

# love macadamia™

## Growing the love of macadamias

The World Macadamia Organisation is creating a movement around the world – it's all about building the love of macadamias and it's called Love Macadamia™.

There is a lot to love about macadamias. Research tells us that often people really enjoy them, saying things like “they are my favourite nut”. However, when you delve into the numbers, they aren't buying them that frequently – often only once or twice a year. Love Macadamia™ aims to elevate macadamias from an occasional food to something considered an integral part of a balanced and healthy diet. The target is consumers who are mindful about their food choices, often selecting healthy wholefoods. There are three core elements to the approach: to increase awareness so macadamias come to mind more often; to increase understanding of the credentials, so favourable health attributes are associated with macadamias; and to give inspiration for how macadamias fit into their lifestyle.

We drew inspiration from other foods and what they'd done to grow their categories – standouts were “Avocado Fruit of Life”, the “Incredible Egg” and “Got Milk?”.

Love Macadamia™ was launched in the middle of 2022 and now is across three websites and six social channels, tailored for the specific needs of the USA, China and India audiences.

Each country uses the same core Love Macadamia™ elements and they are adapted for that cultural environment, the people we are trying most to connect with, and the behaviour change that we're looking to encourage.

## INDIA



India is a significant market for nut consumption, however macadamias are not well known at all. Research led us to focus activities on wealthy women, 30-40 years old, who actively care about their and their family's health. We wanted these women to try macadamias, often for the first time, and to build them into their regular food choices because they understood it would help them with their health and wellness objectives. These women often take advice from nutritionists, and both talking to nutritionists and having nutritionists credibly share the macadamia story, was important. We are focusing initially on Delhi, and have in place a programme that includes macadamias being featured at lifestyle events, lots of health-orientated influencers sharing their experiences of macadamias, articles in aspirational publications, and building social channels that now have 10,000 followers after only five months.

### Early signs of success in India

One of the results that stands out is the offtake in a premium food retailer called Foodhall. Prior to the Love Macadamia™ activities, the two stores we measured sold about 1kg of macadamias per week. This increased to 6kg per week during a promotion which included sampling and sharing information, an encouraging result but often instore promotions drive peaks in sales. The most exciting number in the three month period after the promotion was that the average weekly sales were sustained at nearly 5kg per week. This indicates the Love Macadamia™ activities are changing consumer behaviour, including that important metric of repeat purchase.



[www.lovemacadamia.in](http://www.lovemacadamia.in)



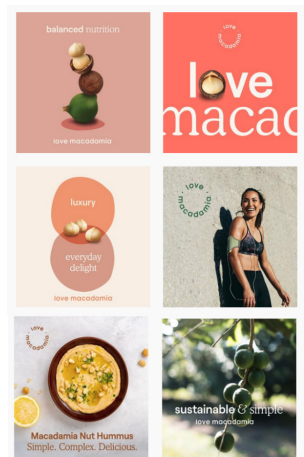
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## USA

The United States is the biggest snacking market for macadamia kernels and there is still a lot of potential upside. The Love Macadamia™ movement is targeting health-conscious millennials, who often are aware of macadamias but they aren't part of their regularly consumed healthy food set. The USA is a big country, the epicentre of Love Macadamia™ activities is California. The key elements of the USA activities have been digital advertising to drive people to the Love Macadamia™ website, reinforcing a clear health message centred around good fats, and creating online communities and activity. Love Macadamia™ focuses on growing the overall macadamia category and we are partnering with consumer brands who have macadamia offers to amplify communication.



### Early signs of success in the USA

A stand out result is in the area of user-generated content, often known as UGC, which is where consumers (or influencers) have created and shared their own content relating to macadamias – it is often considered the most important metric in digital marketing. One year ago there was almost no UGC relating to macadamias, 65 mentions to be specific in a one month period. This increased to 4,800 pieces of UGC in a recent month, a marked increase and very encouraging. This is an outcome of activity, it isn't something that can be directed, which is what makes it particularly potent. It is important to note that all macadamia category activity will have contributed to this, not just Love Macadamia™ activity.



[www.lovemacadamia.org](http://www.lovemacadamia.org)



[loveofmacadamia](https://www.instagram.com/loveofmacadamia)



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## CHINA

China is an example of a market that has grown from limited volumes to a very significant one in 10 years, consuming about 50,000MT mostly in nut-in-shell format. The first activity of the WMO was a campaign to bring more warmth to the nut-in-shell moment, encouraging super moms to create special family moments involving macadamias around festivals and rituals. In addition to Chinese New Year, there are lots of special occasions and through testing a number, we found that the National Holiday occasion had the biggest new consumer engagement in macadamias. Love Macadamia™ was introduced in China in late 2022 and talks to both the nut-in-shell and kernel consumer. Kernel is more for on-the-go and regular consumption, and health credentials support this positioning. The key elements of Love Macadamia™ in China are a Weibo channel which has grown to 116,000 followers, very engaged super influencers who are active on the influential Little Red Book channel, interactive digital games and a Chinese language website.



### Early signs of success

Influencers are the stand out result in China and we believe part of the reason of this is that they are promoting a food type rather than a brand, which really increases the authenticity of what they're featuring. It has also meant that the contracts are much more cost effective for Love Macadamia™ than for a branded counterpart. Influencer-led content for macadamias has resulted in 46 million views and 92,000 consumer engagements, which are likes, shares and comments.



[cn.lovemacadamia.org](http://cn.lovemacadamia.org)



[weibo.com/n/lovemacadamia](https://www.weibo.com/n/lovemacadamia)

## Membership

The WMO exists due to the financial support of members – the macadamia-growing countries of the world.

We currently have six members and are having conversations with other countries who have signalled an interest in membership.

Each member country has representatives at the Member Council. We elect a Board from this group, along with an Independent Chair.

Current WMO members:

- South Africa
- Australia
- Kenya
- Guatemala
- Vietnam
- Brazil

The impact of macadamia growth is being felt by the industry. Between 2021 and 2022 there was a 23% increase in supply. From 299k MT NIS (at 3.5% moisture) in 2022 the forecast is 503MT in 2027, an 11% compound annual growth rate. As an industry we need to ensure there is a home for future supply. In addition to stimulating consumption, the WMO helps support the industry in a number of ways. Some key highlights:



**Ingredients:** Food manufacturers use macadamias in their products, however in the last few years, supply shortages and prices have impacted this business. The WMO is running a communications campaign to increase the awareness of macadamia's increased supply and why it is worth reconsidering them in future formulations and product offers.



**Standards:** Launched a visual guide to support the WMO product standard, which shows what styles look like and the visual differences between grades. This should help customers have more certainty about what they're going to receive and ensure consumers have a good eating experience.



**Data:** Mapped future supply and demand, based on the input of at least 70 industry representatives. The collective input on what we need to do to stimulate future demand will inform the future WMO plans.



**Nutrition:** Created blogs, posts and publicity around the nutritional narrative for macadamias. Reviewed new scientific studies and evolved the nutritional narrative to:



Macadamias are full of good fats



They also have low net carbs



So you can eat them without spiking your blood sugar



They are nutrient dense



All of this helps us manage inflammation in our body over time

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