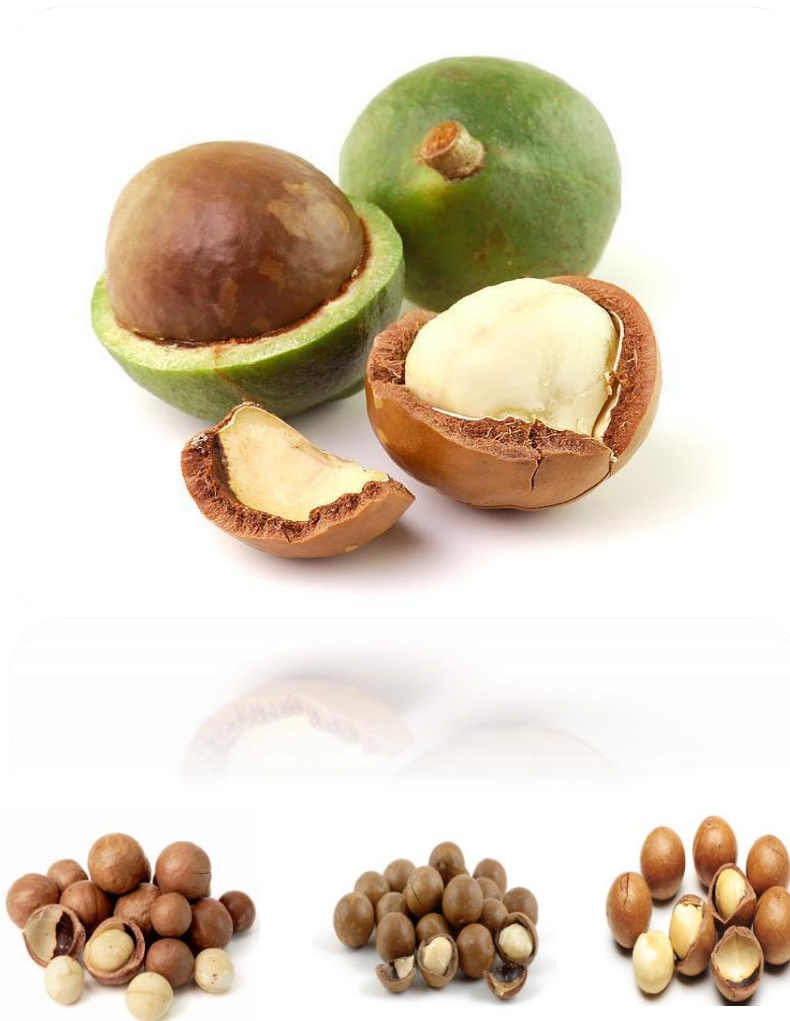


Product Focus

Macadamia Nuts -HS Code 0826 (shelled & unshelled)



A macadamia is a very hard-shelled nut which can be eaten or processed for other uses. The edible kernel is enclosed in a thick, hard shell that, in turn, is enclosed in a husk that separates it from the tree at about the time the seed is mature. The kernel is nearly spherical, consisting of joined equal-sized halves (cotyledons).

Macadamias are now widely used in the confectionery, baking, ice cream and snack food industries. Macadamia oil's rich, cushiony skin feel, and high oxidative stability make it especially

suitable for heavy creams and sun care formulations. Medical research has shown that the consumption of macadamias may significantly lower the risk of heart disease.

The common cultivars grown are beaumonts and integrifolia. Macadamia nuts are grown in some COMESA countries e.g. Kenya, Malawi, Zimbabwe, Rwanda and Zambia, among others. The climatic conditions in these countries are favourable for growing macadamia nuts, which guarantees sustainable production.

OPPORTUNITIES

According to Trademap, world imports of macadamia nuts stood at US\$909 million in 2018 and of that amount COMESA exported US\$130 million. The table below highlights major importers regionally and internationally;

International Markets	Regional Markets
<ul style="list-style-type: none"> ✓ United States of America ✓ Hong Kong ✓ China ✓ Germany ✓ Netherlands ✓ Japan ✓ Vietnam ✓ Belgium ✓ Taipei ✓ Korea ✓ Spain ✓ United Kingdom ✓ Canada 	<ul style="list-style-type: none"> ✓ South Africa ✓ Malawi ✓ Zambia ✓ Mozambique ✓ Uganda ✓ Egypt ✓ Angola

MARKET ANALYSIS

According to Trademap statistics, COMESA's exports of macadamia (shelled and unshelled) nuts to the world increased by 103% from US\$64 million in 2014 to US\$130 million in 2018. The major export markets for COMESA in 2018 include USA - sourcing 47% of total exports, South Africa (14%), Germany (10%), Netherlands (6%), Mozambique (4%), Japan (4%), Vietnam (3%) and Hong Kong (1%), among others.

There is no regulation or restriction on the marketing of macadamia nuts. The prices of macadamia are determined by the market forces of demand and supply. The industry is export based with about 80% of COMESA's annual production shipped to international markets except for South Africa which is among the regional markets.

EXPORT POTENTIAL

In the past years COMESA countries who have been producing and exporting macadamia nuts include:

	Country	Potential Export Markets
1.	Kenya	USA, Germany, Netherlands, Japan, Vietnam, Hong Kong, China, Thailand, Canada, Israel, Spain, Italy, Egypt, Taipei, France, Georgia, Australia, Singapore.
2.	Malawi	South Africa, USA, Netherlands, Australia, Japan, United Kingdom, Israel, Singapore, China, Germany, Hong Kong, Taipei, Mozambique, India, Vietnam.
3.	Zimbabwe	South Africa, China, Hong Kong, Malawi, Czech Republic, Australia, Germany, Kenya, Vietnam, Switzerland.
4.	Rwanda	Vietnam, USA, Japan, Singapore, Belgium, Kenya.
5.	Zambia	South Africa, Malawi, Kenya.

Generally, COMESA has potential to increase export of Macadamia to the world considering the favourable climatic conditions suitable to grow macadamia nuts.

PACKAGING REQUIREMENTS



Packaging requirements differ between customers and market segments. They must at least be packed to protect the nuts in new, clean and quality packaging to prevent damage to the product.

Exporters are advised to contact importers/buyers for context and current information when developing packages.

Wholesale: Plastic or jute bag, plastic in carton box is most common. Vacuumising or flushing with gas may be used.

Retail: Plastic bag or plastic container or foil bag.

Storage

Vacuum packed raw macadamia kernel should be stored in a cool (15°C to 25°C), dry and well-ventilated area. Stored under these conditions, raw macadamia kernel which conformed to all the quality specifications at packing, will maintain this quality for 16 to 18 months without any serious quality deterioration.



LABELLING

Labelling must provide the buyer with basic information about the content of the product and about how best to handle it. Therefore, the labels of Macadamia Nuts should mention the following details:

- Name of the product;
- Net content;
- Name and address of the producer;
- Place of origin;
- Lot / batch identification number or code;
- Instructions for use;
- Production date;
- Nutritional information.

NB: Labels cannot contain any toxic ink or glue

VOLUNTARY STANDARDS

Exporters are urged to comply with food quality and safety standards such as Global GAP, HACCP, BRC, BSCI.

-GLOBAL G.A.P Crops (Global Good Agricultural Practice): is a pre-farm-gate standard which covers the whole agricultural production process from farm inputs such as seedling until the product leaves the farm (only primary in-field processing is covered). (www.globalgap.org)

-HACCP (Hazard Analysis and Critical Control Points): In Germany, requirements for the hygiene of food is laid down in Regulation (EC) 852/2004 which states the general hygiene procedures for food at all stages of the production process from primary production to the EU consumer (“from-farm-to-fork approach”).

-BRC: British Retail Consortium is a hygiene code that has higher standards than HACCP has. (www.brcglobalstandards.com)

-BSCI: The Business Social Compliance Initiative is a leading business-driven initiative for companies committed to improving working conditions in the global supply chain. (www.bsci-intl.org)

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