

# What happened in the Macadamia Fund last year?

Annual Report 2021/22



# About Hort Innovation and the Macadamia Fund

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the macadamia R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Macadamia Fund. We're proud of the work we do to help drive productivity, profitability, and demand for macadamia growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Macadamia Fund during the year.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2021/22 at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to see how Hort Innovation worked to benefit the horticulture sector during the year.

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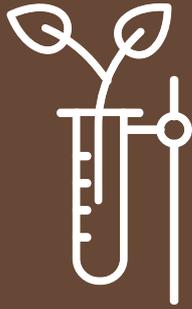
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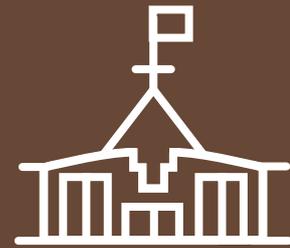
**\$2.46M**

invested in R&D



**\$2.18M**

invested in marketing



**\$4.21M**

in levies collected

by the Government and passed on to Hort Innovation for investment

## Industry facts



**90%**

Since 2012/13, the farm-gate production value of the Australian macadamia industry has grown by 90 per cent, reaching \$339.1 million in 2020/21



**51,000t**

In 2020/21, 51,000 tonnes of macadamias (nut in shell) were produced, representing the highest year of production to date



**2**

The majority of macadamia production occurs in two states: Queensland, which grows 57 per cent of the production volume, and New South Wales, which grows 41 per cent

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).

## Consumer insights



**790g**

On average, Australian households purchase 790 grams of macadamias (kernel) per year (50 grams higher than a year ago)

These insights were made available through the Harvest to Home platform ([www.harvesttohome.net.au](http://www.harvesttohome.net.au)) delivered as part of an investment providing regular consumer behaviour data and insight reporting.

# Just some of the things delivered for you during the year



**Industry communication and extension programs**, delivering the *Australian Macadamia Society News Bulletin* magazine, industry e-newsletters, the industry website ([www.australianmacadamias.org](http://www.australianmacadamias.org)), events and more



**Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/macadamia](http://www.horticulture.com.au/macadamia)



**New programs working together to tackle pests and diseases** in macadamia orchards – see [hortinn.com/mc21000](http://hortinn.com/mc21000) and [hortinn.com/mc21001](http://hortinn.com/mc21001)



**Support for the National Bee Pest Surveillance program** to help safeguard honey-bee and pollinator-dependent industries in Australia – read more at [hortinn.com/mt21008](http://hortinn.com/mt21008)



**Research into orchard intensification** through a Hort Frontiers investment for tree crop industries such as almond, avocado, citrus, macadamia and mango – see [hortinn.com/as18000](http://hortinn.com/as18000)



**The macadamia Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au)



**A multi-pronged domestic and international marketing campaign** – read [p10](#) for more



**Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers)\*

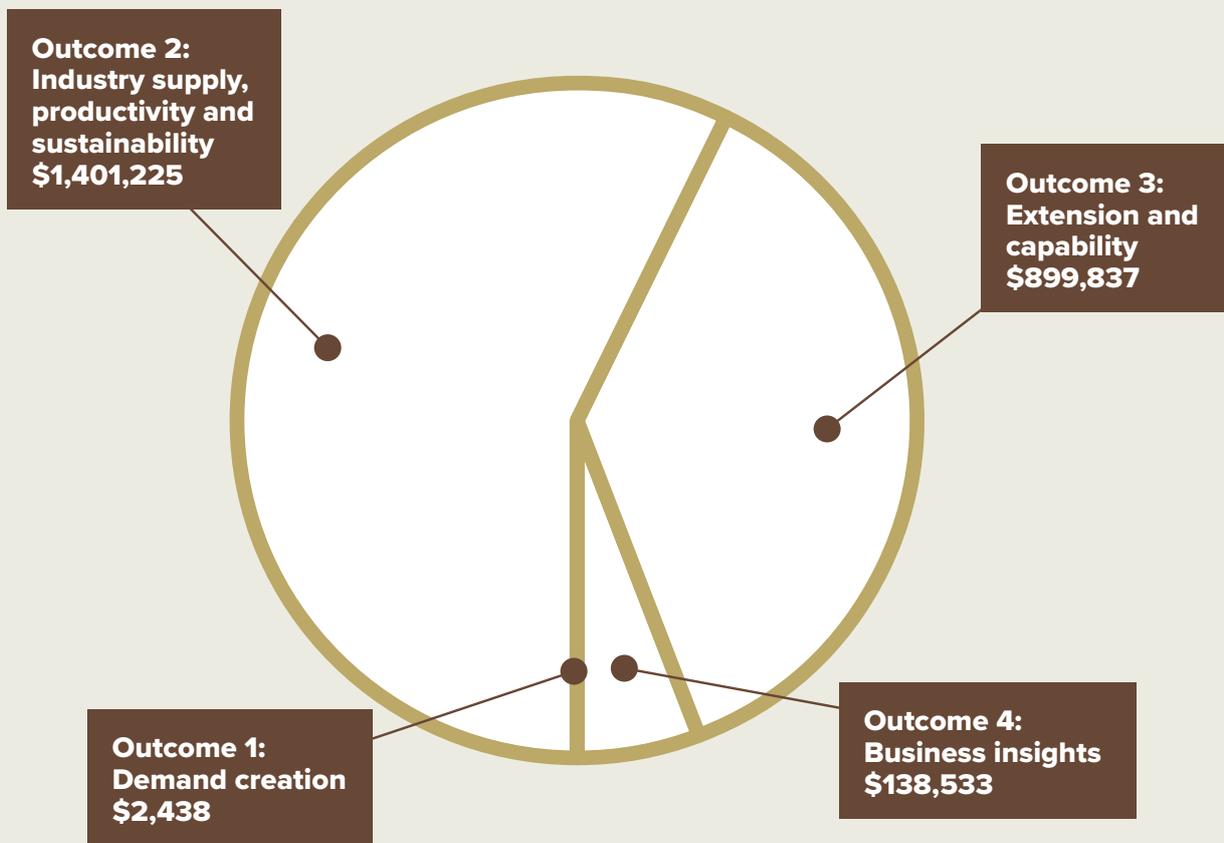


**Projects supported by grants secured by Hort Innovation**, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details\*

You can visit [www.horticulture.com.au/macadamia](http://www.horticulture.com.au/macadamia) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

\*These initiatives were delivered outside of the Hort Innovation Macadamia Fund and, in most instances, did not involve the industry levy

# Here's how your R&D levy was invested over the year



The macadamia Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Macadamia Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Macadamia Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

# Which projects were in each of the SIP outcome areas?

## Outcome 1: Demand creation

**Demand creation supports the Australian macadamia industry to develop existing and future domestic and international markets.**

Marketing activities during 2021/22 also contributed towards the demand creation outcome. You can find a list of all marketing investments on [p10](#).

Project title and code	2021/22 investment	Status	More information
<b>Australian horticulture international demand creation</b> (ST21007)	\$2,438	Ongoing	<a href="https://hortinn.com/st21007">hortinn.com/st21007</a>

## Outcome 2: Industry supply, productivity and sustainability

**The Australian macadamia industry has increased profitability, efficiency and sustainability through innovative R&D and sustainable BMPs.**

Project title and code	2021/22 investment	Status	More information
<b>Plant Biosecurity Research Initiative – Phase 2</b> (HA19007)	\$2,086	Ongoing	
<b>Macadamia industry minor use program</b> (MC16002)	\$350	Ongoing	<a href="https://hortinn.com/mc16002">hortinn.com/mc16002</a>
<b>The IPM program for the Australian macadamia industry – NSW</b> (MC16004)	\$203,026	Completed	<a href="https://hortinn.com/mc16004-to-mc16008">hortinn.com/mc16004-to-mc16008</a>
<b>IPM program for the macadamia industry</b> (MC16005)	\$23,028	Completed	<a href="https://hortinn.com/mc16004-to-mc16008">hortinn.com/mc16004-to-mc16008</a>
<b>IPM program for the macadamia industry</b> (MC16007)	\$20,000	Completed	<a href="https://hortinn.com/mc16004-to-mc16008">hortinn.com/mc16004-to-mc16008</a>
<b>Macadamia integrated disease management</b> (MC16018)	\$91,000	Ongoing	<a href="https://hortinn.com/mc16018">hortinn.com/mc16018</a>
<b>Macadamia regional variety trials series 4</b> (MC17006)	\$150,727	Ongoing	<a href="https://hortinn.com/mc17006">hortinn.com/mc17006</a>
<b>Genetic diversity and population structure of wild and domesticated macadamia</b> (MC18004)	\$11,642	Completed	<a href="https://hortinn.com/mc18004">hortinn.com/mc18004</a>
<b>National macadamia breeding and evaluation program</b> (MC19000)	\$364,780	Ongoing	<a href="https://hortinn.com/mc19000">hortinn.com/mc19000</a>
<b>Macadamia grower guide</b> (MC19001)	\$72,329	Ongoing	<a href="https://hortinn.com/mc19001">hortinn.com/mc19001</a>

Continued

## Investments

### Outcome 2: Industry supply, productivity and sustainability (continued)

Project title and code	2021/22 investment	Status	More information
<b>An integrated systems-based approach for pest management in Australian macadamia</b> (MC21000)	\$200,000	Ongoing	<a href="https://hortinn.com/mc21000">hortinn.com/mc21000</a>
<b>An integrated disease management approach for the Australian macadamia industry</b> (MC21001)	\$238,333	Ongoing	<a href="https://hortinn.com/mc21001">hortinn.com/mc21001</a>
<b>Regulatory support and coordination (pesticides)</b> (MT20007)	\$6,733	Ongoing	<a href="https://hortinn.com/mt20007">hortinn.com/mt20007</a>
<b>National Bee Pest Surveillance Program: Transition program</b> (MT21008)	\$17,190	Ongoing	<a href="https://hortinn.com/mt21008">hortinn.com/mt21008</a>

### Outcome 3: Extension and capability

Improved capability and an innovative culture in the Australian macadamia industry maximises adoption of investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
<b>Australian macadamia communication program</b> (MC18000)	\$298,201	Completed	<a href="https://hortinn.com/mc18000">hortinn.com/mc18000</a>
<b>Macadamia industry innovation and adoption</b> (MC20000)	\$395,611	Ongoing	<a href="https://hortinn.com/mc20000">hortinn.com/mc20000</a>
<b>Macadamia industry communications program</b> (MC21002)	\$206,025	Ongoing	<a href="https://hortinn.com/mc21002">hortinn.com/mc21002</a>

### Outcome 4: Business insights

The Australian macadamia industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and independent reviews.

Project title and code	2021/22 investment	Status	More information
<b>Benchmarking the macadamia industry 2019-2021</b> (MC18002)	\$88,685	Ongoing	<a href="https://hortinn.com/mc18002">hortinn.com/mc18002</a>
<b>Macadamia crop forecasting 2020-2022</b> (MC18003)	\$17,532	Completed	<a href="https://hortinn.com/mc18003">hortinn.com/mc18003</a>
<b>Horticulture trade data</b> (MT19005)	\$6,026	Ongoing	<a href="https://hortinn.com/mt19005">hortinn.com/mt19005</a>
<b>Consumer demand spaces for horticulture</b> (MT21003)	\$7,978	Ongoing	<a href="https://hortinn.com/mt21003">hortinn.com/mt21003</a>
<b>Consumer behavioural data program</b> (MT21004)	\$9,821	Ongoing	<a href="https://hortinn.com/mt21004">hortinn.com/mt21004</a>
<b>Pilot program: Consumer usage, attitude and brand tracking</b> (MT21201)	\$1,905	Completed	<a href="https://hortinn.com/mt21201">hortinn.com/mt21201</a>
<b>Consumer usage and attitude tracking 2022/23</b> (MT21202)	\$6,586	Ongoing	<a href="https://hortinn.com/mt21202">hortinn.com/mt21202</a>

# Financial operating statement

## Macadamia Fund Financial operating statement 2021/22

	R&D (\$)	Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June
<b>OPENING BALANCE</b>	<b>371,615</b>	<b>298,576</b>	<b>670,191</b>
Levies from growers	1,467,334	2,741,193	4,208,527
Australian Government money	1,432,906	–	1,432,906
Other income*	14,553	26,532	41,085
<b>TOTAL INCOME</b>	<b>2,914,793</b>	<b>2,767,725</b>	<b>5,682,518</b>
Project funding	2,464,674	2,178,759	4,643,433
Consultation with and advice from growers	1,787	2,668	4,454
Service delivery	399,350	355,116	754,466
<b>TOTAL EXPENDITURE</b>	<b>2,865,811</b>	<b>2,536,542</b>	<b>5,402,354</b>
<b>CLOSING BALANCE</b>	<b>410,444</b>	<b>510,790</b>	<b>921,234</b>
Levy collection costs	10,153	18,968	29,121

\* Interest, royalties

**Levy collection costs** – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

**Service delivery** – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

# Making sure that levy investment decisions align with industry priorities

## What will be the Macadamia Fund's focus over the next five years?



Hort Innovation developed the macadamia Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the macadamia industry, involving extensive consultation with macadamia growers and industry stakeholders, including the Australian Macadamia Society. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The macadamia SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the macadamia industry. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The macadamia SIP identifies four outcome areas that will contribute to the productivity and profitability of the sector. They are:

- Industry supply, productivity and sustainability
- Demand creation
- Extension and capability
- Business insights.

## What projects will the Fund be investing in next year?

The macadamia Annual Investment Plan (AIP) 2022/23 details how Hort Innovation spends levy funds over 12 months. The macadamia industry SIP guides investment decisions, and our consultation process prioritises investments based on potential impact and levy fund availability.

Hort Innovation publishes Annual Investment Plans each year over the lifespan of the SIP and advises industry stakeholders via various communication channels.

Hort Innovation will continue to report on fund performance regularly, focusing on outcomes and the impact of investments.



Visit [www.horticulture.com.au/macadamia-fund-management](http://www.horticulture.com.au/macadamia-fund-management) to view both documents and better understand how Hort Innovation invests your levy.

# Benchmarking supports growers to track their progress

**Through collection of planting, production, quality and other data, the macadamia industry is equipping itself with the insights needed to improve their production**

The investment *Benchmarking the macadamia industry 2019-2021 (MC18002)* supplies on-farm benchmarking information for the macadamia industry. By collecting planting, production, quality and other data – and analysing trends across the industry and across seasons – its goal is to allow informed decision-making and to facilitate improved farm productivity and profitability for the industry.

The program supplies free and confidential individual benchmarking reports to participating farms, now including

confidential ranking of seasonal farm performance to help individual businesses understand and measure the relative impact of limiting conditions such as weather, pests and diseases and agronomic conditions.

Meanwhile, general benchmarking reports are released for the whole of the industry. Regional benchmarking groups and productivity case studies are also used as ways to share the information and help growers in adopting profitable and sustainable practices.



*Bruce Macguire, macadamia grower, Kin Kin, Queensland.*

## Meet Bruce Macguire, macadamia grower from Kin Kin, Queensland

Bruce Maguire believes there is nothing special about the way he manages his Kin Kin farm in South East Queensland.

With nut-in-shell productivity averaging over 4.6 tonnes per hectare over the last seven years, he must be doing something right.

Bruce purchased his farm in the early 1990s with an existing planting of 344s. Since then he has progressively established new plantings of other varieties including 741, 246, Daddow and MCT1. “344 is my standout variety,” Bruce said. “We’re quite lucky to receive good rainfall where we are, and I haven’t had to invest in irrigation.”

Bruce has participated in benchmarking since 2014. Through his confidential farm benchmark report Bruce realised that his costs were higher than average over the last three seasons, particularly in crop nutrition and contractors. Despite this Bruce’s high productivity means his average costs per tonne of saleable kernel are \$2000 per hectare less than the benchmark average.

“Benchmarking has allowed me to track my kernel quality and highlighted the issue that mine wasn’t particularly good,” said Bruce. While Bruce is very happy with his productivity, he says that his benchmark report shows that he can do even better and makes him look for areas where the orchard can improve.

“It really gives you something to aspire to, and while we’re thinking we’re going well here, it shows we could do better,” said Bruce.

### What is your approach?

Bruce admits that his farm has not always been highly productive. Time limitations while working full time off-farm meant that management was not optimal, and yield suffered as a result. Bruce has seen his yield and nut quality improve over the last five years, which he attributes to having more time to spend on the farm. “The production jumped up when I began to run the farm properly and get things done on time,” said Bruce.

Bruce performs light hedging each season and has not noticed any yield decreases as a result. “We have removed some lower limbs for access,” Bruce said. “Production has remained fairly consistent regardless of how much pruning I do.”

Like many orchards, Fruit spotting bug is the major pest that Bruce needs to control. “I noticed in my benchmark report that my insect damage numbers were getting up there, so I upgraded my sprayer,” said Bruce. “In the three years since I purchased it, I’ve noticed my insect damage levels have come down.”

### What challenges have you faced?

While ‘Twisted M’ has had high average productivity over the last seven years, there have been some challenging seasons during that time when weather significantly affected yield. “In November 2017 a major hailstorm came through and we lost half of the crop,” said Bruce. Despite the significant losses that season, Bruce’s farm still achieved over three tonnes per hectare of nut-in-shell.



*It really gives you something to aspire to, and while we’re thinking we’re going well here, it shows we could do better.”*

**Bruce Maguire, macadamia grower**

### What does the future hold?

“Over the next eight to ten years I will be removing trees and focusing on drainage,” said Bruce. “I’m going to visit some other farms that have undertaken row removal to see which strategy is most suitable to my situation.” Bruce is also focusing on improving soil health by incorporating more organic matter into his nutrition program. “I think there’s still a lot of potential production that we’re not getting at the moment,” said Bruce.

Bruce finished planting the last of his available land in 2019. Without further scope for expansion he is looking to maximise yield from his existing trees. “If I can make all of my trees productive, with nut set throughout the canopy rather than just the tops, I think production will improve’.

Bruce has plans to take a step back from the orchard in the coming years while his daughter and son-in-law takeover managing the farm. “I’m very happy because I was thinking about selling, so it’s great to keep it in the family.” Being a small farm Bruce sees the only way to stay commercially viable is to keep productivity high.

# Inspiring consumers to eat more macadamias

**Hort Innovation invests the macadamia marketing levy into a range of activities to drive awareness and consideration under the Hort Innovation Macadamia Fund. These activities are managed by Hort Innovation's partner team at the Australian Macadamia Society. Here's a quick look at some of the activities and achievements in 2021/22.**

In 2021/22, the Australian Macadamias marketing campaign targeted domestic and international consumers using a mix of channels including social media, public relations, influencers, email marketing, content production, competitions and websites.

The Australian Macadamia Society manages a range of marketing levy-funded projects that work together to drive awareness and consideration of Australian macadamias at home and overseas. These projects include:

- *Australian Macadamias marketing manager* (MC18507)
- *Macadamia program coordinator* (MC19505)
- *Macadamia consumer campaign for Australia* (MC19502)
- *Macadamia consumer campaign for China and Taiwan* (MC19503)
- *Macadamia consumer campaign for Japan and Korea* (MC19504)
- *Macadamia trade content development* (MC19506)
- *Australian Macadamias trade public relations* (MC19507)
- *Macadamia consumer research 2020-2022* (MC19508)
- *International insights data* (MC20502)
- *Australian Macadamias brand positioning and innovation platforms* (MC21506)

## Social media

On the Australian Macadamia's LinkedIn, organic content is supported by a paid campaign that targets decision makers in the global food and beverage industry. The Australian Macadamia's LinkedIn audience grew roughly 50 per cent from June 2021 to June 2022. The average monthly page views increased by seven per cent, average monthly unique visitors were up by 17 per cent and the average post impressions grew by 123 per cent.

The primary content that is shared with trade audiences includes production innovation news, health information, promotion updates, crop forecasts, and market reports which are shared with the growing audience across two social media platforms.

The second primary social media platform to share content with trade audiences is WeChat. This platform is the primary channel to communicate with trade audiences in China. Audience size, page views and engagement rates increased over the course of the year. There was a 34 per cent increase in followers and a 93 per cent increase in page views.

The international consumer audience on social media has been successfully grown through sharing content such as recipes, videos, grower stories, health facts, orchard, and growing information. Examples of channels include:

- **Facebook** in Australia, Japan, Taiwan and South Korea with a combined following of more than 200,000.
- **Twitter** in Japan and Australia, with a combined following of more than 11,000.

## Marketing spotlight

**Australian Macadamias**  
2,885 followers  
1mo · Edited · 🌐

It wasn't long ago that consumers were advised to avoid fat at all costs, but research reveals that now 70% are seeking foods that deliver healthy fats to support heart health and 60% are seeking healthy fats for satiety. ...see more

**Macadamias flip the script on fat as consumers seek out satiety and heart-healthy ingredients - Australian Macadamias**  
trade.australian-macadamias.org · 3 min read

- **Instagram** in Japan, South Korea and Australia, with a combined following of more than 19,000.
- **Weibo and WeChat** in China, with a following of more than 89,000.
- **YouTube** in Australia and Japan with more than 950 subscribers and more than 22,000 video views.
- **Pinterest** was a new channel added in 2021/22 in Australia, achieving some 3,400 monthly views.

### Public Relations

In 2021/22, international campaigns leveraged consumer research findings and the opportunities presented for macadamias in the global innovation space. Three campaigns were executed throughout Australia, Japan, China, Taiwan, South Korea, and the USA. Collectively these campaigns generated over 1,100 pieces of media coverage, generating over 4.93 billion opportunities to see the macadamia-inspired content. The three campaigns (based on research findings) were:

- **Moments of small pleasure beat big experiences when it comes to wellbeing.** The campaign's spokesperson was accredited practicing dietician Susie Burrell. It highlighted the importance of nutritious food like macadamias in managing mood and stress during the pandemic.
- **Macadamias are the gift worth giving this holiday season.** This campaign successfully leveraged the finding that most consumers consider macadamias to be gift worthy.

**AUSTRALIAN MACADAMIAS**

## WHY MACADAMIAS?

They are a delicious, healthy wholefood, just one handful of macadamias delivers a daily dose of a range of important essential nutrients as well as an indulgent eating experience.

**HOW TO GROW MACADAMIAS**  
Whether you are trying to bring a backyard tree back to life or wanting to plant your own tree, these Mac Facts will help you grow a bounty of delicious nuts.

**WHERE TO PURCHASE**  
In Australia we're spoilt for choice when it comes to buying premium quality macadamias. Find out the best places to buy your macadamias.

**AUSTRALIAN MACADAMIAS**

MACADAMIAS  
make me  
**HAPPY**

**WIN**  
with Australian  
Macadamias.

Furthermore, it highlighted that 57 per cent of consumers associated macadamias with luxury and indulgence, while 61 per cent of consumers perceived them to be a premium good.

- **Macadamias flip the script on fat.** This campaign addressed the consumer demand to seek ingredients that are healthy for their heart and can keep them fuller for longer. The high-fat content of macadamias is one of the nuts greatest strengths.

Consumer-focused public relations campaigns were also executed in Australia, Japan and Taiwan during 2021/22. Highlights included:

- **In Australia**, more than 58 million opportunities to see macadamia-inspired content through establishing a Stone & Wood 'Malty Mac' macadamia beer collaboration and holding a press office campaign to communicate key messages through media and influencer content.

Continued

## Marketing spotlight



- **In Japan**, more than 138 million opportunities to see macadamia-inspired content through a brand collaboration and giveaway campaign with Nisshin OilliO (culinary macadamia oil) and working with influencer Rina Ishii, which included an Instagram recipe showcase and public relations live stream to amplify the Nisshin OilliO campaign. A public relations events was also held which involved a live stream with a nutritionist and brand ambassador – 60 journalists were invited to a watch and attend a post-event press release.
- **In Taiwan**, more than four million opportunities to see macadamia-inspired content through an ET Today news sites collaboration to leverage the site's reach in conjunction with Australian Macadamia's channels. A lottery on population Taiwanese social app LINE was also used.

### Influencer marketing

Influencer collaborations were used in Australia, China and Korea as an effective way of reaching consumers. Highlights included:

- **In Australia**, Casey Lee from 'Live Love Nourish' created new macadamia recipes including air-fried 'Honey Roasted Macadamias' and 'Macadamia Hot Cross Cookies'. A media sponsorship of *Left off the map*, a Network 10 TV show that featured MasterChef contestant Ben Milbourne, also delivered five new macadamia recipes and a tips segment.

- **In China**, three Weibo influencers promoted an interactive online 'Build your own Australian macadamias' game generating nearly six million views. For Chinese New Year, two nutrition influencers amplified macadamia health messaging on popular Chinese Q&A platform ZhiHu, achieving more than seven million views.
- **In Korea**, six Instagram influencers were used to 'take over' the Australian Macadamias Korean Instagram feed throughout the year and 13 influencers were invited to participate in a macadamia Masterclass cooking event with a well-known chef to create and post content, reaching almost one million people.

### Email marketing

*The Macadamia Review* is published every three to four weeks and continues to inform its international trade audience about the industry's marketing news and insights. Published in English, German, and Japanese since its inception in 2014, in the July 2021 publication a South Korean version also commenced. The emails are now sent to a collective global trade audience of more than 2,700 subscribers.

A monthly consumer e-newsletter is also sent to a database of some 28,000 Australian subscribers, which includes recipes, e-books and competitions.

## Marketing spotlight

### Content creation

Trade news content covered a range of topics, such as product innovation, consumer insights, promotion highlights, health news, crop forecasts, and market reports. These stories ensured trade was kept up to date with critical news and data. Furthermore, it develops the story that macadamias are a sought-after ingredient, suited to a broad range of manufactured food and beverages.

Highlights in 2021/22 period included:

- [TV chef celebrates macadamias in new season of food tourism show](#)
- [Macadamia marketing heats up in China](#)
- [Unpacking what food and health mean to today's macadamia consumer.](#)

The content is published on the Australian Macadamias trade website and was amplified through the trade EDM, WeChat, LinkedIn, trade public relations campaigns and selected industry publications. Blog posts were published on the Australian, Chinese and Japanese Australian Macadamias consumer websites and shared across social media.

A recipe collection, with 24 new recipes globally that included 'Macadamia Marzipan Easter Eggs', 'Macadamia Coconut Ice' and 'Roasted Nori and Sesame Macadamia.' In Korea, there were 36 recipes created specifically for the Korean market, including 'Macadamia Breakfast Soup', 'Black Rice and Macadamia Nutrition Bar' and 'Macadamia Crunchy Strawberry Cheesecake.'

Four new videos were added to the 'Macadamia Change Makers' campaign that commenced in 2021 and were translated for international markets.



**In 2021/22 the Hort Innovation Marketing function underwent a significant shift in their approach to investing marketing levies. You can read more about this in the 2021/22 Hort Innovation Company Annual Report at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal).**

**AUSTRALIAN MACADAMIAS**

## THE MACADAMIA REVIEW

Hello FELICITY

Here's the latest news and insights from the Australian macadamia industry.

[Read this newsletter online](#)

### MACADAMIA MARKETING HEATS UP IN CHINA

**FEATURE STORY**

It's no secret that Chinese consumers enjoy a wide variety of nuts, as an everyday staple, in manufactured food products and as celebratory gifts. What has become apparent recently is the extent to which macadamias are being embraced in this market, with more Chinese consumers nominating macadamias as their most frequently consumed nut than any other market surveyed in our international consumer insights research.

It's against this backdrop that new macadamia marketing initiatives launched in China recently, deepening consumers' knowledge of the macadamia story. Today we go behind the scenes to reveal:

- Why China is such an important market for macadamias and how imports of Australian grown macadamias to China performed in 2021
- How a new video campaign is helping to position macadamias as a symbol of high-quality time spent together for busy Chinese families
- How an interactive online game is sharing the 'seed to snack' journey of macadamias with our Chinese fans

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# Minor use permits

The Hort Innovation Macadamia Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals to manage pests, weeds and diseases.

For full details on these activities and links to relevant information, visit [hortinn.com/macadamia-minor-use](https://hortinn.com/macadamia-minor-use).



## Minor use permits

### Current permits

Below is a list of minor use permits for the macadamia industry, current as of 15 August 2022.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER11462 Version 3	Ethephon / Macadamias / Promote nut fall	07-May-09	30-Jun-25	Hort Innovation
PER11635 Version 3	Petroleum oil / Macadamia / Macadamia felted coccid	01-Jul-10	30-Jun-25	Hort Innovation
PER90592	Methomyl / Macadamia / Banana fruit caterpillar (QLD only)	9-Apr-21	30-Apr-26	Hort Innovation
PER13642 Version 2	Chlorpyrifos and Maldison / Tree nuts / Australian plague locust	01-Sep-12	30-Jun-25	Australian Nut Industry Council C/Hort Innovation
PER13689 Version 5	Trichlorfon / Macadamia nuts / Macadamia lace bug, fruit-spotting bug, banana-spotting bug and green vegetable bug (Two-day WHP)	14-May-13	28-Feb-27	Hort Innovation
PER14276 Version 3	Diazinon / Macadamia / Macadamia lace bug	01-Dec-13	30-Nov-22	Hort Innovation
PER87510	Abamectin / Macadamias / Thrips, broad mites and flat mites	17-Jun-19	30-Jun-24	Hort Innovation
PER86827 Version 2	Indoxacarb (Avatar insecticide) / Macadamia / Macadamia seed weevil ( <i>Sigastus</i> )	13-Sep-18	31-Mar-26	Hort Innovation
PER89241	Spinetoram / Various including macadamia / Fall armyworm	6-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb (Avatar insecticide) / Macadamia / Fall armyworm ( <i>Spodoptera frugiperda</i> )	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Macadamia / Fall armyworm ( <i>Spodoptera frugiperda</i> )	10-Apr-20	30-Apr-23	Hort Innovation
PER89353 Version 3	Chlorantraniliprole / Tree nuts (except almonds) / Fall armyworm ( <i>Spodoptera frugiperda</i> )	05-May-20	31-May-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at [portal.apvma.gov.au/permits](https://portal.apvma.gov.au/permits). Details of the conditions of use associated with these permits can also be found on the APVMA site.

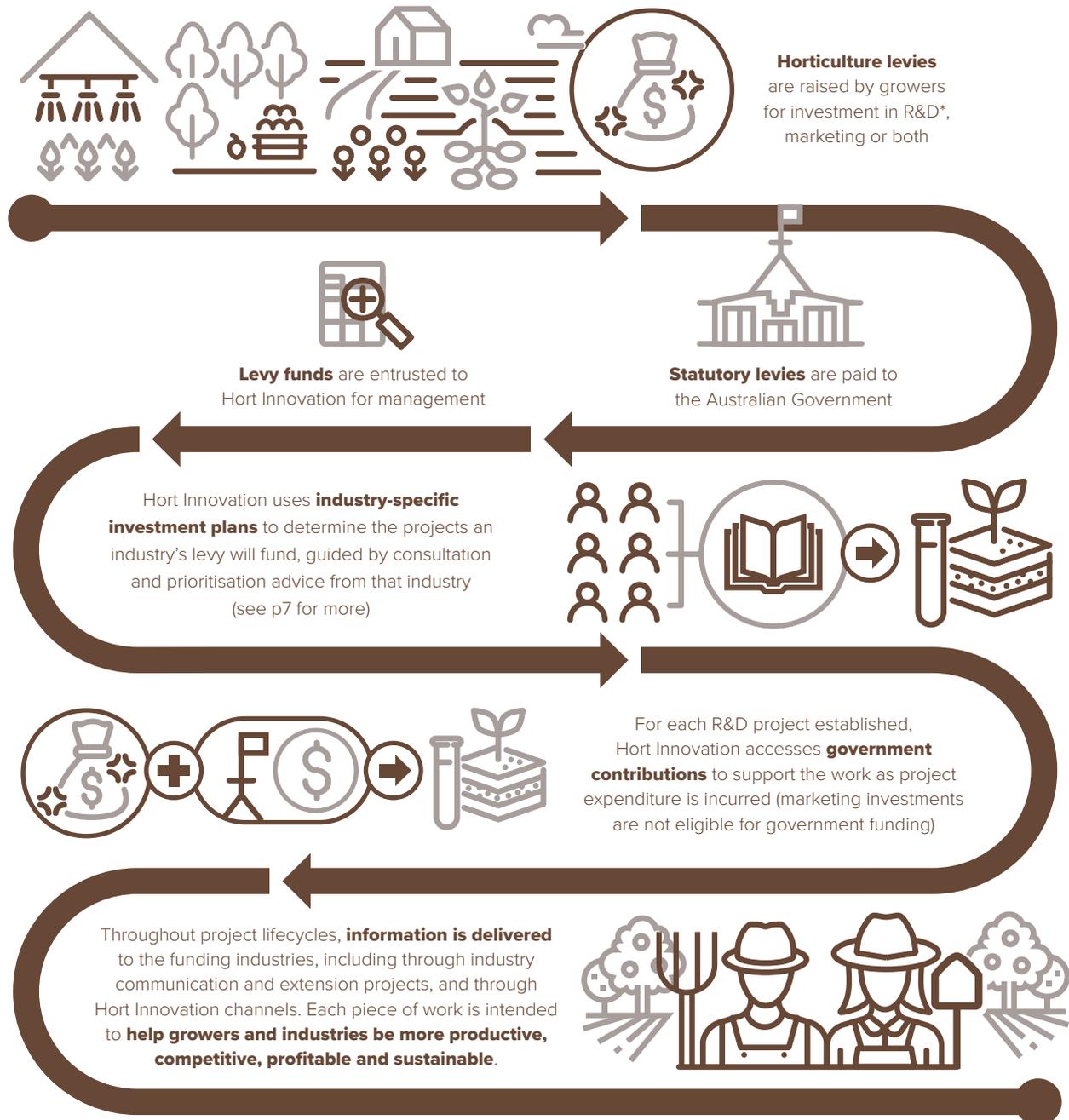
### Keep up to date!

Find monthly minor use permit updates in our **Growing Innovation** e-newsletter.

Sign up for free at [www.horticulture.com.au/sign-up](https://www.horticulture.com.au/sign-up).

# How strategic levy investments are made in the Macadamia Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The macadamia R&D and marketing levies were invested this way during the year, guided by the macadamia Strategic Investment Plan 2022-2026 and advice from the industry’s investment advisory panel.



\* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Macadamia Fund, visit [www.horticulture.com.au/macadamia](http://www.horticulture.com.au/macadamia). During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy reserve.

# Hort Innovation

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