



SAMAC
South African Macadamia Growers' Association

STRATEGY
2017 - 2022

Slogan

Macadamia First. Quality Always.

Purpose Statement

Our purpose is to deliver inspirational and innovative industry leadership with the aim of developing sustainable wealth through Macadamia Nuts. We provide this leadership through broad based research and development, focusing on the commercial and technical fundamentals of Macadamia Nuts and ultimately the prosperity of our members.

We strive for the sustainable development of the Macadamia Industry in South Africa.

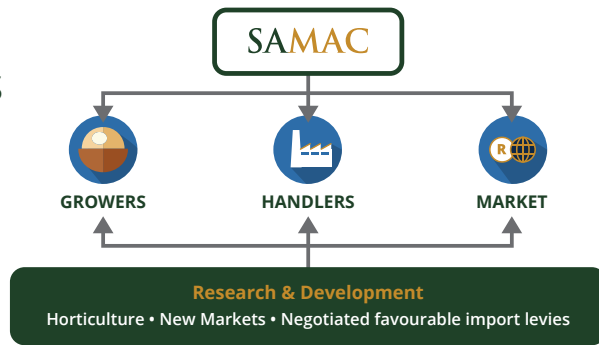
Case for Change

- Lack of focused support from existing structures
- The Macadamia industry has grown significantly and needs focused support
- Lack of Macadamia related research and development
- Needs organisational streamlining in line with corporate governance best practice
- Insanity: doing the same thing over and over again and expecting different results - Albert Einstein

Solution

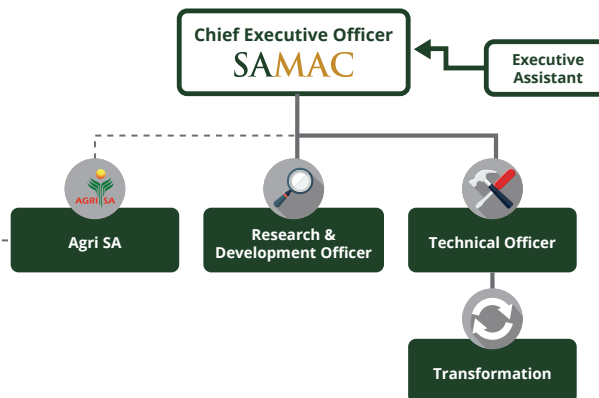
- Create an independent SAMAC
- A purpose driven organisation to deliver industry leadership through sustainable and broad based research and development, focusing on all commercial and transformation fundamentals for the Macadamia Industry and, ultimately, member prosperity
- Linking with established structures for the set-up and running of the organisation

Key Components



Organisation Structure

- Financial Management
- Human Resources
- Communication
- Legal/Corporate Governance
- Media & Marketing
- Logistics
- Centres of Excellence



Organisational Design Framework

