



**The Hon. Tony Burke MP**

**MEDIA RELEASE**

**Minister for Agriculture, Fisheries and Forestry  
Minister for Population**

### **Marketing Aussie almonds in India**

The Almond Board of Australia will receive funding from the Rudd Government to develop a marketing campaign to increase almond exports to India.

Minister for Agriculture, Fisheries and Forestry Tony Burke announced up to \$50,000 to boost industry marketing in one of the worlds largest markets.

“Australia has the fastest growing almond industry in the world and this will help increase access to more than 1 billion people in the Indian market,” Mr Burke said.

“This project will look at food preferences and health trends, and the role of dieticians’ recommendations play in influencing Indian consumers.”

The industry’s peak body, the Almond Board of Australia, is expecting Australia will surpass Spain to become the world’s second-largest producer of almonds within the decade.

According to the industry, current planted acreage represents an investment of \$1.2 billion in plantings and a further \$64 million in processing infrastructure. Major almond-growing areas are found in Adelaide, the South Australian Riverland, the NSW Riverina and Sunraysia in Victoria.

The project is one of 14 to share in nearly \$1.3 million from the Rudd Government under the *Promoting Australian Produce* program to help promote Australia’s food and forest industries to domestic and export markets.

The grants of grants of between \$50,000 and \$750,000 are available to projects to boost industry marketing, research consumer habits and strengthen links with new and existing markets.

It is the second round of funding under the three-year Promoting Australian Produce initiative – a key election commitment for rural and regional industries.

For further information, visit [www.daff.gov.au/ausproduce](http://www.daff.gov.au/ausproduce)