

ព្រះរាជាណាចក្រកម្ពុជា

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Cashew nut Association of Cambodia (CAC)

Strategic Action Plan: Calendar Year 2026

Goal: To enhance the value chain of Cambodian cashew nuts through market stabilization, Global GAP, and technical capacity building.

Q1: Market Engagement & Harvest Preparation

Focus: Securing buyer contracts, stabilizing prices, and initiating GAP compliance.

Month	Key Activities & Objectives
January	<ul style="list-style-type: none">• B2B Engagement: Follow-up on initial Raw Cashew Nut (RCN) negotiations.• Data Management: Initiate comprehensive RCN production data collection.• Quality Standards: Follow-up on Good Agricultural Practices (GAP) project implementation.
February	<ul style="list-style-type: none">• Contract Finalization: Conduct B2B Round 2 to secure clear, legal procurement contracts.• Market Stability: Implement strategies to prevent RCN price volatility.• GAP Progress: Continued monitoring of GAP project milestones.
March	<ul style="list-style-type: none">• Supply Chain Linkage: Coordinate between buyers and Agricultural Cooperatives (ACs) for stable supply.• Capacity Building: Launch Post-Harvest Management (PHM) training.• GAP Compliance: Ongoing project follow-up and field assessments.

Q2: Peak Harvest & Quality Control

Focus: Monitoring harvest quality, facilitating procurement, and technical workshops.

Month	Key Activities & Objectives
April	<ul style="list-style-type: none"> • Quality Assurance: Conduct intensive post-harvest monitoring. • Data Updates: Update RCN yield and inventory data. • Trade Support: Facilitate and streamline RCN procurement processes.
May	<ul style="list-style-type: none"> • Storage Management: Focus on PHM and looking for dry RCN procurement opportunities. • Knowledge Sharing: Organize and facilitate technical workshops and training sessions. • Logistics: Streamline the procurement of dried RCN.
June	<ul style="list-style-type: none"> • Technical Upskilling: Conduct workshops on advanced farming techniques. • Value Addition: Initiate training on cashew processing and secondary production.

Q3: Market Expansion & Processing Capacity

Focus: Transitioning to kernels, final RCN procurement, and farming tech.

Month	Key Activities & Objectives
July	<ul style="list-style-type: none"> • Farming Tech: Continue workshops on climate-smart farming techniques. • Kernel Strategy: Launch marketing campaigns specifically for processed cashew kernels. • Procurement: Continue facilitating RCN trade and data collection.
August	<ul style="list-style-type: none"> • Procurement Wrap-up: Finalize the last RCN procurement cycle for the season. • Processing: Advanced training on processing efficiency. • Data Review: Mid-year RCN data collection and analysis. • Technical Capacity Building: On business plan
September	<ul style="list-style-type: none"> • Innovation: Identify and select "Demo Farms" for model cultivation. • B2B Networking: Re-engage B2B channels for late-season or processed goods. • Technique Training: Ongoing farming and processing workshops.

Month	Key Activities & Objectives
	<ul style="list-style-type: none"> • Technical Capacity Building: On financial report

Q4: Long-term Sustainability & Preparation

Focus: Demo farm development, continuous training, and next-season planning.

Month	Key Activities & Objectives
October	<ul style="list-style-type: none"> • Demo Farm Pilot: Begin implementation of best practices at selected demo sites. • Business Development: Maintain B2B relationships and market scouting. • Field Workshops: Farming technique demonstrations on-site.
November	<ul style="list-style-type: none"> • Processing Excellence: Final processing training modules for the year. • Stakeholder Engagement: B2B meetings and farming technique seminars. • Site Selection: Finalize additional demo farm locations.
December	<ul style="list-style-type: none"> • Annual Review: Final RCN data collection and year-end production reporting. • Strategic Planning: B2B outreach for the 2027 season. • Sustainability: Ongoing technical support for demo farms.

Key Performance Indicators (KPIs) for 2026

- **Market Stability:** Minimal price fluctuation between February and April.
- **Compliance:** Number of hectares or cooperatives successfully meeting GAP standards.
- **Value Addition:** Increase in the percentage of kernels marketed compared to RCN.
- **Education:** Total number of farmers/AC members trained in post-harvest management.

Note: This plan shifts the focus from simple raw exports to structured procurement, value-added processing, and data-driven decision-making.