

## SUCCESS STORY

# Mozambique cashew nuts find success in the South Africa market

**USAID supports Mozambican cashew producer to find major buyers in South Africa, paving the way for consistent exports to this important market.**



Workers at the Condor Anacardium factory in Macia prepare the cashew nuts for export

*“Through the support of the USAID TradeHub, we tapped into the South African market, one that we have long seen as a potential but did not have the right connections to make it happen. USAID TradeHub not only identified and introduced several customers to us, but also provided a reference and a trusted environment – something that is much needed to push through a first sale.”*

**Gonçalo Correia, General Manager of Condor Anacardium**

U.S. Agency for International Development  
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Mozambique’s cashew industry contributes significantly to the domestic economy, specifically in the rural northern regions. Over 40 percent of Mozambican farmers – more than one million households – grow and sell cashew, and the processing sector provides employment to more than 8,000 individuals. However, cashew suppliers from Mozambique struggle to compete with producers from other regions such as West Africa and Asia. The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) recognized that assisting these suppliers to garner the interest of major buyers in South Africa could be vital in setting these suppliers up to find an in-road into other markets. Mozambican cashew nut producer Condor Anacardium was the recipient of such efforts.

In mid-2021, the USAID TradeHub engaged Catalyze, a seasoned South Africa based trade promotion service provider to prepare Condor Anacardium (Condor), a cashew producer, to enter and meet buyers in the South African market. Catalyze introduced the supplier to Cape Dried Fruit Packers, a leading South Africa-based exporter of dried fruits and nuts, and provided digital marketing and company profile development support to prepare Condor to advance the deal negotiations with Cape Dried Fruits. This resulted in Condor’s first shipment to Cape Dried Fruits and became the launchpad for the Mozambican firm to reach other South African buyers, including Manolis Munchies, another large distributor of dried fruits and nuts. Manolis Munchies and Condor closed the second export deal for the company in November 2021, worth over a hundred thousand U.S. dollars.

This achievement could not have come at a better time for Condor as it positions itself to become a credible supplier of quality cashew to key markets. Even without the added pressures presented by the COVID-19 pandemic, many regional small and medium enterprises (SMEs) were already feeling the challenge to broaden their exports as domestic markets continue to shrink. Facilitating market access for Condor in South Africa has made a significant difference to the company not only in increasing sales, but also in securing jobs for their many employees, mostly women. It is noteworthy that the firm purchases cashew from 25,000 smallholder farmers representing over 125,000 people in four rural Mozambican provinces, namely Gaza, Inhambane, Sofala, and Manica. With the continued growth of the company and increased access to new buyers in more markets, Condor will further increase the number of small scale farmers in their supply chain, thereby improving the livelihoods and prosperity of these rural communities.