

## MEDIA RELEASE

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# California's leading almond marketer visits to talk up local industry's future

The woman who has helped to drive global demand for Californian almonds to record levels will visit Australia this month to give an insight into the future of the almond industry.

Shirley Horn has helped preside over one of the most stunning agricultural success stories in American history.

As the senior director of global marketing of the Almond Board of California (ABC), Mrs Horn has played a key role in registering record sales to more than 80 countries for the ABC. Almonds are now California's number one agricultural export, with the wine industry a distant second.

Mrs Horn will be the special guest speaker at the Almond Board of Australia's annual conference, *We're Blossoming*, at the Novotel Barossa Valley Resort from October 29-31.

ABA chief executive Julie Haslett said that attracting such a high profile speaker would provide members of the local industry with a timely update on global demand.

California produces 80 percent of the world's almonds and is at the forefront of industry marketing and research. Mrs Horn is acknowledged as one of the leading authorities behind the phenomenal growth in almond consumption around world.

"Our industry is in a strong position to take advantage of a lot of the ABC's work, both within Australia and in new and emerging export markets," Ms Haslett said.

"The Californians are very confident that demand will continue to increase at a rapid rate over the next few years and they believe the health benefits of eating almonds are the keys to maintaining that trend.

"Through their work almonds are being regarded as the world's healthiest specialty crop in a growing number of countries and their next goal is to make almonds the consumer's first nut of choice."

Ms Haslett said Mrs Horn would elaborate on California's ambitious "Good to Great" five-year plan that targets export potential in markets like India and China.

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She said the ABA Conference's impressive guest speaker list would also cover the latest news on issues such as pollination, climate change, and findings from a range of irrigation management trials that focus on producing a viable crop with as little water as possible.

The National Australia Bank's head of economics Jeff Oughton will also provide a timely overview of the global economic outlook.

**For further information please contact  
the Almond Board of Australia on 08 8582 2055.**

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