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Indian traders want more Aussie almonds

More than 100 Indian-based almond importers have told the Almond Board of Australia (ABA) that they want to buy more Australian almonds next year.

Almond board chief executive Julie Haslett has returned from India with the clear message that Indian consumers prefer Australian almonds and will pay more for them.

Indian sales already make up 28% of Australian almond exports and were worth almost \$21 million to the industry last financial year.

Ms Haslett said a forecast record crop of 36,100 tonnes next year – up nearly 40% on the 2008 intake - would help meet the increased demand.

“India has been our biggest export market for a number of years and has grown by more than 20% over the past two years, so we’re expecting that trend to continue.”

Ms Haslett and representatives from the three leading Australian almond marketing firms held talks with government officials, numerous traders and hosted a dinner in their honour in New Delhi during the trip.

It was the first time the ABA had organized a series of formal functions with the Indian traders.

Leading Indian importer Rajesh Bhatia, who helped the ABA co-ordinate activities in New Delhi, said the visit was an important milestone in the relationship with Australia’s leading almond suppliers.

“It gave the buyers in India a good insight of the Australian industry. We learnt that Australia is growing more almonds and will be geared up to supply more in the coming years, which is very encouraging” he said.

Mr Bhatia said the quality of the Australian product was the key to its popularity with Indian consumers. “Australian almonds are lighter in colour and are normally bigger than other imported almonds,” he said. “They are regarded as a premium product and are given as gifts at weddings and during Diwali celebrations.”

Ms Haslett said the Australian almond industry was reaping the rewards due to its commitment to supplying premium grade produce. “Our crop timing also fits in perfectly with their high consumption periods.”

She said the predicted increased yield from maturing young orchards next year had compensated for the impact of severe water restrictions that prevailed over many of the almond growing districts.

According to the latest ABA statistics report there are more than 27,000 hectares of almond plantings across the Murray Darling Basin, but bearing plantings make up only 13,280 hectares. Australia’s total almond acreage, including younger, non bearing acres, has increased six-fold over the past eight years from 4,600 hectares (11,350 acres) in 2000.

“The almond industry is well placed to continue to meet increased global demand for premium quality almonds,” she said. Australian almonds were sold to more than 40 countries in 2007-08 .

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australian almonds



Caption: Australian almonds are being sold in India for a higher price than almonds imported from other countries. Indian consumers are prepared to pay more for Aussie almonds because of their appearance and size.

The Almond Board of Australia (ABA) is a non profit, membership based organisation representing the interests of Australian almond growers, processors and marketers.

As the Australian almond industry's peak industry body, the ABA facilitates further growth of the industry, seeks to maximise its profitability and ensure its sustainability, by providing a platform for industry members to collectively respond to industry-wide issues, invest in research and marketing, share knowledge and interact with government and other stakeholders.

The Australian Almond Industry currently produces 27,000 tonnes of almonds on an annual basis, with a related farm gate value of \$180 million dollars. Production is expected to triple by 2015 as new plantings reach full maturity, with a related value of \$500 million dollars.

Key almond growing areas are located in Sunraysia (Victoria), the Riverland and Adelaide (South Australia) and the Riverina region (New South Wales).

For more information visit www.australianalmonds.com.au or email: admin@australianalmonds.com.au