



MEDIA RELEASE

Rich history uncovered

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The rich history of the Australian almond industry has now been woven into a coffee table book chronicling the endeavours of those that have shaped today's vibrant industry.

'Almonds in Australia – From pioneer planting to prime production' will be officially launched as part of the Australian Almond Conference Dinner to be held in the Barossa Valley, South Australia on Tuesday, 9th October.

The Almond Board of Australia, the peak industry body for almonds in Australia, commissioned a three year project to uncover and capture its colourful past, spanning the period of almond development from the planting of the first tree in the 1830s to the formation of the Australian Almond Growers Association in 1995.

'Australian Nutgrower' Editor, Jennifer Wilkinson researched and wrote the 336 page book, and uncovered some remarkable stories through her interviews with numerous almond producers, traders, scientists and researchers.

"It is important to document the history of this industry as the book is more than a historical record of development, it is a slice of Australia's heritage." She said

Chairman of the Almond Board of Australia, Mr Brendan Sidhu, was delighted with the book's publication.

"This book pays homage to those that had the vision, courage and persistence required to successfully establish a new industry and develop it by laying the foundation through trial and error, innovation, adoption and adaptation of overseas and local horticultural practices.

"Commitment to, and investment in, unknown varieties and methods takes a strength of character that few of us today need to display. We share in the knowledge gained by our pioneering industry participants, including growers, processors and marketers as well as nurserymen and researchers." he said.

Statistics released earlier this year by the ABA indicate that the Australian almond industry currently produces around 3.5% of the world's annual almond crop, behind both California (86%) and Spain (5.6%). However as orchards mature and tree yields increase, in the next few years production will increase rapidly to 8% of world production making Australia the second largest almond producer in the world.

The history book, is being sold for \$35+ p+h and pre-orders are being taken by contacting Jo Ireland, Communications Manager the Almond Board of Australia on 08 8582 20525, emailing jireland@australionalmonds.com.au or visiting www.australionalmonds.com.au/display/shopping

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For further information contact:

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The 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.

Key almond growing areas are located in Sunraysia (Victoria), the Riverland and Adelaide (South Australia), the Riverina region (New South Wales) and the Swan Region (Western Australia).

For more information visit www.australionalmonds.com.au or email: admin@australionalmonds.com.au

