



## NEWSLETTER NUUSBRIEF

**Dear Suppliers,**

A belated warm welcome to 2019 from the GFNC team!

Preparation for the new season is well underway - our facilities will start processing the new crop soon - in what we forecast to be another great year for the macadamia industry. SAMAC estimates a record South African crop of 58 500 tons in 2019.

Farmers report good hanging crops with hopefully improved quality. At upcoming events over the next two weeks we will announce 2018 profit share results and 2019 offer prices. The gatherings will also inform growers of topical developments in the industry and market.

### **2019 Price Offer Events**

GFNC is in the fortunate position to make a strong price offer this year and we believe our suppliers will be pleased with the 2018 profit share results. If you've not yet registered attendance, visit: [www.gfnc.co.za](http://www.gfnc.co.za). As a reminder, dates and times of events below:

- White River, GFNC Factory – 14:00, 6 March 2019
- Tzaneen, Merensky High School – 12:00, 7 March 2019
- Levubu, GFNC Factory – 17:00, 7 March 2019
- KZN South Coast, Coastal Macadamias – 16:00, 13 March 2019
- KZN North Coast, Umhlali Country Club – 15:00, 14 March 2019

### **New Senior Leadership**

You may have noticed recent press coverage around the appointments of three new senior members to the GFNC team. This has been further bolstered by Yvonne Leonard, who will be responsible for procurement in the Limpopo region. Graeme Whyte will leave his role in procurement at the company to concentrate on his main passion, farming at Springfield farms and we wish him the very best!

Former CEO, Jill Whyte takes up the reins as Executive Chairperson and Alex Whyte will devote his focus to building and growing the marketing business, Green & Gold Macadamias.



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All new additions are highly competent and well known in the industry. Our thinking has always been long-term, and upskilling the team underpins commitment to the vision of building a robust company in a competitive and sustainable industry environment.

Visit the website: [www.gfnc.co.za](http://www.gfnc.co.za) to view press coverage and further detail of these appointments.

### **News From Green and Gold Macadamias**

We are very pleased to report that Maclands - one of the globe's largest macadamia growers, with around 3500 hectares in South Africa, Kenya and Malawi - and owned by Camellia Group PLC has entered into an exclusivity supply agreement with our marketing company Green & Gold Macadamias (G&G). This means G&G is now responsible for marketing 20% of the world's kernel crop.

Green & Gold Macadamias is widely recognised for its innovative and forward looking approach to marketing. It is proactive in developing and scaling the market for macadamias from being consumed predominantly as snack into other trends like ingredients, butters, milks, pastes and many others.

For G&G it creates unrivalled supply security, volume and consistency of quality to their customers worldwide. A major focus is to horizontally grow geographical markets and vertically integrate into the value chain. Together with committed and trusted relationships, they are boldly poised to serve macadamia lovers around the globe.

For more information contact Alex Whyte, [alexwhyte@greenandgoldmacadamias.com](mailto:alexwhyte@greenandgoldmacadamias.com)

### **2019 Market and Crop Outlook:**

Despite less than ideal weather conditions in many areas, the South Africa crop is projected to be the largest on record due to continued plantings and recovery from drought. Demand remains very strong in the market, with kernel sales going exceptionally well for the new season.

Look forward to seeing you at the events !

Allen Duncan, CEO