

Processor/Handler Membership



Processors and handlers are the primary processors of macadamia products, receiving macadamia nuts from farms that they own or purchase from. They may crack to kernel or on sell nut-in-shell format.

The WMO has previously primarily engaged with processors/handlers via peak industry bodies, but are now making it easier for individual processors/handlers to become WMO members. Each country can choose if processors/handlers join directly or via their peak body. If it is via the peak industry body, they will collect fees and nominate Members' Council representatives.

Key benefits

The WMO supplier list, which lists all processor/handler members, is a sought after reference for buyers of macadamias. When organisations in the wider value chain join the WMO their fees are discounted based on the proportion of macadamia nuts purchased from WMO members.

The fees are used to directly promote macadamia consumption, something that is of critical importance given the growth in supply. WMO membership also provides an opportunity to shape the future of the industry, to input into product standards and nutritional positioning, to access valuable information on supply, demand and markets, and involvement in networking opportunities across the industry.

How does membership work?

- Each processor/handler or peak body has seats on the Members' Council, ranging from one to seven depending on volume.
- The Members' Council meet in person at least once a year and virtually up to three times a year.
- Each member receives one vote. In addition, there are 100 votes which are allocated based on financial contribution in the prior two years.
- From the Members' Council a Board is elected and some direct appointments can also be made. The Board meets in person once a year and virtually at least four more times.
- Representatives of the Members' Council have the opportunity to join the Strategic Foundations Committee. Working groups may be formed to focus on specific projects or deliverables.
- An Operating Plan is created for each year, guided by the strategy and with input from the Members' Council and Board.
- Progress of delivery against the Operating Plan and other information relating to the industry and activities are reporting in the Quarterly Reports, which are available for all Members' Council members.
- The focus of the WMO is to work with members to develop strategies to create demand that closely matches the forecasted supply increases.
- The WMO undertakes advertising and promotional activities to help shift consumer and ingredient manufacturer behaviour and works to achieve strategic goals that will benefit all members.
- In delivering these activities, data is gathered and insights are created. All of this information is available to WMO members via the WMO Members' Portal.
- The WMO also creates new product standards, a nutritional narrative and other technical data through the Strategic Foundations Committee and working groups.



Fee calculation

The annual fee is USD38/MT of kernel handled, or kernel equivalent if handling nut-in-shell. The fees are based on the average of the last two calendar years. For the FY25 period it will be 2023 actual and 2024 forecast.

There is a USD5,000 per annum base fee which is included in the fee calculation.

If an organisation is sending nuts to South Africa for processing and paying the SAMAC levy, they will be exempt from WMO fees on that volume subject to declarations of the volumes and processor/handler in South Africa. The base fee of USD5,000 is required to be paid.

In cases where there is a toll manufacturing arrangement, the organisation that has ownership of the macadamia nuts can become a WMO member.

Payment scheduling

The new membership model comes into effect on 1 September 2024. The first year (FY25) will be a 16 month year (1 September 2024 to end December 2025), and then will be 12 month calendar years from 2026 onwards.

FY25 fees will be 133% of stated numbers to reflect the longer year. The fee will be payable in proportions of 25% in September 2024, January 2025, April 2025 and July 2025. The next fee will then be payable in January 2026. There is an option to pay fees up front, to save on bank transaction costs.

Members' Council representatives

The number of seats on the Members' Council is determined by the annual fee payment.

WMO annual fee USD	No. of Members' Council seats	Equates to kernel volumes
5K – 76K	1	0 – 2,000
77K – 152K	2	2,001 – 4,000
153K – 228K	3	4,001 – 6,000
229K – 304K	4	6,001 – 8,000
305K – 380K	5	8,001 – 10,000
381K – 456K	6	10,000 – 12,000
\$457,000 +	Maximum 7	12,000+

The membership process



For further information or to arrange a discussion, contact CEO Jillian Laing – jillian@worldmacadamia.com.

www.worldmacadamia.com