



## NEWSLETTER NUUSBRIEF

June 2018

Dear Valued Supplier,

We are pleased to share insights and learnings gathered recently at the Annual International Nut Congress, hosted 21 - 23 May in Seville, Spain. As the largest gathering of key players from the nut industry we attend every year on behalf of our growers to learn about latest developments in the macadamia industry.

This year was the biggest ever event, attracting around 1500 attendees from over 60 countries: testament to growth in the global nut industry and consumption. The congress offers us unparalleled networking, deal making opportunities, as well as offering the chance for a broader understanding of what's going on in the nut world.

This includes using case study examples of how challenges faced by other nut industries have been overcome. One of which is to better collaborate. Because of this, a motion to form a global macadamia council was discussed. The council would look to engender further demand stimulation, harmonise quality standards and undertake health research.

The 2018 crop is forecast to be the largest ever! Although it seems we are a long way away from satisfying global demand with the market remaining extremely undersupplied. Prices are the highest ever in USD terms. Key outcomes, amongst others, include continued growth in supply, in-shell and kernel market dynamics and global demand stimulation. Alex Whyte was a panellist on the macadamia roundtable and Jill Whyte the pecan roundtable. The attached presentation from the macadamia roundtable includes more information on these topics.

**Jill Whyte**  
CEO  
Green Farms Nut Co.  
whytespr@mweb.co.za



**Alex Whyte**  
Marketing Manager  
Green and Gold Marketing  
alex.whyte@greenandgoldnuts.com  
072 031 1838



**Graeme Whyte**  
Procurement  
Green Farms Nut Co.  
graeme@gfnc.co.za  
073 250 1846



## NEWSLETTER NUUSBRIEF

~Pg 2~

In summary:

- Total world in-shell macadamia supply 211 101MT
  - South Africa largest producer with 54 000MT (up 10 000MT from 2017)
  - Followed by Australia 44 500 and Kenya 32 500MT (both slightly up from 2017)
- Kernel equivalent world supply 56 712MT. South Africa with 16 200MT, followed by Australia with 14 200MT
- China consumption continues to grow, although is interesting when viewed against the backdrop of their domestic crop (and available supply of domestically produced product), and how this is likely to impact demand from Australia and South Africa. Interestingly, South Africa remains heavily reliant on the China in-shell market, which could signal a weak point for the South African industry.
- The mega food trend around plant based protein and health fat is set to continue. This gives us confidence we're growing a future food that will always be in demand. Attached, for reference is a press release we recently shared with media around this topic

We will be in touch with you within the next week with an update of what is happening with the Chinese nut in-shell macadamia market as a result of the US and China trade war.

Kind Regards

**Jill Whyte**  
CEO  
Green Farms Nut Co.  
whytespr@mweb.co.za



**Alex Whyte**  
Marketing Manager  
Green and Gold Marketing  
alex.whyte@greenandgoldnuts.com  
072 031 1838



**Graeme Whyte**  
Procurement  
Green Farms Nut Co.  
graeme@gfnc.co.za  
073 250 1846