

# From Waste to Income Sources: Unlocking the Potential of Cashew Apple



## Turning Cashew Apples into Opportunity

To raise awareness and unlock this hidden entrepreneurial potential, MOVE has championed the consumption of cashew products through various strategic initiatives.

We have developed a recipe book and promoted it at exhibitions, held tasting events, and provided capacity training. Furthermore, MOVE also supports the private sector to create and sell new products.

The cashew recipe book showcases different recipes made from both cashew apples and nuts, including options for desserts, side dishes, main courses, and vegetarian meals. The books are distributed during trainings, at exhibitions, and shared among key stakeholders. To date, the project has distributed 1,236 recipe books.

Recently, the African Cashew Alliance (ACA) requested 400 copies, and the German embassy requested 30 copies, showing growing institutional interest.

## Objectives of Cashew Apple Training

- To raise awareness about the nutritional and economic value of cashew apples.
- To teach participants how to process cashew apples into various products such as juices, jams, snacks, etc.
- To empower participants with entrepreneurial skills.
- To promote sustainable agricultural practices by reducing post-harvest waste.
- For environmental impact and benefit to farmers

## The Overlooked Cashew Apples Beneath Trees

For decades, cashew apples were treated more as a waste product than a resource, with less than 10% ever being used. Across many cashew producing countries, you can find piles of these fruits rotting under trees during the harvest season. Yet, this fruit is a nutritional powerhouse.

What makes this waste particularly unfortunate is the cashew apple's value. It is packed with nutrients, containing far more vitamin C than oranges or pineapples, along with antioxidants, minerals, and natural sugars.

These benefits make it ideal for a wide range of food and industrial products, including juices, jams, wines, and natural dyes.

With such diverse applications, cashew apples hold the potential to support sustainable agriculture, entrepreneurship, and economic development. However, due to their high perishability and a lack of market awareness, this resource remains largely underutilized.

To raise further awareness, we frequently participate in exhibitions. At these events, we display various cashew products, and the highlight is always the tasting events.

For example, at the Cashew Fair in Ghana in 2023 and the MOVE Expos, we presented recipes like cashew apple juice, jam, kebabs, and even cashew apple chicken light soup. Visitors are often surprised by the delicious products and ask where they can buy them. In response, MOVE developed a bookmark listing suppliers of cashew based products, which we distribute at every event.



To make the cashew apple more popular, we organize capacity building training sessions on cashew apple recipes. These technical and practical sessions have already taken place in Ghana, Nigeria, and Sierra Leone. They target farmers, SMEs, and young people interested in creating value from cashew apples. Participants, including university lecturers, students, nurses, and caterers, act as agents of change, facilitating a scaling-up of this knowledge.

The sessions cover everything from harvesting and post-harvesting techniques to entrepreneurship, marketing, and branding. Sessions are held to allow participants to learn on-farm techniques and practice preparing local and commercial recipes.

Theresah Nakyelle, owner of Johntess Catering Services in Ghana, was one of the participants.

"I was amazed by what I learned," she said. "I tried new recipes every weekend. Before the training, I supplied only plantain chips. Now, I've started producing and supplying cashew shito, and the demand is high, especially from cashew farmers. Including cashews has increased my profit margin. The training was good, and I highly recommend it for the unemployed."

In an age where climate change, food waste, and rural poverty are urgent challenges, the cashew apple offers a rare opportunity to make an impact on all fronts. Through turning a discarded resource into a profitable one, MOVE's strategies are effectively creating wealth and new opportunities for entrepreneurs and communities.

## Examples of cashew apple based products developed during trainings

### Cashew apple as meat substitute

- Cashew Apple Omelette
- Cashew Apple Khebab
- Cashew Apple Sandwich/burger
- Cashew Apple Yam balls
- Cashew Apple Light Soup
- Cashew Apple Veggie stew
- Cashew Apple "Shito"
- Cashew Apple Fried Rice

### Cashew apple juice blends

- Cashew Apple Sobolo Juice
- Cashew Apple Cough Syrup "emu duro"
- Cashew Apple Juices and their blends (pineapple, mango, ginger)

### Other innovations

- Cashew Apple Popsicle
- Cashew Apple Jam and their blends
- Cashew Apple Chips
- Cashew Apple Pasta
- Cashew Apple Pizza
- Cashew Apple Pancake
- Cashew Apple Hair Food

