



# MEDIA RELEASE

## Australian Almonds on a mission!



19 February 2013

Improving trade relationships and increasing exports is the aim of an Australian almond industry delegation that will be in attendance at Gulfoods, the world's biggest annual food and hospitality show in Dubai. Starting February 25 Gulfoods will have approximately 65,000 trade visitors from 152 countries go to the four day show.

Led by the Almond Board of Australia's CEO, Mr Ross Skinner and Deputy Chair, Mr Brendan Sidhu, the delegation includes representatives from Australia's four largest almond exporters: Almondco Australia, Nut Producers Australia, OLAM Australia and Select Harvests Ltd.

Ross Skinner said "Our Gulfoods' activities will include hosting a trade forum designed to strengthen ties with existing customers, and brief representatives of the nut trade on the premium quality of this season's Australian almond crop that is expected to be a record 70,000 tonnes."

The forum will be opened by Victorian Agriculture Minister, Mr Peter Walsh, who is attending Gulfoods as part of a Victorian government trade delegation.

"The willingness of the marketers to work together on the industry initiatives to develop overseas markets is a major positive for the Australian almond industry as we focus on increasing export sales by 50% to clear the 2013 crop." Mr Skinner said. "With Australian production levels increasing from year to year, increasing export sales is crucial and building the relationship with the trade in India and Middle East is vitally important to achieving this and hence our presence at Gulfoods as part of a global program of trade fairs covering Asia, Western and Eastern Europe during the past year".

"The Middle Eastern region and India are our biggest export markets and we expect this to continue." he said "Consumers in these regions are aware of the health and wellbeing benefits that almonds give them, as well as being used as traditional gifts during various festivals. The quality of product is important and we are very pleased with the early reports of the excellent product that has been harvested so far this season.."

The expected Australian crop of 70,000 tonnes produced from the 30,000 hectares of orchards in the Murray Valley will move Australia past Spain to be the world's second largest producer of almonds but still well behind the US where almonds are the major horticultural crop grown in California.

With the recent lift in the global price for almonds it is estimated that the revenue from Australian almond exports will be over \$400million in 2013 with shipments being sent to more than 40 countries.

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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](http://www.australionalmonds.com.au) or email: [admin@australionalmonds.com.au](mailto:admin@australionalmonds.com.au)*

