

February 19, 2010



## Upcoming Event – Australian Almond Marketing Forum

The 2010 Australian Almond Marketing Forum will be held on Thursday, 18 March from 9:30 am at the Rydges Bell City Hotel, 215 Bell Street, Melbourne. Registration forms are available at [www.australianalmonds.com.au/forum](http://www.australianalmonds.com.au/forum).

The Marketing Forum, themed 'Brand New 2010', will present what's new in the almond industry with topics including the 2010 almond marketing program, opportunities to leverage almond promotions to drive growth, insights into the Australian almond consumer and retailer, the export market, future trends in commodity pricing and more.

Julie Haslett, CEO of the Almond Board of Australia (ABA), said this year's Marketing Forum has a focus on exploring opportunities for building business growth with almonds.

"Our aim is to bring together representatives from all aspects of almond trade to jointly discuss and investigate opportunities to take almond consumption to the next level," said Haslett.

Bianca Chatfield, Australian netball player and almond ambassador, has confirmed her participation as a guest speaker to the event. She will discuss her experience as an elite sportsperson and the role of good nutrition.

The Forum specifically targets almond growers, retailers, distributors and wholesalers of almonds as well as food manufacturers, food marketers and the food service industry. However all are welcome to attend.

Attendance to the 2010 Australian Almond Marketing Forum is free. A three-course dinner, drinks and entertainment will follow the Marketing Forum from 7pm. Dinner tickets are available for AUD\$90 per person.

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The 2010 Australian Almond Marketing Forum is an initiative of the Almond Board of Australia.

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

To register to the Forum, visit [www.australionalmonds.com.au/forum](http://www.australionalmonds.com.au/forum).

**For further information visit [www.australionalmonds.com.au](http://www.australionalmonds.com.au) or contact: Julie Haslett, Almond Board of Australia CEO on 0418 958 187 or 08 8582 2055**

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**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 36,000 tonnes of almonds on an annual basis, with a related value of \$250 million dollars. Production is expected to more than 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.australionalmonds.com.au](http://www.australionalmonds.com.au) or email: [admin@australionalmonds.com.au](mailto:admin@australionalmonds.com.au)*