

## **Drive to increase Macadamia Nut consumption by International Growers sees UK Macadamia Advice Centre (MAC) launched to support sales growth**

Crop tonnage of Macadamia Nuts is predicted to double over the next seven years as the ambitious tree planting programme instigated by both Australian and South African growers begins to deliver its harvest. This has prompted producer organisations from both countries to collaborate in a UK focussed awareness initiative, centred on a Macadamia Advice Centre, with a supporting helpline, website and PR campaign, directed towards health professionals and consumers and highlighting the health benefits and unique taste of the Nuts.

The campaign will initially focus on raising the profile of the nuts with dieticians, GP's, nutritionists and health writers and is fronted by respected nutritionist and medical writer Dr Sarah Brewer. Says Brewer "the Macadamia Nut's health properties are currently a well kept secret. Apart from the unique taste and crunch, macadamia nuts offer the highest levels of monounsaturated fats of any food including other nuts. And monounsaturated fat reduces the risk of atherosclerosis, high blood pressure, coronary heart disease and stroke and is particularly beneficial for people with type 2 diabetes. Macadamias are also high in antioxidants, phytochemicals, vitamins, minerals and fibre. But our recent research amongst medical professionals has highlighted that a significant percentage have no knowledge of the benefit of Macadamia nut consumption, and I am pleased to be associated with a campaign intended to rectify this."

Australian Growers are represented by The Australian Macadamia Society (AMS) and the SA growers by the South African Macadamia Growers' Association (SAMAC) with the programme being the first time the two organisations have collaborated. Sales of Macadamia Nuts in the UK have

increase by over 250% in the last five years but with sales currently standing at 500 tonnes per annum huge sales growth opportunities exist.

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**Visit [www.macadamias.org.uk](http://www.macadamias.org.uk)**

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