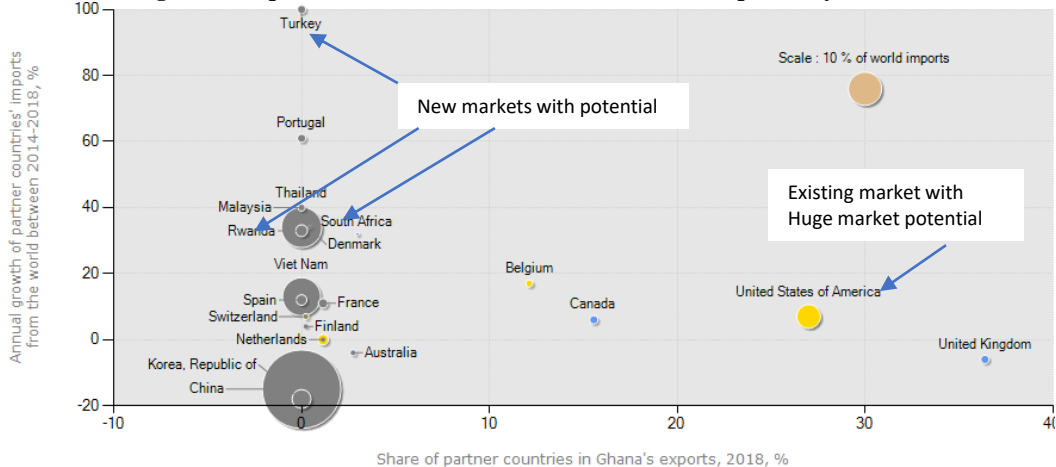


POTENTIAL MARKETS - CASSAVA

Potential growth at current top export destinations

- With 11 market destinations, 2018 saw a 9% decline in Ghana's exports performance for cassava from US\$508,000 in 2017 to US\$437,000 in 2018.
- Globally, Ghana's export of Cassava was not significant compared to the leading exporting countries such as Thailand (US\$ 888 million), Cambodia (US\$ 434 million), Vietnam (US\$ 151 million) etc.
- UK and USA were the top two (2) largest export destinations for Ghana, with import value of US\$143,000 and US\$118,000 respectively. The two trade partners accounted for about 59.7% of Ghana's total cassava export in 2018. Other significant importers of cassava from Ghana were Canada (US\$68,000) and Belgium (US\$53,000).
- Between 2017-2018, USA, Australia and Canada showed the highest growth rates of 186%, 21% and 16% respectively in respect of cassava importation from Ghana.
- Ghana's exports to the USA recorded an average negative growth rate in value of -43% between 2014-2018.
- From 2017-2018, Ghana witnessed a drastic decline in its export growth to France, the Netherlands and Belgium by -94%, -91% and -46%. It is worth noting that France and the Netherlands however recorded positive global import growth rates of 14% and 10% respectively between 2017 and 2018.
- Whilst some countries recorded positive growth rates for cassava imports, between 2014 and 2018, the overall global demand fell in both quantity and value by -8% and -6% respectively.

Figure1-Prospect for market diversification for Cassava exported by Ghana in 2018.



Source: Trade map 2019

Potential New Market

- Global demand for Cassava drifted along US\$2.6 billion and US\$2.4 billion between 2014 and 2017, except 2018 when demand fell to about US\$1.86 billion, representing a negative growth rate of -22% for global import of cassava between 2017-2018.
- China was the largest importer of Cassava in 2018 with 60.7% of the global share. The performance notwithstanding, it had a negative average growth rate in value of -15% between 2014-2018. Other notable global importers with significant import growth rates were Thailand, Viet Nam, USA, Rwanda, Turkey and Spain.
- New and potential markets with significant average growth rate, favourable tariff regime and geographical distance to be explored for diversification and penetration for Ghana's export are Turkey, Spain, Portugal and Rwanda.

Table 1- Selected Potential new markets for Ghana (based on import value above \$4,000,000)

Supplier s	Average Annual Growth in value (2014-2018)	Import value 2018 (USD)	Tariffs	Ghana's Share 2018	Leading Suppliers
Turkey	+335%	4,877,000	9.5%	0%	Thailand (100%)
Portugal	+61%	4,360,000	0%	0%	Costa Rica (79.9%) Spain(13%)
Spain	+12%	11,746,000	0%	0%	Costa Rica (67.3%) Portugal (15.3%)
Rwanda	+33%	15,154,000	25%	0%	Tanzania(60%) Uganda (27%)

Source: Trade map (2019)

- Ghana should focus on increasing its market share in the European market especially Turkey.
- The United States of America, has an increasing demand for cassava, hence the need for Ghana to increase its market penetration activities in the country
- With the AfCFTA in the horizon, a few notable African countries should be targeted for intensive export drive. These countries are Rwanda and South Africa