



## NEWSLETTER NUUSBRIEF

February 2018

**Dear Valued Supplier,**

### **2018 sees a buoyant macadamia market**

#### **Market update:**

2018 has kicked off in full force and we are once more delighted to share with you positive updates from the market place. Demand remains resilient and consumption of macadamias continues to rise. We forecast a buoyant 2018 and look forward to seeing growers at the offer meeting in March to deliver good news.

Our team at Green & Gold (who market product on behalf of Green Farms) has garnered positive feedback from customers around the world including the U.S., Europe and the Far East. There is an ongoing (and growing) requirement for high quality kernel from South Africa and Australia. Visiting the Peanut & Tree Nut Processors Association conference in Miami earlier this month further confirmed these trends.

The Chinese market has had a quieter than usual start. These slower sales are likely due to having bought large macadamia stocks from the 2017 crop. After Chinese New Year (a peak consumption period for tree nuts) this year (16 February) we anticipate a better idea for how this market will perform.

**Investing for long-term success of the industry:**

In support of the burgeoning industry the White River factory has undergone major changes in the last year. It is now the largest macadamia processing facility in the world with over 10 000 square metres under roof.



In line with our strategy for a sustainable future this new infrastructure (equipped with state of the art manufacturing practices and new technology) will support our marketing team and customer service oriented approach to ensure we continue to deliver for our growers.

This project has come to fruition as a result of the dedication and collaboration of the Green Farms Nut Company team. Thank you to all involved.

As a grower, you can trust that the team will always go the extra mile for you.

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