

International Macadamia Symposium 2023



IMS'23

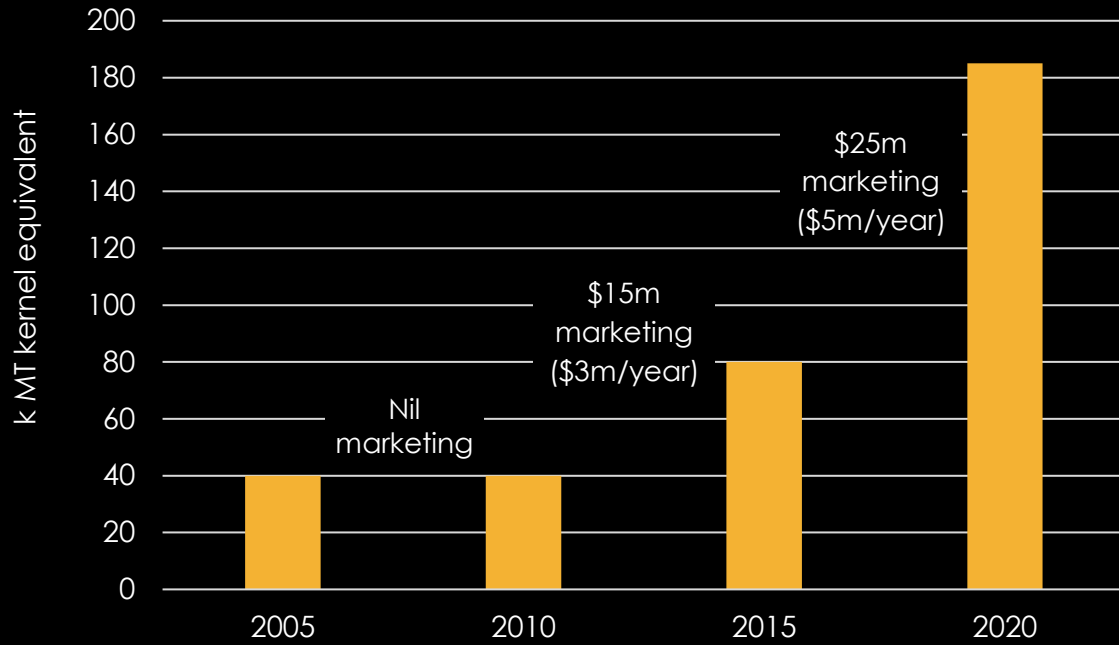
MOVING FORWARD TOGETHER

Macadamias South Africa (NPC)
(SAMAC)



Creating macadamia
consumption
occasions

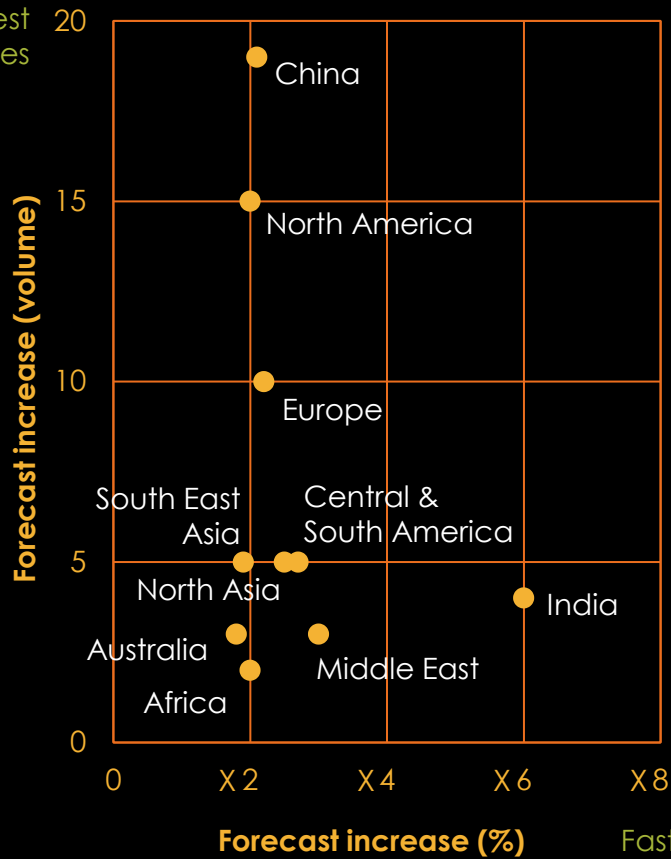
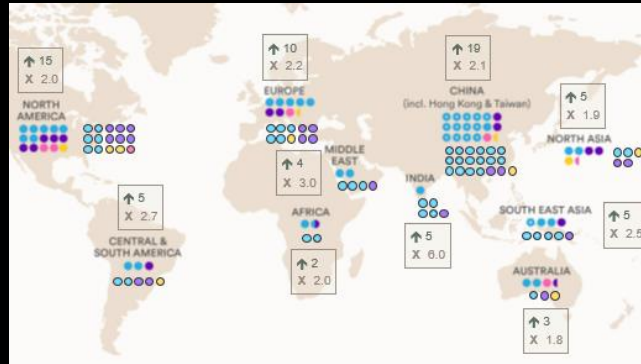
Almonds in India



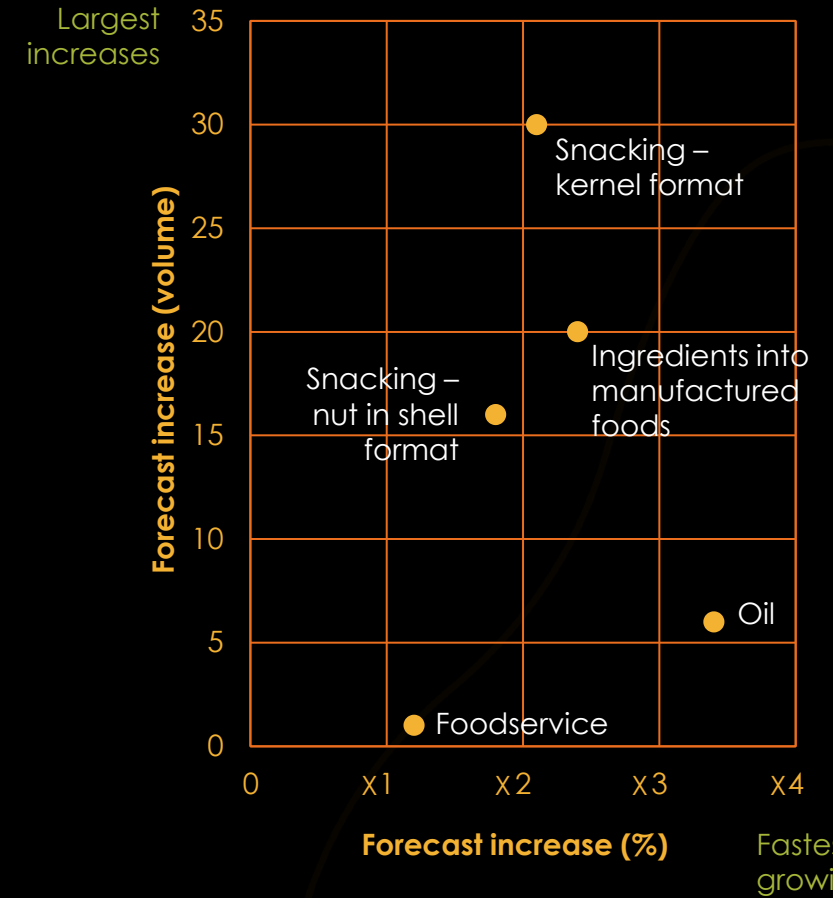
Our purpose is to stimulate demand for macadamias and support the premium position through global industry collaboration.



Region



Channel/format



Five key principles drive the strategy

Centered
on health
(health + taste)

The multiplier
effect
(incl. partnering)

Addresses
industry needs
(or pain points, incl.
styles/ formats)

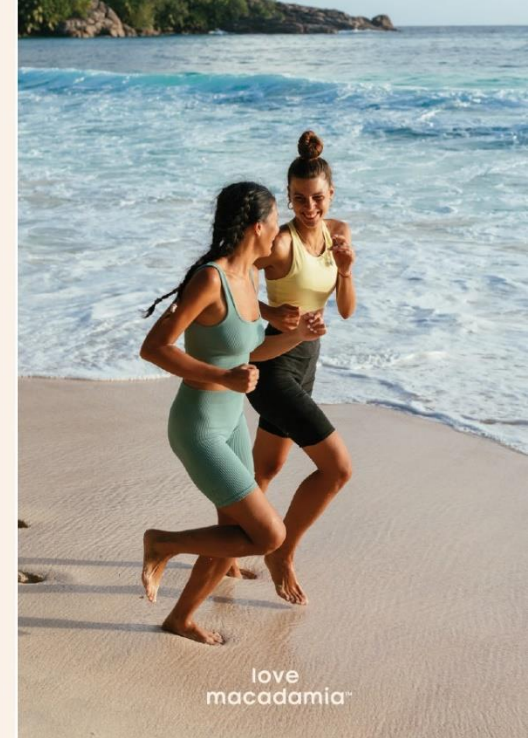
Focus for
impact
(geographical/
target / shift)

Global +
local

love macadamia™



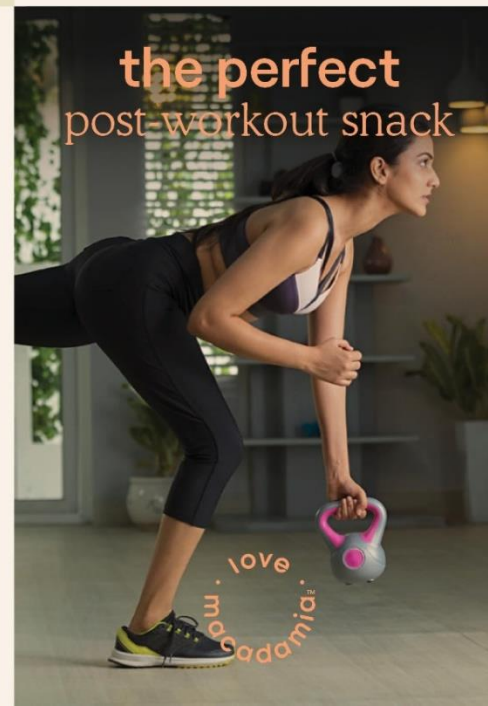
love macadamia™



love macadamia™



love macadamia™



the perfect post-workout snack

'Good fats' change the narrative
爱上优质不饱和脂肪酸
爱上自然营养



love macadamia™

INDIA

Inputs



Since Jan 2023, consumer and trade awareness campaign. SEC A+ and health positioning.

In market



I began my day by consuming fat first for a month—here are all the benefits
If you think a bowl of fruits is a good way to...
www.vogue.in

- New SKUs
- New trade activity
- User generated activity and PR

CHINA

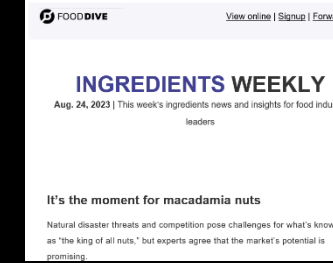


Jan 2022 'open together' digital video, campaign and trade discussion.



- New smaller packs
- Non-peak promotion schedules
- Different retail outlets

INGREDIENTS USA



Awareness about availability and accessibility to unserved segments.

Anecdotal reports of increases for macadamia samples in USA

- PR
- Conversations
- Sample requests



Macadamias are full of good fats



They also have low carbs



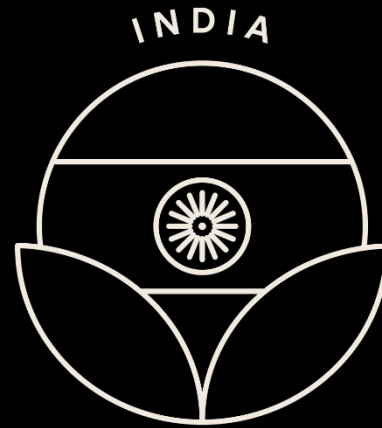
And are nutrient dense



All of this helps us manage inflammation in our body over time



WMO invests in two core countries in
FY24-28 period: USA and India



China industry &
WMO collaborate



Get health forward households that are buying other healthy foods to include macadamias in their shop



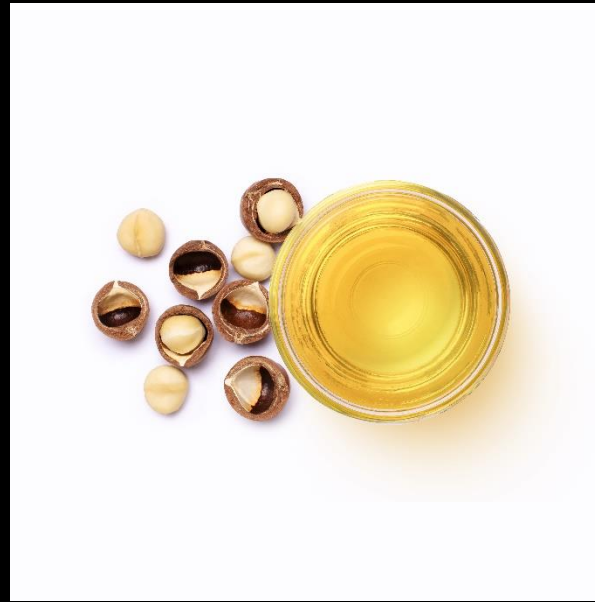


Get health forward households that are buying other healthy foods to include macadamias in their shop

AND increase their basket to include:



Snacking size



Macadamia oil



Macadamia paste



Get manufacturers to include macadamias in their products, especially when supporting a healthy positioning

Communication



+



INGREDIENTS SHIFT INGREDIENT USE

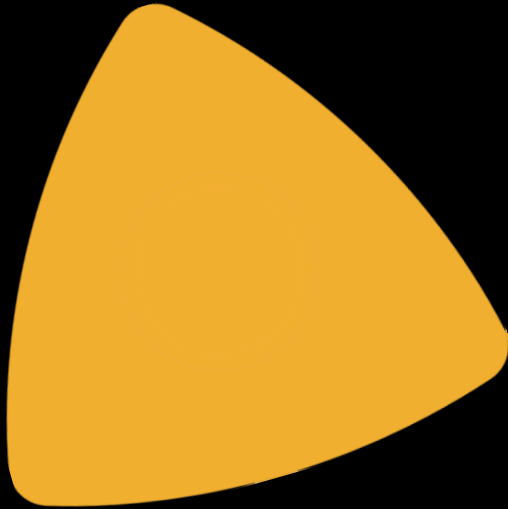
Tripling new launches per year





Get wealthy Indian consumers to try and adopt macadamias as part of their health orientated lifestyle

Consumers



Health professionals

Trade

Roll out plan

Delhi
A+

Delhi
Mumbai
A+

Delhi
Mumbai
Chennai
Hyderabad
Bangalore
A+

Delhi
Mumbai
Chennai
Hyderabad
Bangalore
A

GROW MARKET

Increasing A+ target penetration

from
1,000MT
negligible



to
6,000MT
120k households
(5% SEC A+, 50g per year)



Partner with Chinese industry to support market growth, including embedding nutritional positioning

Nut in shell gifting



>

Nut in shell informal



>

Modified snack



>

Kernel snack



>

Versatile kernel



+ oil



SUPPORT GROWTH

from
17,500MT
kernel equivalent



to
36,500MT
kernel equivalent

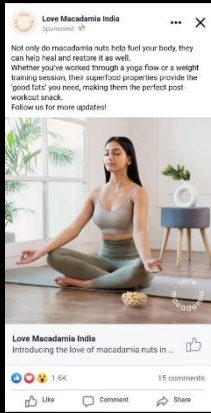
INDIA



USA



CHINA



- balanced nutrition**: love macadamia
- luxury**: love macadamia
- everyday delight**: love macadamia
- Macadamia Nut Hummus**: Simple. Complex. Delicious.
- sustainable & simple**: love macadamia

inspiration

love macadamia

'Good fats' change the narrative

爱上优质不饱和脂肪酸
爱上自然营养

love macadamia

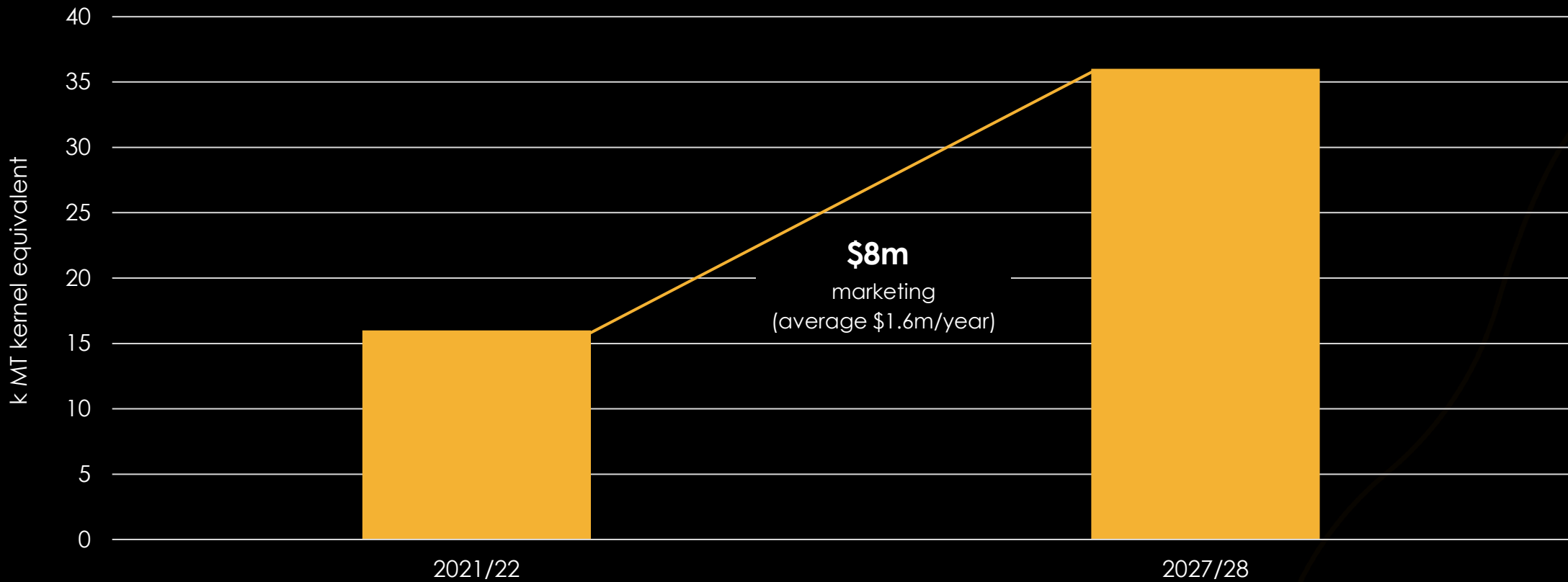
luxury 奢享

愉悦每一天
everyday delight

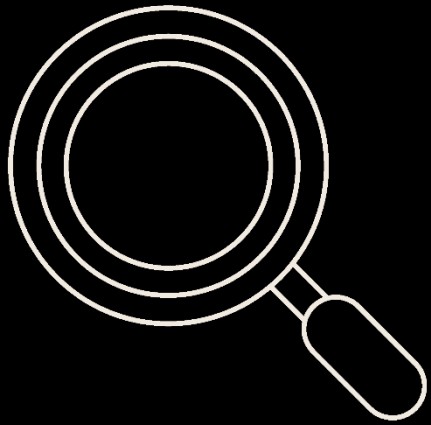
love macadamia



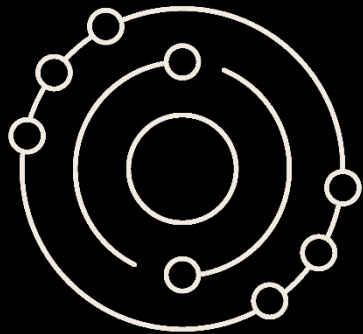
USA & India



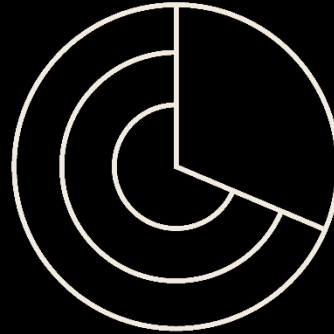
Enabling projects support demand generation activities and the industry



Product standards



Health & wellness benefits



Industry data



Sustainability



World Macadamia Organisation


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www.worldmacadamia.com

 world-macadamia-organisation

China

Web: cn.lovemacadamia.org

 weibo.com/n/lovemacadamia

Love Macadamia™

www.lovemacadamia.org

   loveofmacadamia

India

Web: www.lovemacadamia.in

 lovemacadamia.india





QUESTIONS ?

