

# AUSTRALIAN ALMONDS

## MEDIA RELEASE

DATE: 23 JULY 2010

### **The Australian almond blossom season comes to life**

The Australian almond blossom season has begun, a time when the buds open into almond blossom flowers in preparation for pollination.

For almond farmers, it is a critical time of the year when tens of thousands of almond trees come alive with colour and the sounds of four billion bees, busy completing the all-important pollination.

The almond blossom season is also a great time to celebrate the growth of Australian almond plantings which have increased from 3,750 hectares in 1999 to 28,000 hectares in 2009 in the key almond growing areas of Sunraysia in Victoria, the Riverland and Adelaide in SA and the Riverina region in NSW.

Across these regions from late July through till late August, local residents can notice the visible change that takes place in the almond trees.

Julie Haslett, CEO of the Almond Board of Australia, said the almond blossom season provides a wonderful opportunity to promote the natural goodness of almonds.

“The overwhelming beauty of almond trees in blossom shows the natural and home grown attributes of Australian almonds,” Haslett said.

“People can enjoy them by eating a handful every day, adding some to their cereal or by using them in cooking,” she added.

The Almond Board of Australia (ABA) is supporting almond growers and the blossom season through a public relations campaign and in-store promotion in supermarkets throughout the country.

Residents in almond growing areas can share in the fun of the blossom season by visiting one of the two Australian annual almond festivals: the [Willunga Almond Blossom Festival](#) in South Australia from Friday, 23 July to Sunday, 1 August and the [Mallee Almond Blossom Festival](#) in Victoria on Sunday, 15 August.

For more information on the almond blossom season and photos of almond orchards, visit [www.australianalmonds.com.au](http://www.australianalmonds.com.au)

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

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