

Wider Value Chain Membership



The WMO is broadening its membership from processors, handlers and peak bodies to include the wider value chain.

The wider value chain is defined as the downstream industry who handle macadamias in some form, including value-adders, marketing companies, traders, brand owners, distributors, retailers and others.

Each member receives one vote. In addition to the one vote per organisation, there are 100 votes which are allocated based on financial contribution in the prior two years.

Key benefits

The WMO activities increase macadamia consumption occasions (they “make the pie bigger”) and brand owners are interested in their brand’s growth (“the size of the slice”). Membership provides the opportunity to layer activities and messaging to meet both objectives more effectively. The WMO also prioritises the brands of members in sampling, media engagement, influencer activity and on the Love Macadamia website.

WMO members shape the future of the macadamia industry, resulting in new opportunities. Valuable information is accessible, new connections are made with key industry players, and members are included in distributor/value adder lists, helping to attract new business.

How does membership work?

- Each Wider Value Chain member has a seat on the Members’ Council.
- The Members’ Council meet in person at least once a year and virtually up to three times a year.
- From the Members’ Council a Board is elected. In addition to the Members’ Council meetings, 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 reported in the Quarterly Reports, which are available to all Members’ Council members.
- The focus of the WMO is to work with all parts of the value chain to develop strategies to be used by the industry to create demand that is closely matched with the forecasted supply increases.
- The WMO undertakes advertising and promotional activities to help shift consumer and ingredient manufacturer behaviour and works with value chain members 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 nutrition resources, product standards, sustainability positioning and technical data through the Strategic Foundations Committee and working groups.



Fee calculation

The annual fee calculation is based on volume of kernel handled, or kernel equivalent if handling nut-in-shell. There is a USD5,000 per annum base fee which is included in the fee calculation.

Kernel volume purchased/handled in last calendar year					
<250MT	250–500MT	500–750MT	750–1,000MT	1,000–2,000MT	>2,000MT
\$10,000	\$15,000	\$20,000	\$25,000	\$35,000	\$45,000

Discounts can be applied to these fees if product is purchased from WMO members.

These discounts acknowledge that contributions to WMO promotional activities have effectively already been paid on this kernel.

% of volume purchased from WMO members	Kernel volume purchased/handled in last calendar year					
	<250MT	250–500MT	500–750MT	750–1,000MT	1,000–2,000MT	>2,000MT
>95%	\$5,250	\$5,500	\$5,750	\$6,000	\$6,500	\$7,000
75 – 95%	\$6,250	\$7,500	\$8,750	\$10,000	\$12,500	\$15,000
50 – 75%	\$7,500	\$10,000	\$12,500	\$15,000	\$20,000	\$25,000
<50%	\$10,000	\$15,000	\$20,000	\$25,000	\$35,000	\$45,000

For example, if a company was transacting 600MT of kernel, and 80% of that came from companies who are WMO members, their annual fee would be USD8,750. However, if they bought 100% from WMO members it would reduce to USD5,750. This includes the USD5,000 base membership fee.

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 in table to reflect longer year. 50% of fee will be payable in September 2024, and the balance in February 2025.

The membership process



wmo world macadamia organisation

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

www.worldmacadamia.com