

Green & Gold Macadamias, Camellia form new marketing partnership

A strategic macadamia marketing partnership has been initiated between Green Farms Nut Company's (GFNC) marketing business (Green & Gold Macadamias - G&G) and the Camellia Group Plc. This adds to G&G's processor and producer partner network in key growing territories including Australia, South Africa, Kenya, Malawi and Brazil. "We are delighted that Camellia has taken the decision to market their macadamia brand, Maclands through G&G. The addition of their produce now makes us responsible for selling 20% of the globe's kernel crop in all markets around the world," says Brian Loader, CEO, G&G.



Image Supplied.

Today's customer is discerning and sensitive to sustainable, ethical and traceable food production. Global supply of macadamias has increased over 50% in the last five years to 210,000 tonnes in-shell. According to the International Nut Council, the crop is projected to double again by 2023. G&G's focus is to innovate in how and where this future supply is absorbed into market.

"G&G are specialists in what they do. A macadamia marketing company with a large network of reputable producers and an established, strategic customer base. The organisation has cultivated longstanding direct relationships with key customers and leading retailers. This market diversification, together with our aligned vision for value add and vertical integration, places G&G in a strong marketing position for years to come. This partnership allows us to be well placed to market our growth in product over the next ten years." says Graham Mclean, managing director of agriculture, Camellia.

Camellia has long-standing macadamia operations that started in Malawi in the 1980s. Over the years the group has invested in orchard growth and processing infrastructure. Its reach extends, in varying stages of maturity, across 1,400 hectares in Malawi, 1,100 hectares in South Africa and currently 1,000 hectares in Kenya, with plans to increase Kenyan orchards to 1,500 hectares over the next ten years. This makes Camellia one of the world's largest macadamia producers.

"We have mutual interest and belief in the macadamia industry and look forward to working with the Camellia Group," concluded Loader.

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