



Grower Update January 2016

Dear Valued Suppliers,

Wishing you all the best for 2016. No doubt another exciting year of macadamias awaits.

Our Green and Gold Marketing team have just exhibited at the Food Ingredients Europe show in Paris, France. It's all part of the work we do to develop the macadamia market and stay in touch with the latest trends in the food industry and how that relates back to macadamia nuts.

The Food Ingredients Europe show has over 1400 exhibitors and many more attendees from across the globe. Green and Gold were the only representatives from the Macadamia industry exhibiting. The aim was to make contact with New Product Developers within various companies and introduce them to macadamia nuts and highlight the benefits of using macadamias as an ingredient. The exhibition was a success with a number of new leads made and positive marketing regarding macadamias.

Some of the things we learnt from the show:

- There is a strong trend towards natural ingredients which are considered healthier. A positive sign for the macadamia industry.
- Macadamias are still a relatively unknown nut and these were people who worked in the food industry! It highlights the potential growth we have but also shows much work still needs to be done in raising the profile of macadamia nuts to the consumer and global food industry.
- Nuts are becoming more popular as an ingredient and many new products being launched contain nuts. This is mainly due to the health benefits of nuts and the healthy image they can give food products.



Green and Gold remains focused on the future and there is no doubt with the massive increases in supply a proactive approach is required to build the macadamia market through diligent marketing- we cannot afford to buy market share through a price reduction or crash.

So please remember that much of your Green Farms Nut Co marketing commission goes towards this type of activity and we remain at the forefront of building the macadamia market globally. Your support in doing this is very much appreciated.

Also just to remind you some extensive upgrades have been undertaken at the Levubu, White River and Natal factories during the off season. These include new state-of-the-art equipment and enlargement of the factory space. These are all part of our plans to double up our capacity over the next few years. We remain committed to our growers and the industry and we plan to keep pace with your growth!

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