

Goa state kernel market outlook 2022

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QUALITY GOAN CASHEWS SINCE 1928

Brief History of Goan Cashew

- Portuguese introduced cashew tree – 16th Century
- First Successful export in 1928 from Goa region
- 1970s Goan Cashew marketed to the tourist
- Goan cashew brand and sales retail sales increase multifold with the booming economy

Goan Cashew Crop

- Total crop size 24000 Mt Tons
- Known for its high quality
- Goan farmer fetch the highest price in the world.
- Mostly processed in Goa and rest sold to Karnataka/ Maharashtra

Cashew Processing

- Goa Cashew Manufacturers Association has 25 members registered
- 150 tons/ day processing capacity
- No new factory in last 10 years due to Incentives and lower cost from Maharashtra Govt.
- Sold in Goa, Maharashtra or exported

Cashew Kernel market

- 15 Lakh domestic Population plus 80 Lakhs tourist every year
- Goan Cashew purchased as a Souvenir
- Concentration of sales in either 5 cities or Beach Side
- HoReCa demand + Casinos
- Restarting international travel and new destination within the country

Activities of GCMA

- GI for Goa Cashew
- Incentives for cashew processing in Goa
- Training for farmers, supply of cashew sapling
- EODB- Ease of Doing Business



- End