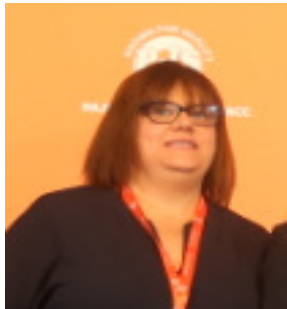


Ms Amanda Wright, Purchasing Director, Humdinger Foods, UK

This is a transcript of the exclusive interview of Ms Amanda Wright, Purchasing Director, Humdinger Foods, UK taken on the occasion of World Cashew Convention & Exhibition 2018



Cashew kernel price consumption is higher in UK and Europe despite higher prices and moreover not having parity when compared with other competing nuts. Could elaborate the reason behind that?

Cashew is still seen as a premium nut as compared to other premium nuts, offering value for money. Cashew is perceived as healthy snack as well, being consumed in raw as well as in processed form, children's carrying cashews to school as snacks, and lot of other benefits. We have seen a lot of healthy snack packets with are bigger in size and the growth is good.

How Brexit will change the cashew market dynamics in the European Union?

It is yet to be ascertained. The challenges is with respect to changes in import legislation, what are the documentations needed, until unless those things are clarified, we may see higher level of imports and also one need to see how the USD behaves with respect to pound.

In what forms, cashew is consumed in UK?

The main grade that we are buying is W320 and cashew splits. W320 is used in flavored, salted, roasted products. Historically the consumption of W240 is higher in UK but to offset higher price, we have shifted to W320. Because retailers don't want to pass higher cost to consumers, so they shifted to next lower grade, to keep consumption intact.

Could please explain about SEDEX standard?

It is very important for the UK cashew industry. The demand for traceable and sustainable food supply chains is growing. Sustainable supply chain improvements can be achieved when parties collaborate. It is to make sure that the industry is

practicing ethical trading standards through sustainable sourcing of the product. The ability to know the growers and farmers in our supply chain would give us the ability to work with them, through setting codes of conduct and installing confidential grievance reporting procedures. The goal is to create products that an ethically conscious consumer can have faith in. So factories should work to become SEDEX approved.

Are you sourcing kernels from African countries?

Not yet, we are in the process of sourcing kernels from Africa and would like to do so in the next 12 to 18 months.

What are the contractual terms and compliance in the UK markets?

In the UK, we buy goods of AFI standards. The problem that we find is that in the last 12-18 months is that, everybody is shipping the produce at lower end of the quality; despite we are following AFI standards. The other issue is about payment terms, we need to work together to sort out the payment terms which would satisfy all those concerned.

Your message for the kernel producing countries in terms of quality and food safety and what should they maintain

We want to make sure of maintaining good quality of the products which are shipped out and it should be within the contract specifications, single seed origin, white and crispy and softness of cashew, and then everybody is willing to pay premium for the good quality.

Your views on the WCCE

It is a very good platform and I am attending for the third time. Here we discussed about the trends and market dynamics, quality issues and food safety. Also it is a good platform to meet and contact people across the global cashew fraternity and have developed good relationships with the participants over the years.