

March 25, 2010



Australian Almond Marketing Forum Summary

The 2010 Australian Almond Marketing Forum was held last Thursday, 18 March where around 100 professionals from all aspects of almond trade including food wholesalers and health experts gathered to hear about the Australian almond industry's brand new 2010 campaign.

The Almond Marketing Forum, named 'Brand New 2010', featured insights into consumer behaviours, effective promotions to drive almond sales and the ABA's public relations program. The Forum also looked into the nutritional value found in almonds as well as an overview of Australia's key export market.

Exports of Australian almonds

The Almond Board of Australia (ABA) welcomed to the Forum visitors from various countries including a delegation of more than 20 Indian almond traders and distributors.

According to Julie Haslett, Forum speaker and CEO of the ABA, the demand for almonds has doubled over the past decade with developing countries like India, China and the Middle East driving almond consumption growth.

Approximately 63 per cent of Australian almonds are exported to 40 countries around the world. Of those, India is Australia's largest export market for almonds, currently importing 42 per cent of our almond exports.

Participant to the Forum Raju Bhatia, Secretary of the Association of Agri Importers of India, said the delegation's trip to Australia was very successful.

"The quality of Australian almonds is excellent. They are India's favourites when compared to almonds from other countries. As a result of the Forum, we are setting up a joint Indo-Australian business council for almonds to further increase opportunities for the trade of almonds between our two countries," Bhatia said.

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During their visit down under, the Indian delegates were guided through Riverland and Sunraysia, Australia's largest almond producing regions, to witness and learn more about Australia's harvesting methods.

The Forum program also included a panel discussion on the European export market. According to panel speaker Liam O'Gorman from UK-based GLM Trading, the Marketing Forum was incredibly informative for both domestic and export customers.

"The Australian almond industry has developed a measured momentum which will turn Australia from a niche alternative supplier to Europe into a mainstream provider of high quality almonds," O'Gorman explained.

A healthy handful

Forum speakers Sara Grafenauer, Accredited Practicing Dietitian, and Coral Colyer, Heart Foundation Tick Operations Manager, discussed the health benefits of Australian almonds.

"Almonds help to satisfy hunger for longer. They are high in healthy monounsaturated fats and the antioxidant vitamin E, proven to promote cardiovascular health. They are also rich in magnesium and potassium, essential for proper blood flow and the maintenance of heart function," Grafenauer explained.

Bianca Chatfield, Australian Netball team player and Melbourne Vixens Netball team co-captain, joined the presenters to talk about the role of almonds and good nutrition in sport.

"Kids and their parents need to understand that good nutrition is essential to performing well in their favourite sport. Almonds are full of 'good fats' and important nutrients that give you the required energy for your game. I have my healthy handful of almonds everyday," Chatfield said.

The 2010 Almond Marketing Forum was an initiative of the Almond Board of Australia (ABA). The ABA is a non-profit, membership-based organisation representing the interests of Australian almond growers, processors and marketers.

More information on the Almond Board of Australia is available at www.australianalmonds.com.au or by calling (08) 8582 2055.

For further information visit www.australianalmonds.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.australianalmonds.com.au or email: admin@australianalmonds.com.au