



PROGRAMME 2026

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06:30 - 08:00	90 min	Registration	
08:00 - 08:10	10 min	Welcome & Opening	
08:10 - 08:40	30 min	Keynote Address	
08:40 - 09:10	30 min	Session 1	SAMAC Integrator. One Platform. Smarter Decisions. Better Orchards Experience the latest SAMAC evolution with the live demonstration of SAMAC Integrator. Discover how the shift towards the Intelligent Orchard can strengthen the future competitiveness of South African macadamia production and the impact of data intelligence in securing sustainability for the macadamia industry Question & Answer Session (10 min)
09:10 - 09:50	40 min	Session 2	Global Economic Outlook – The Forces Shaping South Africa’s Export Markets Gain insight into the global economic environment influencing South Africa’s major export markets, including Europe, China and the United States. Understand how economic trends, geopolitical developments and changing consumer behaviour are shaping international trade and creating both challenges and opportunities for agricultural exports. Question & Answer Session (10 min)
09:50 - 10:20	30 min	Morning Tea Break & SAMAC Integrator Helpdesk	
10:20 - 11:10	50 min	Session 3	Growing Demand in a Changing Global Market – Challenges, Opportunities and South Africa’s Response Understand the global market dynamics shaping the macadamia industry, including changing supply and demand trends, evolving consumer expectations and the factors influencing grower profitability. Learn how South Africa is responding through market development, quality improvement, industry collaboration and strategic commercial initiatives to strengthen demand and create greater long-term value for growers. Question & Answer Session (10 min)
11:10 - 11:55	45 min	Session 4	How to Maximise Value at the Factory Entrance Gate The factory entrance gate doesn’t determine value; it reflects the outcome of every decision made from the orchard through to delivery. Discover how practical orchard, harvest and post-harvest decisions influence style spread, processor acceptance and ultimately maximise the commercial value of every consignment. Panel Discussion (30 min) Moderated panel discussion with regional processors. Question & Answer Session (15 min)
11:55 - 12:05	10 min	Sponsor	
12:05 - 12:30	25 min	Session 5	Research in Action: Protecting Your Orchard Discover how SAMAC’s research programme is developing practical solutions to protect orchards against one of the industry’s most significant pest threats, Macadamia Felted Coccid. Featured Research Video and Summary (20 min): Macadamia Felted Coccid, Building a Complete Control Toolbox Explore the latest research into biological control, surveillance and integrated management strategies aimed at providing growers with a more complete toolbox to manage Macadamia Felted Coccid. An expert facilitator will unpack the key findings from the research, discuss the practical implications for growers and answer audience questions. Question & Answer Session (5 min)
12:30 - 13:40	70 min	Lunch & Integrator Helpdesk	
13:40 - 14:25	45 min	Session 6	Managing Orchards in Tight Economic Conditions Current market conditions require growers to make informed decisions to remain profitable. Learn from an experienced industry leader and local growers on how they are adapting their farming businesses, prioritising investments and implementing practical strategies to remain competitive and profitable in a challenging economic environment. Presentation (15 min) Two growers from the region will share practical experiences on managing orchards under current economic conditions; prioritising investments and controlling costs; changes implemented to improve profitability; and other valuable lessons learnt. Panel Discussion (20 min) Question & Answer Session (10 min)
14:25 - 14:35	5 min	Sponsor	

BOOK HERE

<https://macday.samac.org.za/>



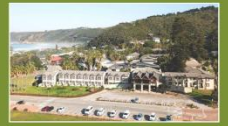
Mpumalanga
Mbombela, The Capital
8 September 2026



Limpopo
Polokwane, The Ranch
10 September 2026



KwaZulu-Natal
Umhlanga, Premier Splendid
17 September 2026



Western Cape
Wilderness, ANEW Resort
22 September 2026

14:35 – 15:00	25 min	Session 7	Research in Action: Managing Water in a Changing Climate With forecasts indicating a potential super El Niño, effective water management has become a critical decision facing growers. Discover how SAMAC's research programme is providing practical irrigation solutions to optimise water use, improve orchard resilience and maximise productivity under increasingly challenging climatic conditions. Featured Research Video and Summary (20 min): Optimising Irrigation from Climate Forecasts to Practical Orchard Decisions An expert facilitator will discuss the implications of a potential super El Niño, unpack key research findings and how growers can apply these practical recommendations to optimise water use and maintain orchard productivity. Question & Answer Session (5 min)
15:00 – 15:30	30 min	Session 8	From Vision to Impact – Building a World-Class Research Programme Journey behind South Africa's coordinated macadamia research programme and discover how industry investment is delivering practical solutions for growers. Through people, partnerships and scientific capability driving innovation, explore how research is improving orchard management, protecting productivity, developing future scientific expertise and strengthening the long-term competitiveness of the South African macadamia industry Question & Answer Session (10 min)
15:30 – 15:40	10 min	Closing Remarks	
15:40 – 15:45	5 min	Sponsor	
15:45 – 16:05	20 min	Afternoon Tea Break & SAMAC Integrator Helpdesk	
16:05 – 16:35	30 min	Annual General Meeting	
17:05 – 22:00		Join us for Dinner and Industry Networking	

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