

MEDIA RELEASE

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Almond Blossom Promotion a great success

Following the great success of the New Season Australian Almond promotion in April, the Australian almond industry has again increased its profile with the Australian almond blossom promotion.

This year's almond blossom promotion involved festivities held across the almond growing regions from late July through till late August and resulted in record almond sales.

Hundreds of people gathered at the Almond Blossom festivals held in Willunga, SA and Mallee, Victoria during this flowering period.

"This year, both the Willunga and Mallee Almond Blossom festivals were a great success. It was fantastic to see communities gathering together to learn about almonds and to enjoy the beauty of the almond blossom season," said Ms Haslett.

Throughout this year's almond blossom season, the Almond Board of Australia (ABA) ran a public relations and advertising campaign which was well supported by in-store promotion across the retail sector, including promotions in both Coles and Woolworths. The retail promotion included point-of-sale materials such as posters and free almond blossom tins attached to 750 gram bags of natural Australian almonds.

Group Sales and Marketing Manager at Select Harvests, Matthew Graham, deemed the almond blossom promotion a great success.

"The almond blossom in-store promotion exceeded all expectations with record shipments of almonds delivered to both Coles and Woolworths. It is great to see the sale of almonds is on the rise with results of this almond blossom campaign going above and beyond the results of previous almond promotions," said Graham.

According to Julie Haslett, CEO of the ABA, domestic consumption of almonds has increased significantly in the last year.

"Australians are eating more almonds than ever before, with domestic consumption having increased by over 10 per cent in the last 12 months," Ms Haslett stated.

Australia currently produces around 3 per cent of the world's almonds. Over the next three years, as existing plantings reach full maturity, it is forecast that Australia will surpass Spain (8 per cent) to become the world's second largest almond producer, behind California (82 per cent).

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The key almond growing areas around Australia include Sunraysia in Victoria, the Riverland and Adelaide in SA and the Riverina region in NSW.

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

For more information on the Australian almond industry, visit www.australianalmonds.com.au or call (08) 8582 2055.

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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 36,000 tonnes of almonds on an annual basis, with a related farm gate value of \$250 million dollars. Production is expected to double 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