROU Brisso Abdoulazisa	Manager of the group	BP 04	Natitangou	Benin			
<b>Hôtel le Belle Vue</b>	Hôtel - Moyenne gamme	Not interested		Manager	BP 85	Natitangou	Benin			
<b>Quidata</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	ESTEVE Charles	Manager		Natitangou	Benin			
<b>Hôtel le Bourgogne</b>	Hôtel - Moyenne gamme	Buttered and salted, grilled, small packages, also white pieces for cooking	Therese	Director	BP 130	Natitangou	Benin			
<b>Ecoprice</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	Mdm Ogissinon	Manager		Bohicon	Benin	(+229) 95 49 52 09		
<b>Franga</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	GANHA Francois	Director	BP 16	Bohicon	Benin	(+229) 93 80 01 47/93 66 66 25		
<b>Idéal</b>	Petit magasin	Buttered and salted, grilled, in bottles	KODJOGBE Thomas	Store Keeper	BP 02	Bohicon	Benin	(+229) 22 51 02 20		
<b>Chez Mdm HOUNAGNON Seraphine</b>	Vendeur en bord de route	Sells: buttered and salted, grilled, broken, in bottles and sachets (own final processing and packaging)	Mdm HOUNAGNON Seraphine	Store Keeper	NA	Cotonou	Benin	(+229) 93 04 42 74		
<b>Street Seller Ganxi 2</b>	Vendeur en bord de route	Sells: buttered and salted, grilled, broken, in bottles and sachets (own final processing and packaging°)		Shop Assistant	NA	Cotonou	Benin	NA		
<b>Central Coop Lagune</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	C Koyo Elie	Manager	01 BP 53	Cotonou	Benin	(+229) 97 13 80 24 / 21 30 04 40		

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<b>Bénin Self Serve</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	George	Manager	BP1527	Cotonou	Benin	(+229) 21 31 58 44		
<b>Hai King</b>	Restaurant	None--uses only small quantities of grilled whole kernels, not enough to keep a large stock on hand			01 BO 5018	Cotonou	Benin	( +229) 21 30 60 08		
<b>Indiana</b>	Restaurant	whole and broken white kernels, bulk		Manager		Cotonou	Benin			
<b>Supermarché Mayfair</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets		Manager	01 BP 1242	Cotonou	Benin	(+229) 21 31 29 73		
<b>Cash 'n Carry</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	Yash	Manager		Cotonou	Benin	97 97 09 42		
<b>Supermarché du Pont</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	Clement	Manager of the snacks and biscuits category		Cotonou	Benin			
<b>Superette</b>	Boutique d'aéroport	Buttered and salted, grilled, in bottles and sachets	Not given	Responsible	01 BP 888	Cotonou	Benin	21 30 00 09/ Direction: 21 31 63 85		
<b>Les Cocotiers</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets				Cotonou	Benin			
<b>Bénin Marina Hotel</b>	Hôtel - Luxe	Small quantities in high quality packaging for use in suites and bungalos, potential future minibar market for small high quality packages?	OLOWOLAGBA, Raof	Director Food and Beverage	01 BP 1901	Cotonou	Benin	21 30 01 00		
<b>Supermarché Etoile Rouge</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	SIDTE Claude	Manager		Cotonou	Benin	90 90 37 37		
<b>Bénin Marché SAT Sarl</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	Aliase	Shop Assistant	01 BP 1086	Cotonou	Benin	(+229) 21 38 09 55		

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<b>SOPAI</b>	Industrie agro-alimentaire / Pâtisserie	Brokens and cashew butter, for use in cookies, reciepes for said cookies and preserving agents and high-quality packaging	Elizabeth	Director	01 BP 1296	Cotonou	Benin	21 31 13 19		
<b>Gerbe d'OR</b>	Boulangerie/Pâtisserie	Not buying for patisserie	HESSANON, Clement	Commercial Director	NA	Cotonou	Benin	21 31 42 85		
<b>Supermarché du Pont Hais Vive</b>	Supermarché	Buttered and salted, grilled, in bottles and sachets	Aime KOUTON	Manager	NA	Cotonou	Benin	(+229) 97 39 45 73 /95 35 20 71		
<b>Petit Four</b>	Restaurant / Pâtisserie	None--do not use cashews in baking	M . OLIBAUD	Manager	NA	Cotonou	Benin			
<b>Sans Nom</b>	Petit magasin	Interested in cheap small-sized bottles of cashews, especially at credit	Fidèle	Commerçante	BP 526	Cotonou	Benin	97 89 40 42		
<b>Chez Tata Clementine</b>	Petit magasin	cheap grilled cashews, especially in smaller glass bottles	Bertine	Shop Assistant	NA	Cotonou	Benin	97 11 91 92		
<b>Station Total Santa Rita</b>	Station service	Potentially interested--currently not selling, had a bad experience	GEGI Pièrette	Hostess	NA	Cotonou	Benin	21 32 07 47		
<b>Hotel du Lac</b>	Hôtel - Luxe	Potential use in minibars, currently only used by request at conferences and special events	Raef	Manager	01 BP 1084	Cotonou	Benin	(+229) 21 31 25 61		
<b>Hotel Vickinfil</b>	Hôtel - Luxe	Potential use in minibars, currently only used by request at conferences and special events	Denis Aneni	Commercial Manager	01 BP 22	Cotonou	Benin	(+229) 21 31 38 14		
<b>Hotel Residence Les Cocotiers</b>	Hôtel - Luxe	Potential use in minibars, currently only used by request at conferences and special events	Carole Alende	Commercial Manager	081 BP 7176	Cotonou	Benin	(+229) 21 31 25 61		
<b>Centre Songhai</b>	Ferme / industrie agro-alimentaire / Boutiques	Makes and sells grilled cashew nuts, cashew cookies, carmel cashews	Loueke Guy	Processing manager	BP597	Porto Novo	Benin	20 22 28 81	guy@songhai.org / songhai@songhai.org	

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<b>Indiana</b>	Restaurant	Uses cashews in preparing indian dishes--bulk broken grades		Manager		Cotonou	Benin			
<b>Hotel du Port</b>	Hôtel - Luxe	intermittant purchases for special events, slight potential to use in upcoming minibar system	Gildasie	Purchasing manager	08 BP 1133	Cotonou	Benin	(+229) 97 57 92 94	<a href="mailto:gildasie@yahoo.fr">gildasie@yahoo.fr</a>	