

International Macadamia Symposium 2023



MOVING FORWARD TOGETHER

Macadamias South Africa (NPC)
(SAMAC)



The Macadamia Market

Today and the Future

ESTIMATED WORLD MACADAMIA PRODUCTION

Dry Nut in Shell @ 3.5% moisture, Metric Tons

October 2023

COUNTRY	2022	2023	GROWTH TONS	% GROWTH
SOUTH AFRICA	68 840	77 659	8 819	13%
AUSTRALIA	52 974	48 500	-4 474	-8%
KENYA	42 450	41 150	-1 300	-3%
CHINA	62 500	65 000	2 500	4%
GUATEMALA	15 850	15 975	125	1%
USA	14 400	14 400	0	0%
MALAWI	10 400	12 540	2 140	21%
VIETNAM	7 550	8 800	1 250	17%
BRAZIL	6 500	8 000	1 500	23%
REST OF AFRICA	7 500	8 500	1 000	13%
REST OF WORLD	10 400	11 000	600	6%
WORLD TOTAL	299 364	311 524	12 160	4%

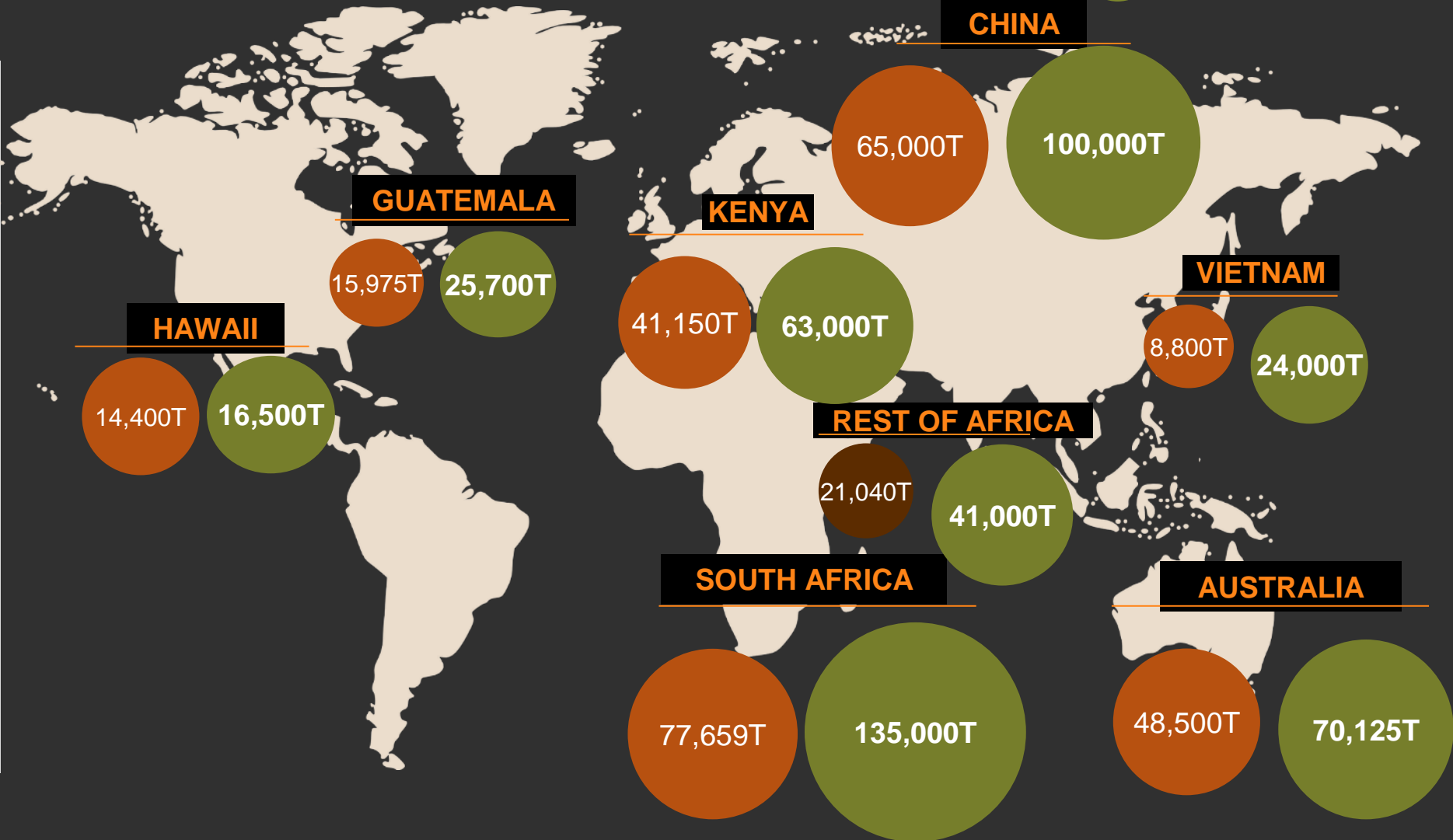
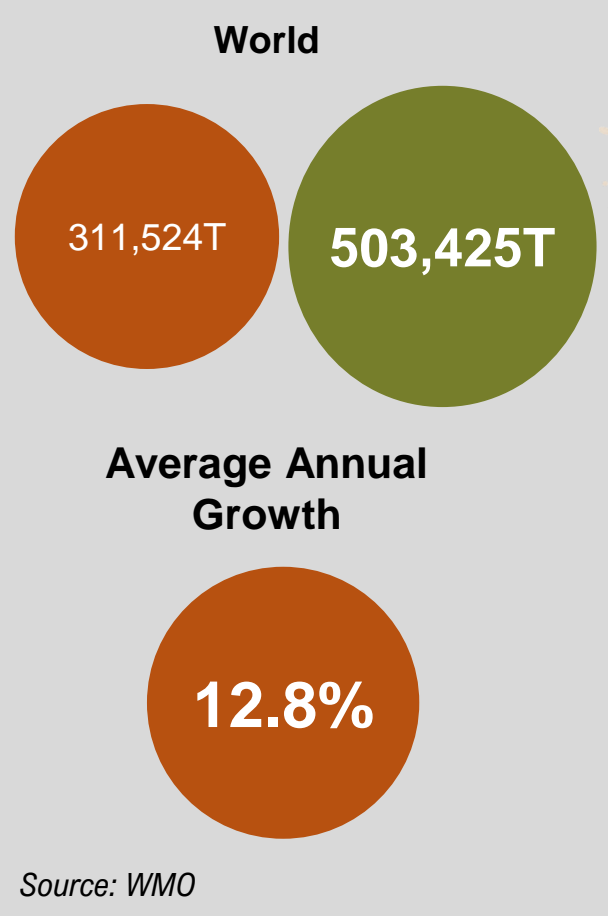
Source: WMO and INC



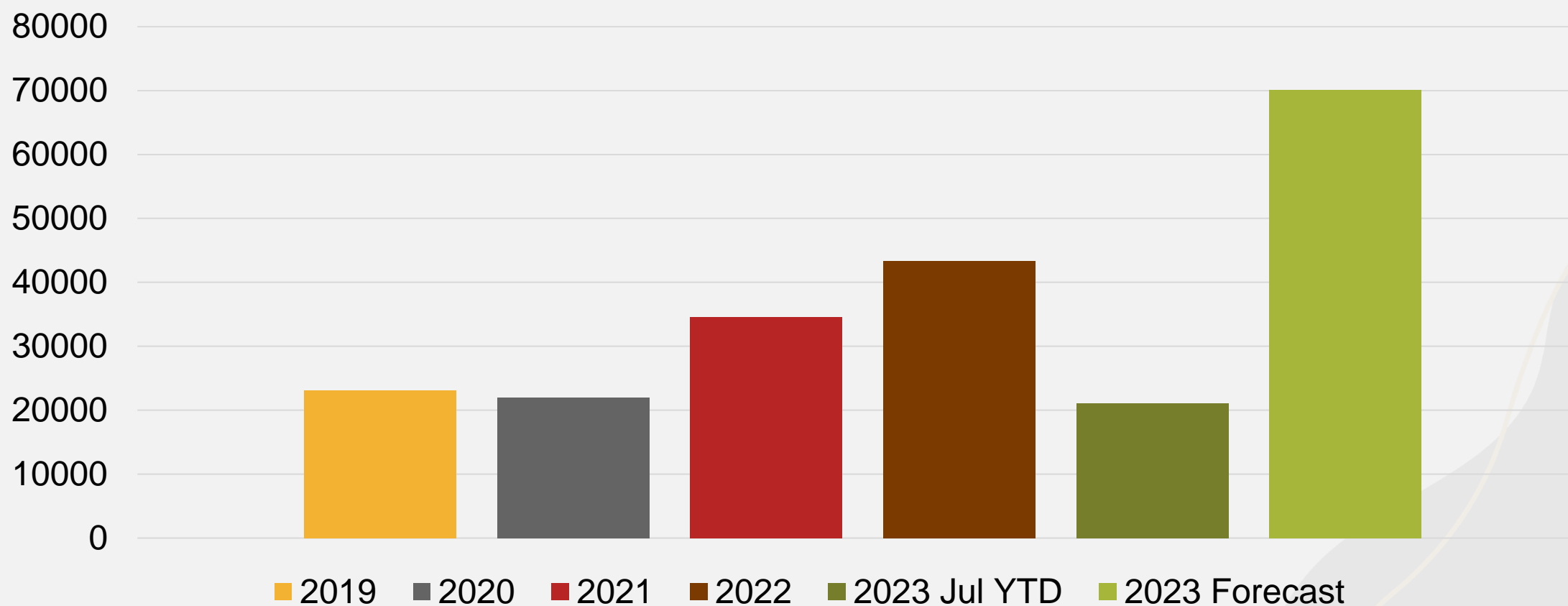
ESTIMATED WORLD MACADAMIA PRODUCTION

4 YEAR GLOBAL FORECAST
Dry Nut in Shell @ 3.5% moisture, Metric Tons
October 2023

● 2023F
● 2027F



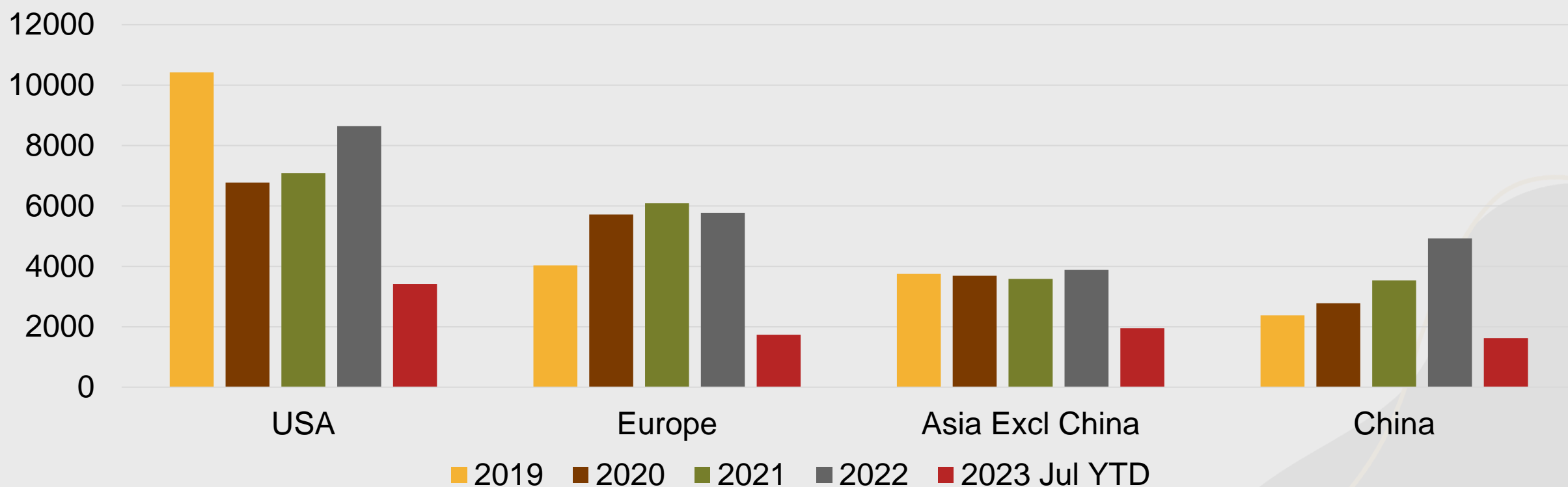
CHINESE NIS MARKET UPDATES



Year	China NIS
2022 Jan-Jul	8 498
2023 Jul YTD	21 037
Difference	12 539

Source: SAMAC and IHS

KERNEL MARKET UPDATES

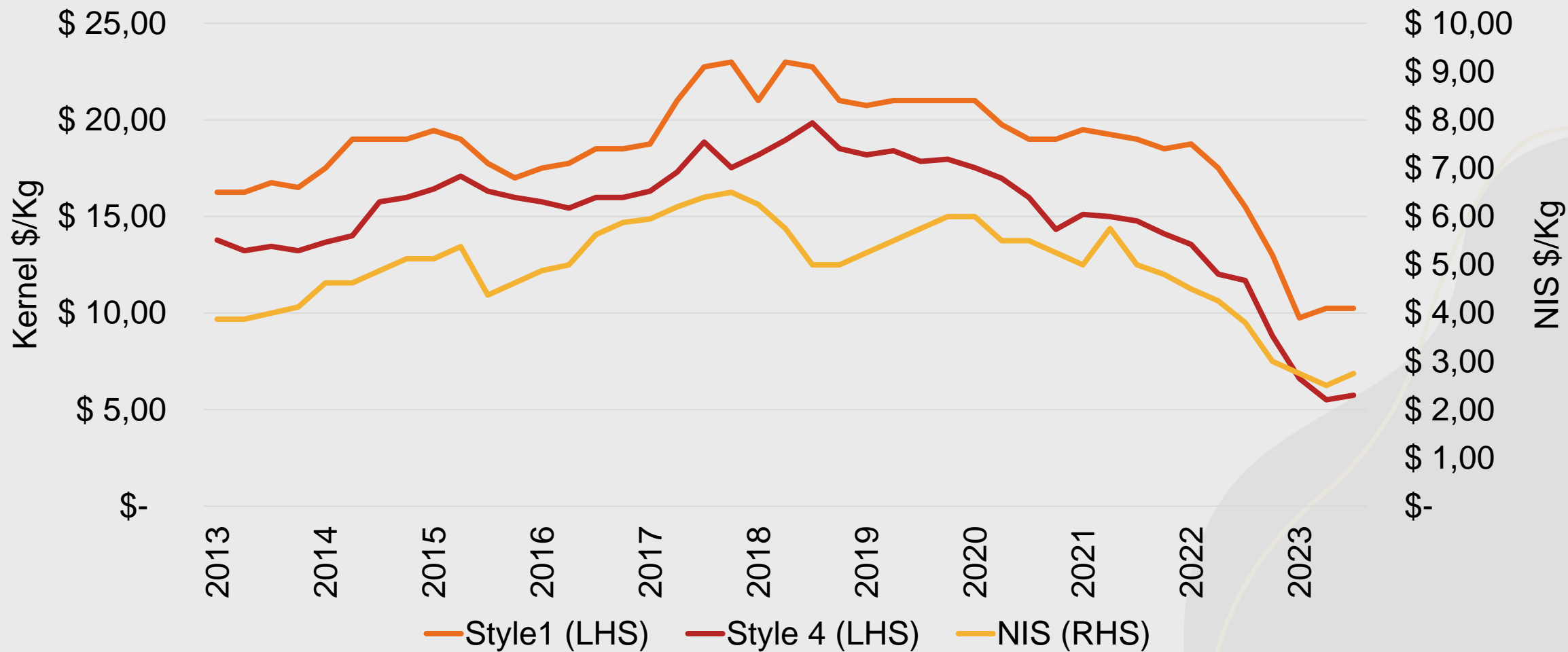


Year	USA	Europe*	Asia Excl China	China
2022 Jan-Jul	3916	2324	2032	1625
2023 Jul YTD	3422	1739	1950	1630
Difference	-494	-585	-82	5



PRICE DEVELOPMENT

CFR KERNEL PRICES ROTTERDAM AND CFR NIS PRICES CHINA



Source: Global Trading

MARKET OPPORTUNITIES AND THE ROAD AHEAD

The following **BARRIERS** to growth have been solved in the last 18 months:

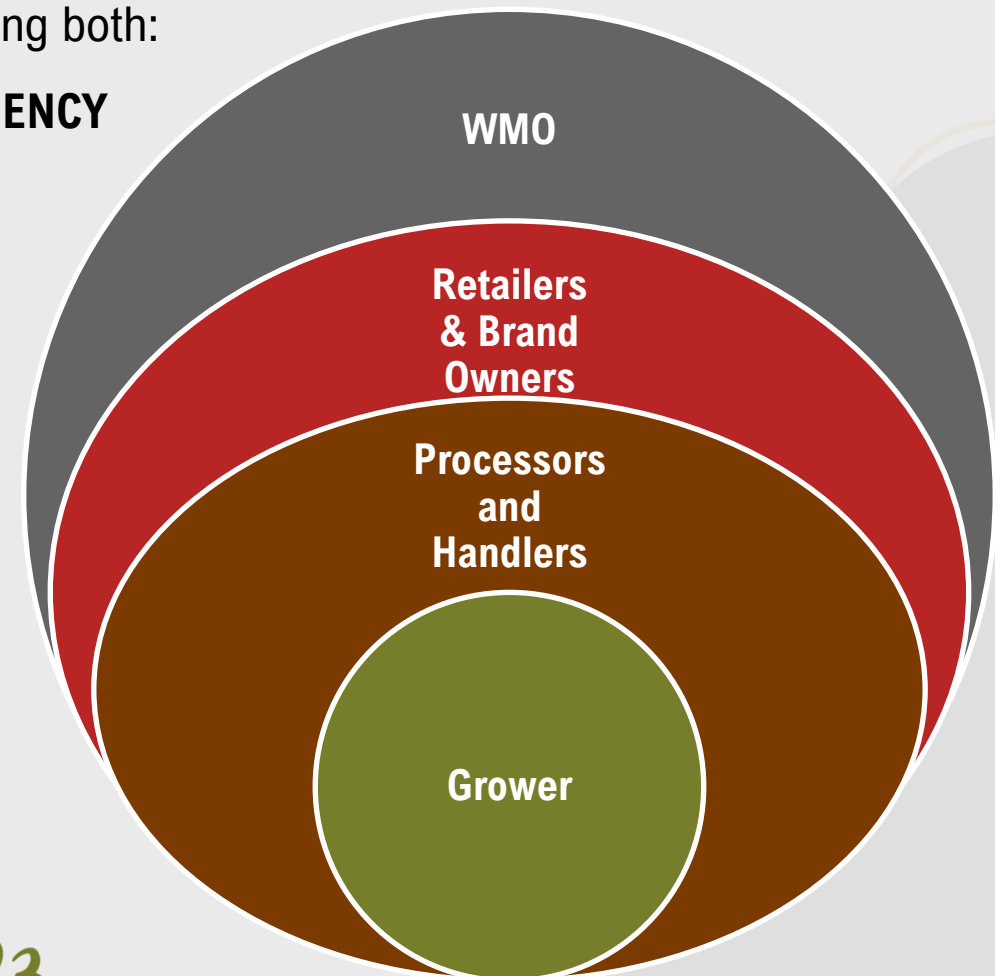
- Price
- Opaque price discovery
- Inconsistent supply

All while Macadamias:

- Taste incredible
- Remain on trend on all the health factors
- Holds a premium status
- Creates a Halo effect
- Ideal as both a snack and as an ingredient.

The “**MARKETING**” **SUPPLY CHAIN** has a massive role to play in increasing both:

- **FREQUENCY**
- **REACH**





QUESTIONS ?

