

# Macadamia Advice Centre at the Primary Care Conference 2010



May saw the Macadamia Advice Centre continue its drive to promote awareness of the health benefits of macadamias with a stand at the 2010 Primary Care Conference.

Held at Birmingham's NEC, Primary Care is the UK's leading conference and exhibition for primary and community health care professionals.

The Macadamia Advice Centre team, which included a nutritionist, spent two days handing out sample packets containing the recommended daily allowance of macadamias, information leaflets, and advising medical professionals on the ways in which the nut can enrich their patients' diets.

Presence at this event has been part of a wider initiative promoting awareness of the unique taste and health properties of the nut which includes the advice line and website and has seen the Advice Centre attend a series of health related exhibitions. The event proved a real success, reaching many people who had been previously unaware of Macadamias considerable health benefits.

'I've always loved the taste of macadamias, but I never knew about their potential to lower cholesterol. I'll be sure to tell my patients about them', said a visiting nurse.