

March 27, 2009



Sexy dress of almonds to turn heads and lift consumption

A clever series of marketing images, including a short, sexy dress made out of almonds will be used this year to encourage more people to eat Australian almonds.

The Almond Board of Australia will unveil its new awareness campaign at their third annual marketing forum in Melbourne next week.

Seven images highlighting the health benefits, the taste of almonds and their spectacular blossom are designed to encourage more people to eat Australian almonds.

The images will be used at different times of the year to focus on different attributes.

ABA Chief Executive Officer Julie Haslett said a handful of almonds a day was good for your heart, your waist line as well as tasting great.

“The sexy little almond dress says it all really,” she said. “You can look and feel great by adding almonds to your diet.”

Ms Haslett said seven new images would focus on issues like:

- Enjoying new season Australian almonds
- Maintaining a healthy heart
- Using almonds as part of a weight loss program
- Sharing the beauty of Australia’s almond orchards in blossom

“Our almonds are in strong demand around the world and while domestic consumption has increased, we believe there is potential for more Australians to be eating our home grown almonds more often.”

Ms Haslett said the almond was widely regarded in many other cultures for its health benefits.

“The almond is very versatile and is one of the few nuts that can be eaten at any time of day and in so many forms.” she said.

Ms Haslett said the ABA will also unveil a new consumer and industry website: www.australianalmonds.com.au at next week’s marketing forum, which will be held on Thursday 2nd April in Melbourne.

“We are fortunate that we have all our key marketers and processors funding this awareness campaign,” Ms Haslett said.

--- Continued ---

“Australia is set to become the second biggest almond producer in the world within the next three years. The quality of Australian almonds is highly regarded for many reasons and we want to make sure that our own market is aware of what almonds can offer to enrich our lives morning, noon and night!”

For further information contact: Julie Haslett, Almond Board of Australia CEO on 0418 958 187 or 08 8582 2055

Background:

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 25,000 tonnes of almonds on an annual basis, with a related farm gate value of \$150 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