

International Macadamia Symposium 2023



IMS'23

MOVING FORWARD TOGETHER

Macadamias South Africa (NPC)  
(SAMAC)



BRAZILIAN  
MACADAMIA

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# CROP OVERVIEW

## PRODUCTION

	2022	2023*	2024*
IN SHELL	6.500	8.000	8.000
KERNEL	1.625	2.000	2.000

\* estimated

8.000 ha planted area

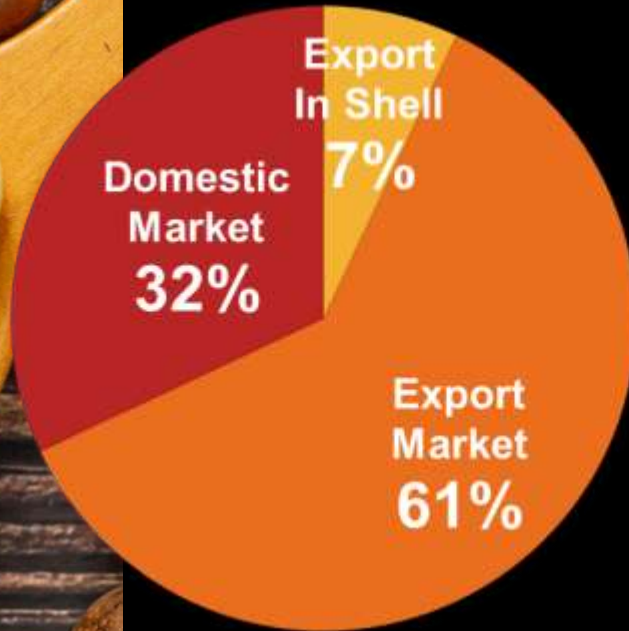


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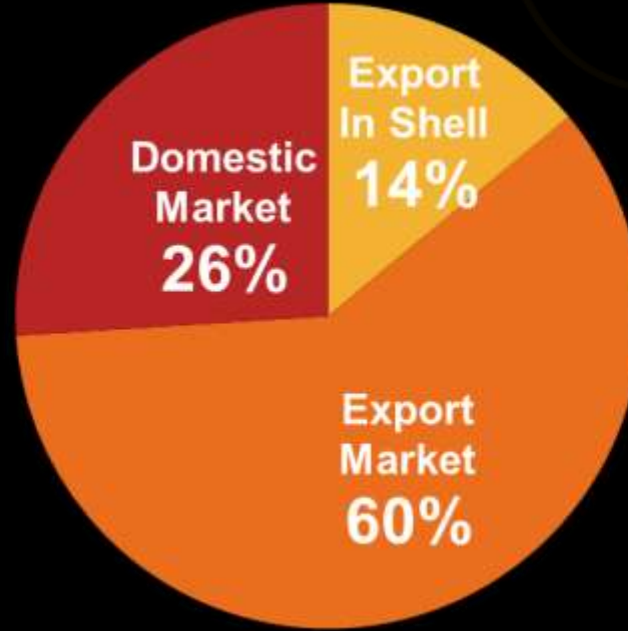


# BRAZILIAN MARKET

2022



2023\*



2024\*



\* 2023 and 2024 : estimated

Export Market: available for export



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MOVING FORWARD TOGETHER

# PRODUCTION CHALLENGES

- Quality Improvement
  - Nut In Shell
  - Kernel
- New Varieties
- Climate Challenge
  - drought
  - high temperature
- Production costs



23



# MARKET EFFORT

New Products in addition to current ones



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# MARKET EFFORT

## Nutrition Fairs and Congresses

- **Fipan:** Latin American bakery and confectionery Fair
- **Naturaltech:** healthy food fair, supplements, natural products and health
- **Fispal Food Service**
- **Anufood Brazil:** launch of national and international product for retail, eating out and hotel business



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# MARKET EFFORT

## Macadamia Fest

- 11th Edition
- 3 day event
- More than 30,000 visitors enjoyed the fest
  - Music Shows
  - Gastronomic Contest
  - Mass on site



23







QUESTIONS ?