

Macadamia nut UK imports show huge rises in 2008

The 2008 import figures for macadamia nuts were released this week, and show an annual increase of 45%, from 500 to 737 tonnes. This figure does not include those imported as part of fruit and nut mixes, which suggests that the nut is showing serious growth in consumption. These figures were welcomed by growers as crop tonnage continues to increase year on year.

The increases are in part, being attributed to the investment in a UK awareness campaign, funded by Australian and South African Growers groups. The Campaign, now in its second year, is helping to create consumer demand by raising awareness amongst consumers and health professionals of the unique taste and nutrition benefits of macadamia nuts. It includes the establishment of a Macadamia Advice Centre (MAC) which has a website and manned information line. In the past year the Advice Centre has targeted health and nutrition conferences, distributed 250,000 consumer targeted healthy eating leaflets to GP surgeries, plus a PR campaign that has to date reached over 18.5 million consumers.

The UK has become the fastest growing market for macadamia nuts in Europe. Total imports to Europe reached 5,954 MT (24% growth) in 2008 and worldwide consumption of 27,700MT.

Australian growers are represented by The Australian Macadamia Society (AMS) and the South African growers by the South African Macadamia Growers' Association (SAMAC) - this represents a first in the Nut industry, of growers from different countries investing in a generic campaign to increase awareness of the health attributes of a nut.

Visit www.macadamias.org.uk

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