



## APRIL 2010

### IN THIS ISSUE:

*(Click title to View)*

[Water for the Future](#)

[HAL Strategic Plan 2010 - 2015](#)

[Almond Marketing Forum 'Brand New 2010'](#)

(Media Release)

[Advertising](#)

### WATER FOR THE FUTURE - COMMUNITY INFORMATION SESSION

The Australian Government Department of the Environment, Water, Heritage and the Arts invites members of South Australian Murray Irrigators to a series of public community information session on Australian Government water related policies and programs.

The community information session aims to provide an opportunity to better understand the Australian Government's \$12.9 billion Water for the Future initiative and to raise issues of most concern to you. Senior officers will give a short general presentation on Water for the Future from 2pm, followed by an open question and answer session. We will then break into groups to discuss topics of interest which will include water purchasing, environmental watering and infrastructure upgrades.

The Murray-Darling Basin Authority, the Department of Agriculture, Fisheries & Forestry and the Australian Competition & Consumer Commission will also be attending the session to assist in answering questions relating to the Basin Plan, drought assistance measures and water market rules and charges.

Details for the community information sessions in your region are:

Town: Murray Bridge  
Date: Wednesday April 7  
Address: Murray Bridge Community Club, Sturt Reserve

Town: Berri  
Date: Thursday April 8  
Address: Berri Resort Hotel, Riverview Drive

Town: Wentworth  
Date: Friday April 9  
Address: Wentworth Services Club, Darling Street

All sessions will run from 2pm to 5:30pm.

To identify issues of most interest to you and to tailor the program to suit your needs, we'd like to hear in advance what issues you want discussed on the day. Please register your interest and advise what you want raised by phoning 1800 218 478 or e-mail [waterinformation@environment.gov.au](mailto:waterinformation@environment.gov.au). This will also help us arrange catering of light refreshments.

[For more information please click here](#)



**Australian Government**  
Department of the Environment,  
Water, Heritage and the Arts



## HAL SEEKS COMMENT ON DRAFT STRATEGIC INVESTMENT PLAN 2010-2015

Horticulture Australia Limited (HAL) is in the process of developing a new strategic investment plan. HAL invests approximately \$85 annually in R&D and marketing programs to benefit horticulture industries and the wider community. When funds are expended on R&D they are matched with Federal Government funds.

The plan will shape HAL's key activities in investing industry and matched Government funds over the next five years. The development of a strategic plan is a requirement of HAL's funding agreement with the Federal Government.

HAL has held discussions with the peak industry bodies that are members of HAL and the Department of Agriculture, Fisheries and Forestry on the content of the plan as it has progressed through the initial drafting stages.

Levy payers and other members of industry are being invited to comment on the outline of the plan before 21 April 2010.

All feedback will be reviewed by HAL and will be incorporated into the revised plan where appropriate. The revised draft will be sent to the Minister for Agriculture's office for review before being finally considered by the HAL Board. The plan is scheduled to be finalised by July 2010.

It can be viewed by [clicking here to download the draft HAL Strategic Plan](#). Comments can be sent to [strategicplan@horticulture.com.au](mailto:strategicplan@horticulture.com.au)



## MEDIA RELEASE March 25<sup>th</sup>, 2010

### AUSTRALIAN ALMOND MARKETING FORUM: BRAND NEW 2010

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 markets.

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

Participant to the Forum Raju Bhatia, Secretary of the Association of Agro 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



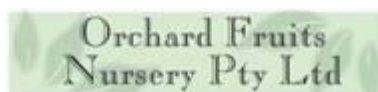
up a joint Indo-Australian business council for almonds to further increase opportunities for the trade of almonds between our two countries," Bhatia said.

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.

## ADVERTISING



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### POLLINATION

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### CONTACT US

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