



22

**INNOVATIONS IN
THE
CASHEW SECTOR**

Presented by

Achal Group

G Giridhar Prabhu

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Moisture meter

Like Lactometer for Milk, Moisture meters for raw cashew could evolve raw cashew quality assurance for Producers

- Instant reading
- Determination of value



Product Innovations

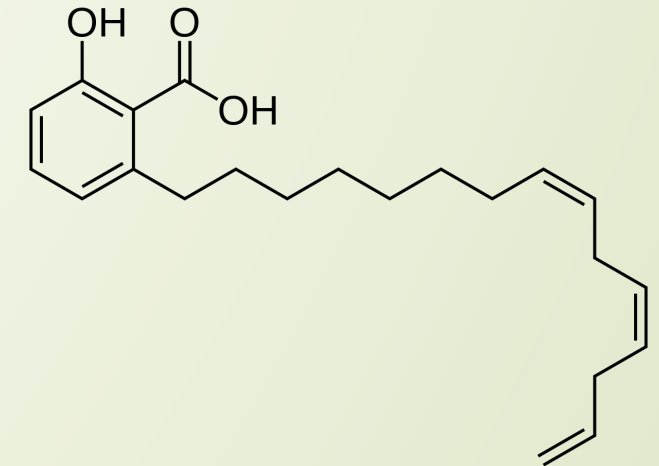
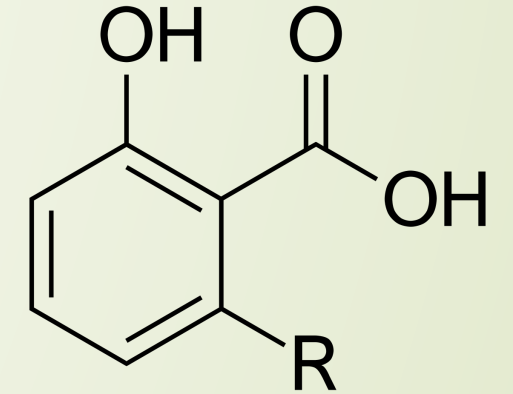
Shelled cashews roasted and salted

Augmented product



Anacardic Acid

- A product exclusively from Cashewnut shell
- Valuable product – difficult to extract
- Most expensive health product



Product Innovations

Product development associated with sugar



Product Innovations

Tirupati tender



Trading and grading by Millimeters

GRADE : 180

52 MM



44 COUNT/100GMS

GRADE : 150

51 MM



37 COUNT/100GMS

GRADE : 210

27 MM



48 COUNT/100GMS

GRADE : 240

24 MM



53 COUNT/100GMS

GRADE : 320

23 MM



60 COUNT/100GMS

GRADE : 300

22 MM



67 COUNT/100GMS

GRADE : 400

21 MM



82 COUNT/100GMS



Pre-cooked and finished food

Pre-cooked food

- Gravy
- Sauce
- Batter

Potential for cashew inside

- Semi prepared cashew for frying or dry roast
- Dried curry for diluting and adding cashews
- Sauces and dried cashews in same pack



Restaurant packs

Process Innovation can be integrated into marketing innovations in cashew

- Make Specific product for specific segments for the course of manufacture itself



Home reseller packs



Jobbers in Cashew



Cashew butter blended with edible oil



Tied Sales



Marketing Innovations

Heat transfer in CNSL

- (A) Heat Applied for Decarboxylation
- (B) Process temperature increases gradually from ambient to 160 degrees
- (C) On completion of process it needs to be cooled down with ambient
- (D) Currently done separately
- (E) Process innovation – Use the heat of heated CSNL to increase the temperature of process B

CNSL image here

Concrete roofs for drying

Sun drying accepted practice
In yards attached to warehouses
Innovation
Yard on top of Buildings –
Utilization of land will be 100%
Alternate user
Buildings below



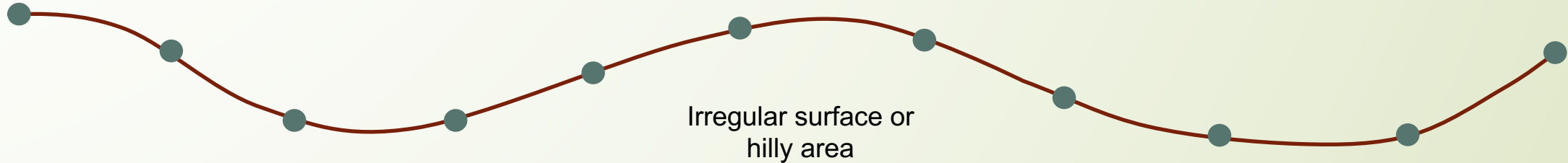
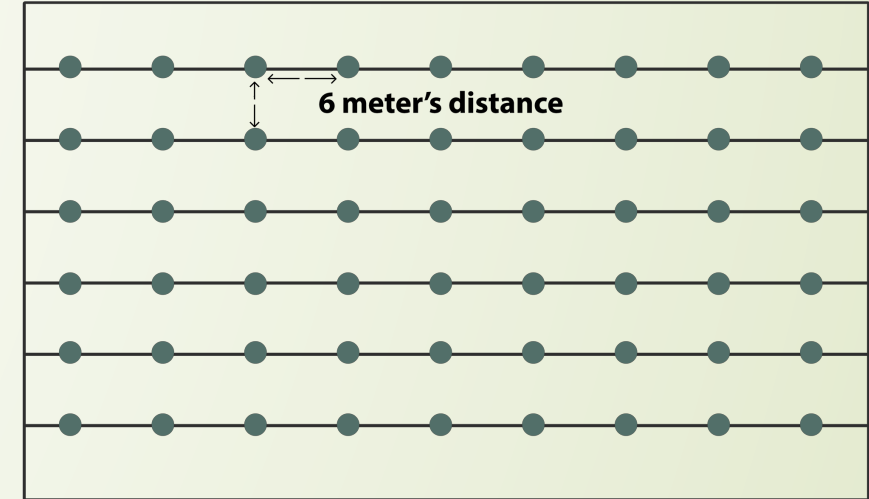
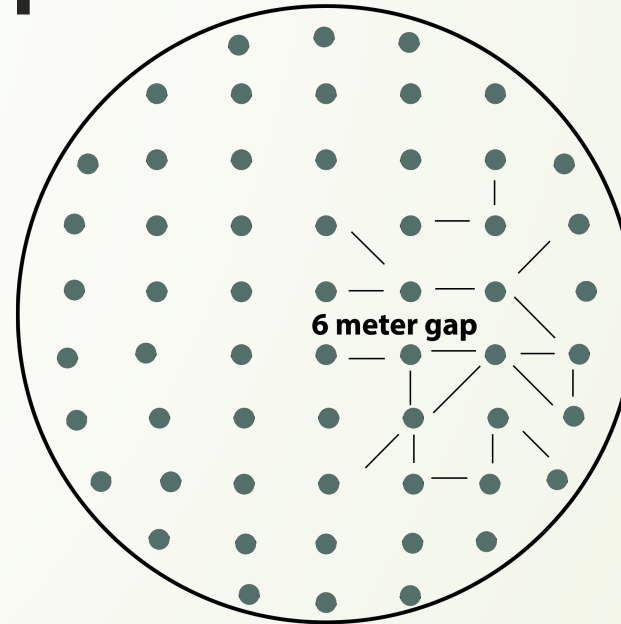
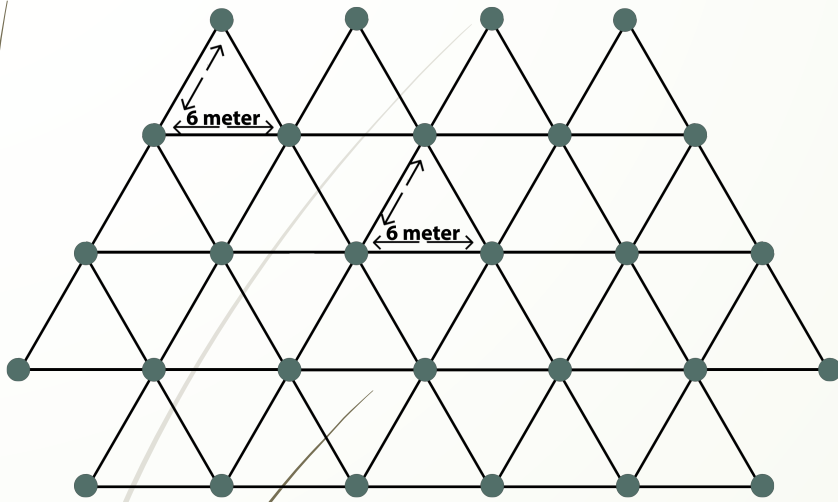
Cashews with adhering testa in flavored



**Weighted average programs – codes
for kernels**

**Map repetitive activity, creative
destruction**

Matrix for producers for higher yield - 1



- Producers need to be creative to adapt cashew to their land, labor, efforts, yield & cost.
- Allow space for intercrop

Matrix for producers for higher yield - 2

The Hybrid Programme for Raw Cashew (*anacardium occidentale*) is now 35 years in development.

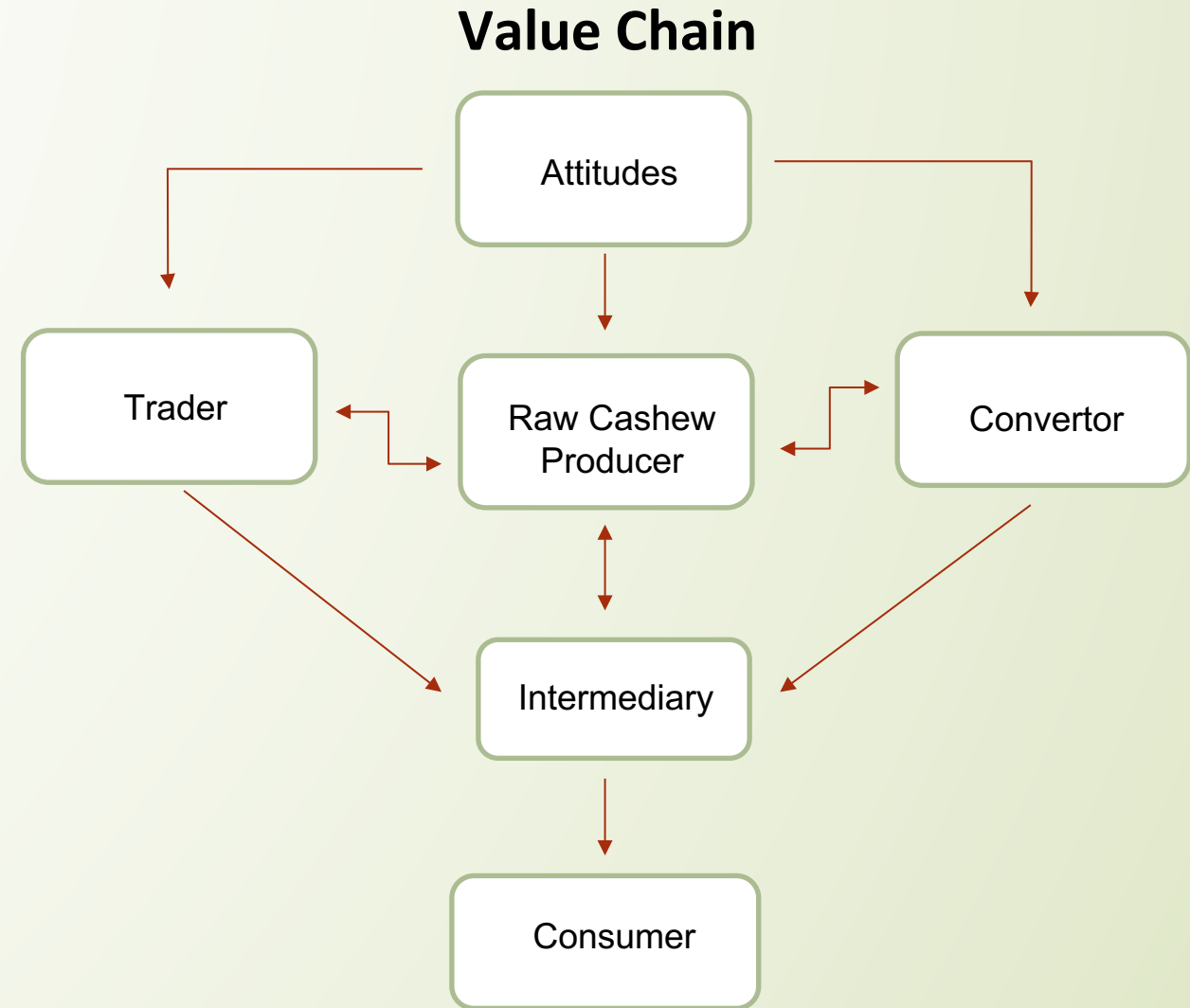
Raw cashew producers should have a matrix to adapt to their

- Land_____ topography, latitude, longitude
- Soil condition and nutrition
- Weather pattern historical and forecast

Matched with

- HYV – characteristics
- Package of practices
- Yield - Cost

Attitudes



Social Innovations

4-day week

Government of India has allowed 4-day week

- Feasible for cashew manufacture
- Will save time for employer in utilization of assets
- L
- L
- L
- L

Cashew Apple Liquor – Feni residue for cattle feed, Fiber children's food

