

International Macadamia Symposium 2023



MOVING FORWARD TOGETHER

Macadamias South Africa (NPC)
(SAMAC)



Trends to Shape the Future Macadamia Market

Alex Whyte

Green & Gold Macadamias



1. Who is the Modern Consumer?

- Importance of sustainability
- Focus on health
- Growing role of convenience
- The X-factor and indulgence



Importance of Sustainability



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Meet this content: Annette McGivney in Flagstaff, Arizona
 Wed 8 Jan 2020 06:00 GMT

Mother Jones

Smart, Fearless Journalism

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ENVIRONMENT | JANUARY 12, 2015

California's Almonds Suck as Much Water Annually as Los Angeles

Other amazing features

Forbes

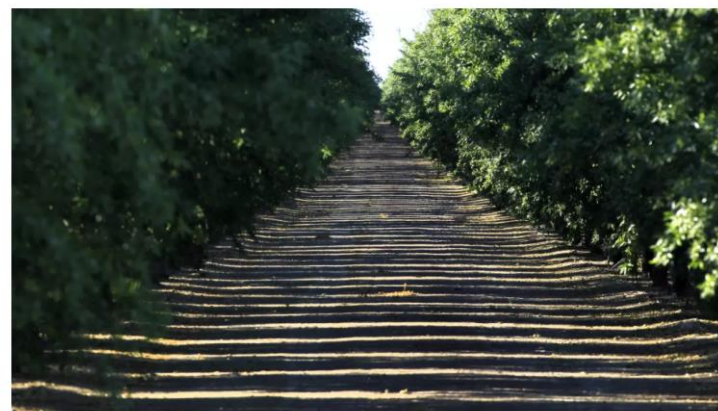
FOOD & DRINK • DAILY COVER

California's Water Emergency: Satisfying The Thirst Of Almonds While The Wells Of The People That Harvest Them Run Dry

One Bee for Every 20 Nuts

The San Diego Union-Tribune

Chris Reed: Why drought should have California's almond, alfalfa farmers deeply worried



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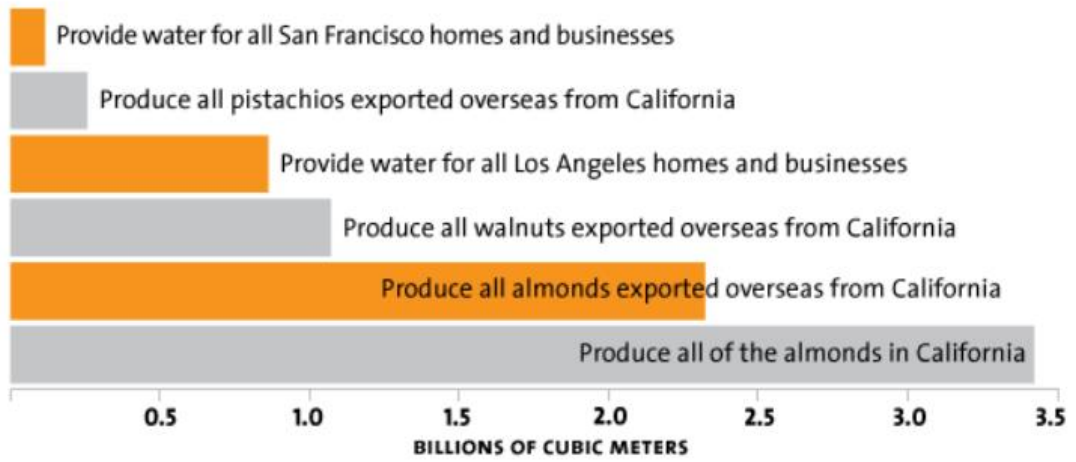
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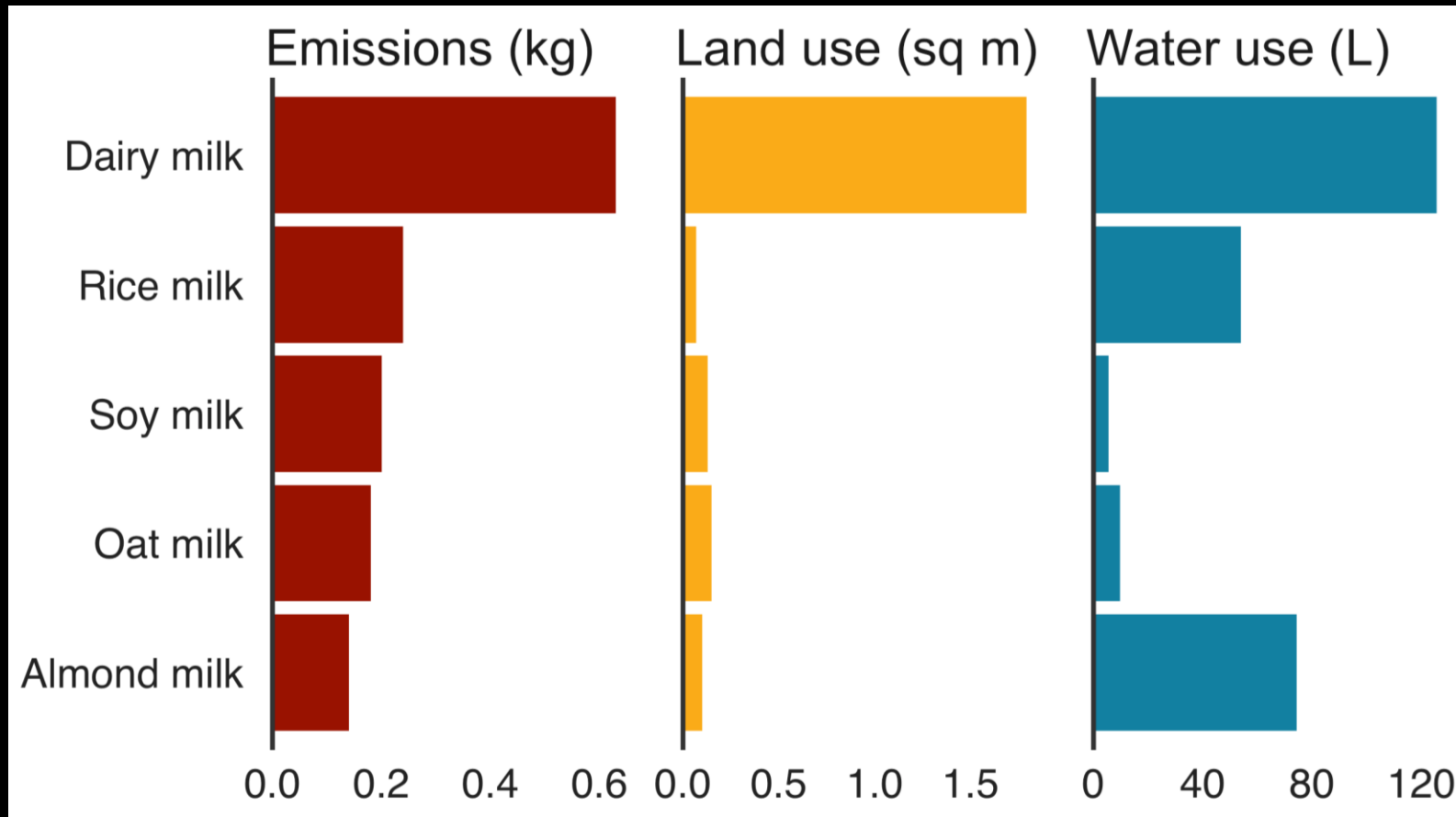
How much water per year does it take to...



Sources: California Department of Water Resources (city usage); Primex International Trading Corporation, Mekonnen and Hoekstra, 2011 (pistachios); California Walnut Board; California Almond Board and David Goldhamer (almonds)

Which milk should I choose?

Environmental impact of one glass (200ml) of different milks



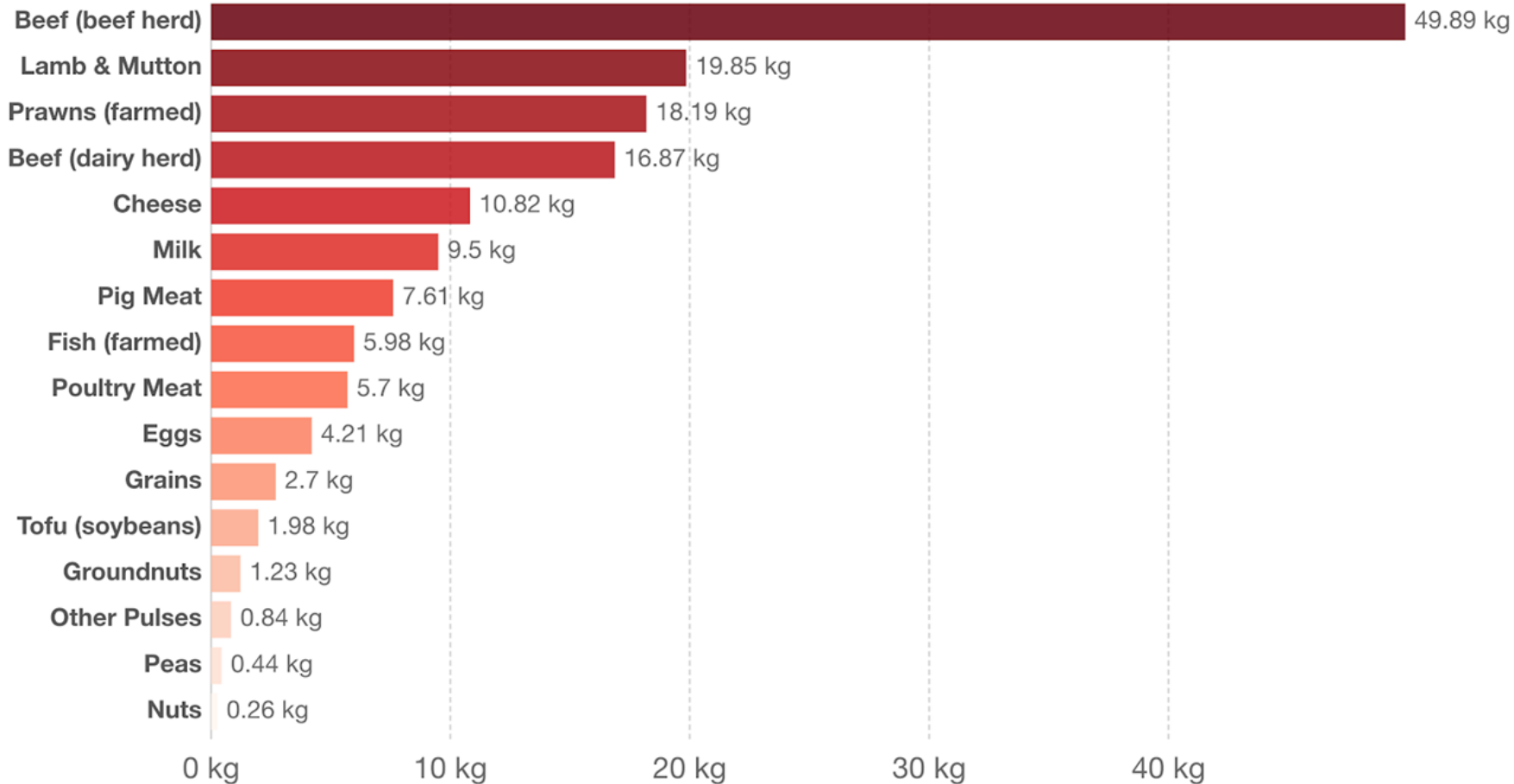
Source: Poore & Nemecek (2018)

Science. Additional calculations, J. Poore

Greenhouse gas emissions per 100 grams of protein

Our World
in Data

Greenhouse gas emissions are measured in kilograms of carbon dioxide equivalents (kgCO₂eq) per 100 grams of protein. This means non-CO₂ greenhouse gases are included and weighted by their relative warming impact.



Source: Poore, J., & Nemecek, T. (2018). Additional calculations by Our World in Data.

Note: Data represents the global average greenhouse gas emissions of food products based on a large meta-analysis of food production covering 38,700 commercially viable farms in 119 countries.

OurWorldInData.org/environmental-impacts-of-food • CC BY

Social Welfare

The Nation.

Farmworker Campaign Heads to Wendy's Headquarters. Will the Fast-Food Giant Finally Listen?

The Coalition of Immokalee Workers will rally at the annual Wendy's shareholder meeting in Ohio to demand that the company join its fair-labor initiative.

MICHAEL SAINATO

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Avocado crime soars as Mexican gangs turn focus from opium to 'green gold'

The rise in avocado-related crime has turned some regions into no-go areas even for the police

FT

Financial Times
Jude Webber in Mexico City and Emiko Terazono in London

Published Jan 31, 2020 • Last updated Feb 03, 2020 • 3 minute read

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Focus on Health



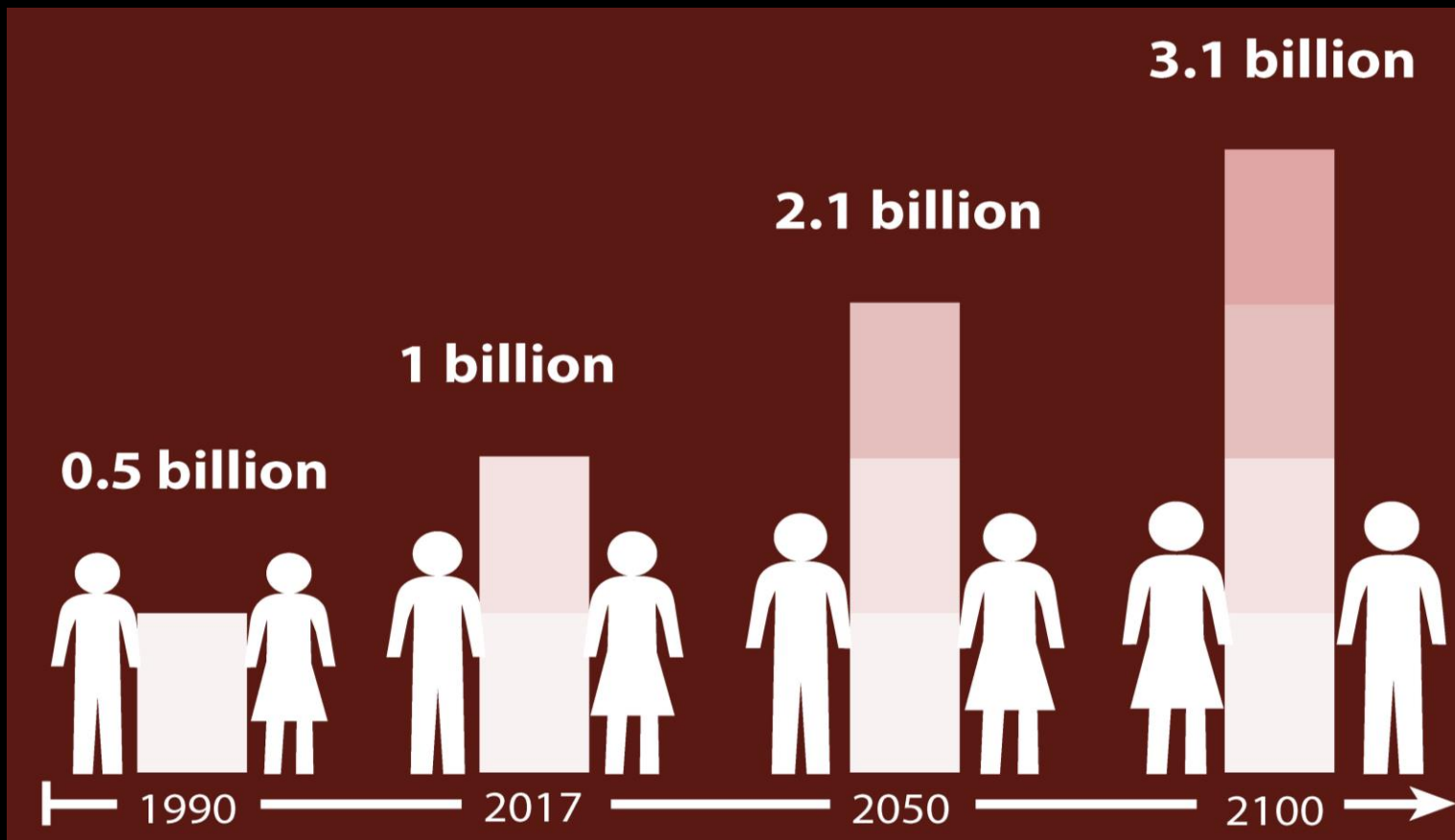
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Aging Population

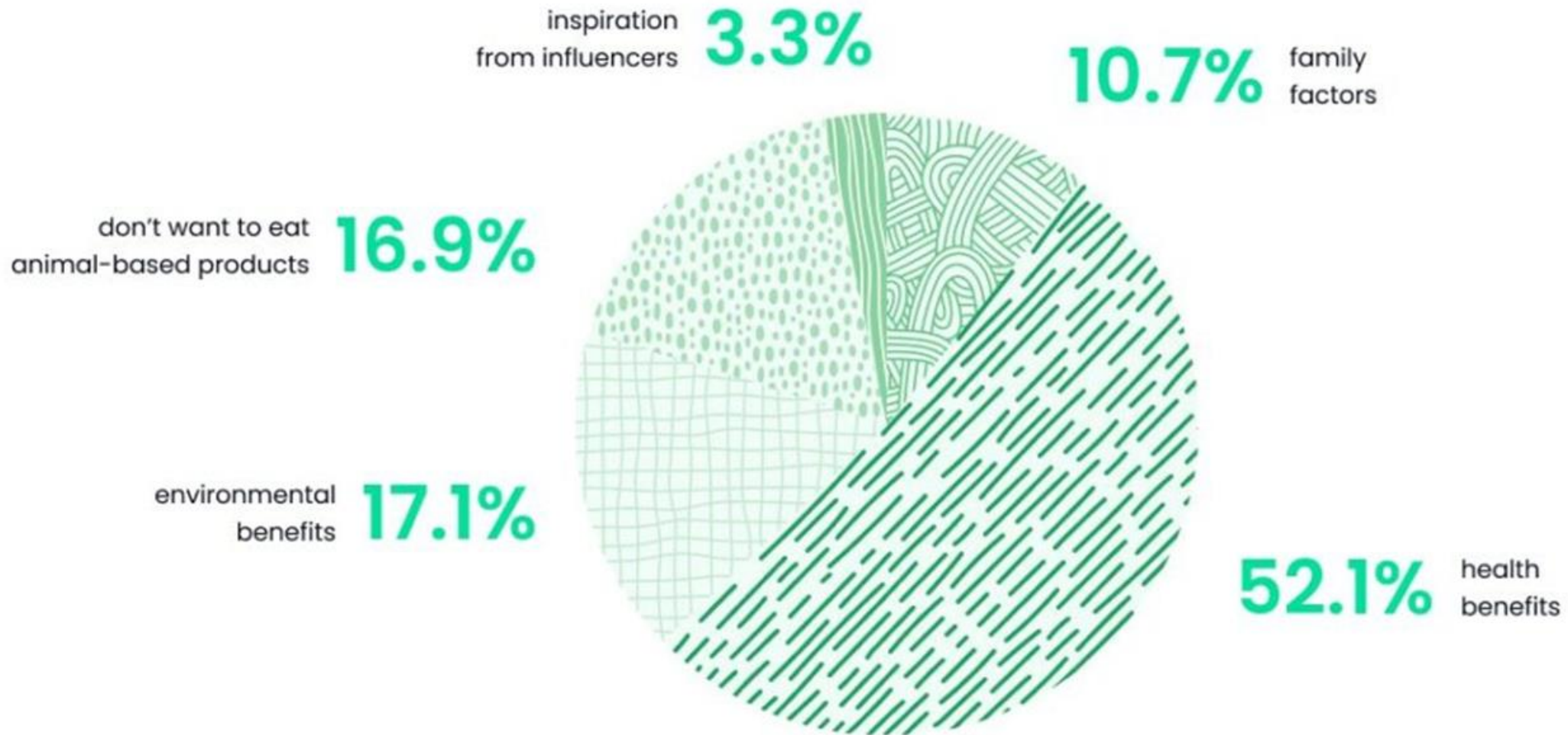
Projected global population aged 60 years or over



 SUSTAINABLE DEVELOPMENT GOALS

Source: United Nations Department of Economic and Social Affairs, Population Division, *World Population Prospects: The 2017 Revision*
Produced by: United Nations Department of Public Information

Top Reasons for Going Vegan



Fake meat is dying, but that shouldn't mean the end of veganism

Sales at the vegan food manufacturer Beyond Meat have plummeted, while brands including Nestlé, Pret and Oatly have cut back on their expensive vegan ranges. The cost-of-living crisis could be to blame, writes **Olivia Petter**, but veganism's image problems also run deeper



Thursday 10 August 2023 06:30 • Comments



Growing Role of Convenience



say convenience while shopping is more important now compared with 5 years ago



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“Healthy indulgence” & X-Factor

‘In tough times, food offers opportunity for delicious escapism’

By Flora Southey

15-Feb-2023 - Last updated on 15-Feb-2023 at 14:54 GMT



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Fads vs Trends

Responsible Nutrition

Efficient Nutrition

Sustainability

Health

Convenience

Indulgence
&
Uniqueness

Guilt-free
Pleasure/Balance
seeking

Convenience Plus



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QUESTIONS ?



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