

Press Release

Leading South African macadamia processor aligns with the Marquis Group to ensure industry stability

The global macadamia industry has seen unprecedented growth in the last 10 years with demand continuously exceeding limited supply. This has made the farming of macadamias very rewarding as much of this annual increase of demand has occurred organically.

However, the industry is currently experiencing a shift with hectares of macadamia nuts planted set to double in supply within the next four to five years, increasing global macadamia supply from roughly 200,000 tonnes to 400,000 tonnes, followed by a further predicted increase to 600,000 tonnes shortly thereafter.

To ensure demand for macadamias continues to grow with the increased supply, key steps must be taken to stabilise the industry, including a collective effort across international borders. Recognising this need, Global Macadamias, South Africa's largest macadamia processor, has rebranded to Marquis Macadamias (Africa) and joined forces with the Australian based Marquis group of companies. The group is already the world's largest processor and marketer of macadamias and now has an even stronger ability to stabilise the industry.

"In an industry where supply volumes are rapidly accelerating, a cohesive undertaking is needed to create industry stability by continually increasing demand. This can't happen on the farm level or in South Africa alone, but rather needs to be driven at the marketing and sales level to encourage customers globally to utilise macadamia products in their long-term product lines and markets," says Roelof van Rooyen, director of Marquis Macadamias (Africa).

Whilst overall industry supply is high, customers have experienced a lack of consistency in quality and reliability of supply. This new partnership connecting the biggest macadamia producing regions via the Marquis group provides customers access to increased volumes for premium, consistent quality products and strengthened security of supply.

"Through Marquis, we are able to pool supply from multiple origins of South Africa, Kenya and Australia, ensuring the high quality and consistency that will create market confidence. And it is crucial these volumes are managed well and marketed ahead of the trend or we could face a situation in later years where nuts are being dumped on the market without demand. If this happens, the whole industry will stand to lose a lot of ground that has been made, taking with it all of the prosperity macadamias bring to the growing regions and South Africa's balance of trade."

The industry must also explore new ways for macadamias to be incorporated into products through value adding and as an ingredient in popular snacks, desserts and even cosmetics. Van Rooyen notes market diversification of product use is key to a sustainable and profitable macadamia industry. And again, comes the need for the guarantee of high supply volumes once these new products are developed.

"To hold product developers' interest and meet the demands of the large retailers, we need to be able to deliver the correct value add capabilities and volumes as promised. Marquis' combined supply and processing capabilities prepare us to continue securing the large contracts needed with key retailers, thereby having a significant impact on the overall industry.

“With the Marquis’ vision and combined offerings, we are in a prime position to negotiate a stable, profitable way forward for the macadamia industry, “ van Rooyen concludes.

About Marquis

Marquis is a group of companies comprised of the world’s largest growers, processors and marketer providing superior quality macadamias to food manufacturing, wholesale and retail customers spanning more than 45 countries, across five continents.

Marquis is 100% grower owned, processing 22,000 tonnes per annum through Marquis Macadamias (Australia) and 11,000 tonnes per annum through Marquis Macadamias (Africa). Both regions are ramping up capacity in the coming years to a combined 96,000 tonnes.

The production from these facilities is sold through the jointly-owned company Marquis Marketing, which markets and sells over 20% of the world macadamia nut crop.

Photo and caption:

Marquis Macadamia Nuts

With greater surety of supply, the Marquis Group is able to invest in product development, which bodes well for the stability of the macadamia nut market.

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Marquis Macadamias (Africa) enquiries:

Tel: 087 655 0777

info@marquisafrica.com

Media Enquiries:

Lindi Botha

Target Communications

Tel: 082 494 8005

lindivr@gmail.com