

## Macadamia nuts - United States of America

Q: Kilogrammes	1989		1990		1991	
V: \$US '000	Q	V	Q	V	Q	V
Production	22,907*	45,000	22,900*	41,000	25,800*	46,000
Total imports	2,009,978	20,131	2,208,289	22,204	1,464,382	11,613
in shell	86,099	175	48,324	197	39,158	256
shelled	1,923,879	19,956	2,159,965	22,007	1,425,224	11,357
Major suppliers						
Australia	1,192,418	11,191	1,393,029	14,484	833,308	7,152
in shell	80,602	129	1,860	17	0	0
shelled	1,111,816	11,866	1,391,169	14,467	833,308	7,152
Guatemala	286,579	2,908	285,712	2,815	211,467	1,256
in shell	3,175	41	16,783	105	28,306	192
shelled	283,404	2,867	268,929	2,710	183,161	1,064
Costa Rica	69,772	799	190,976	1,765	195,455	1,413
in shell	1,000	3	0	0	9,526	58
shelled	68,772	796	190,976	1,765	185,929	1,355
Malawi	429,927	4,096	284,001	2,585	122,933	1,159
in shell	0	0	29,681	76	0	0
shelled	429,927	4,096	254,320	2,509	122,933	1,159
South Africa a/	--	--	--	--	74,193	381
Kenya a/	14,000	181	14,000	181	14,560	160
Hong Kong a/	1,322	2	0	0	1,326	6

Source: Bureau of the Census  
\* production in metric tons; estimates for 1990 and 1991.  
a/ shelled only.

## Market characteristics

Total import demand for macadamia nuts in the United States declined in 1991 while domestic production increased, with an increase in overall per capita consumption during the period under review. This is partly due to increased consumer accessibility and exposure to the product, so far considered as a luxury item, which is distributed in major retail outlets, in particular supermarket chains and specialty stores.

While the United States is considered a growth market for macadamia nut exporters from Australia, South America and Africa,

it is also an expanding exporter. The majority of exports are to East Asian markets (Japan, Hong Kong and Singapore) at very high prices. The exported product is usually roasted and packaged in attractive consumer packs for sale at the retail level. In contrast, imports are mainly of raw/shelled macadamia nuts which are further processed locally for the domestic market.

Hawaii accounts for virtually all of the domestic production; vertical integration of production, including shelling and roasting, and wholesale marketing has contributed to the expansion of domestic production.

### Market access

General duties applied to imports of macadamia nuts are 5.5 cents/kg in shell and 11.0 cents/kg for shelled nuts.

Countries and territories under the following tariff arrangements are exempt from paying duties:

- Generalized System of Preferences
- Caribbean Basin Economic Recovery Act

Strict plant health rules effectively curb imports of in-shell macadamia nuts and high duty rates limit opportunities for imports of processed nuts. For details, exporters are recommended to contact any of the organizations listed under "Useful addresses".

### Distribution channels

The normal distribution channels for imports of macadamia nuts are from importer to processor to retailer. Importers may also process (roasting and salting) and re-pack nuts for

distribution to retail outlets. Retailers are comprised mainly of gourmet stores and supermarkets. In the USA, food retailing (pre-packed food gifts) through mail-order catalogues is very popular around major holidays, such as Christmas and Easter.

### Prices

Wholesale import prices vary according to the country of supply and the quality grade of the product. In general, prices ranged between US\$ 8,500 - US\$ 9,500 per ton.

### Market prospects

Despite a decline in imports of macadamia nuts during the period under review, economic projections on the future demand for raw nuts in the USA confirm an overall upward trend. However, exporters from developing countries wishing to enter the market must ensure that their products comply with FDA regulations in order to avoid detention of their consignments.

### List of importers (this list is non-exhaustive)

American Pistachio Commodity Corp.  
Glenpointe Center East  
Teaneck, NJ 07666-6763  
Tel: 201-692-3200  
Fax: 201-692-3631

Ayengar Associates, Inc.  
2516 N E 95th Street  
Seattle, WA 98115  
Tel: 206-524-4040  
Fax: 206-527-5993

Regina Nut Products Corp.,  
5213 2nd Avenue  
Brooklyn, NY 11232  
Tel: 718-439-5606  
Fax: 718-492-8231

Setton International Foods, Inc.  
105 Dupont Street  
Plainview, NY 11803  
Tel: 516-349-8090  
Fax: 516-349-7098

Sprague & Rhodes Commodity Corp.  
116 John Street  
New York, NY 10038  
Tel: 212-962-7777  
Fax: 212-962-8041

### Useful addresses

National Food Processors Association  
1401 New York Avenue, NW, 4th Floor  
Washington, DC 20005  
Tel: (202) 639 5900

U.S. International Trade Commission  
500 F Street NW  
Washington, DC 20024  
Tel: (202) 252 1626

Horticultural and Tropical Products  
Division  
Foreign Agricultural Service  
Room 605, South Building  
14th St. and Independence Ave., SW  
Washington, DC 20250  
Tel: (202) 447 3275

Center for Food Safety and Applied  
Nutrition  
Food and Drug Administration  
200 C Street  
Washington, DC 20204

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This market brief has not been formally edited by ITC.

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Company: \_\_\_\_\_

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City: \_\_\_\_\_ Country: \_\_\_\_\_ Date: \_\_\_\_\_