



## MAY 2010

### IN THIS ISSUE:

*(Click title to View)*

[In Season – Australian Almonds  
Come Out in Style  
\(Media Release\)](#)

[Marketing Aussie Almonds in India  
\(Media Release\)](#)

[Ninth Annual Produce Executive Program](#)

[PMA Fresh Connections Event](#)

[Rural Solutions SA Workshop -  
Difficult Decisions – Succession or Sell?](#)

[Taking Australian Almonds to China](#)

[Consumer Marketing – GPCE 2010](#)

[Community Event – Murray River Update](#)

[Advertising](#)

### IN SEASON - AUSTRALIAN ALMONDS COME OUT IN STYLE

#### Media Release – April 28, 2010

The Almond Board of Australia (ABA) has today launched its 'New Season's Almonds' campaign with the unveiling of a dress made from 3,000 almonds. This eye-catching dress is being used to promote the freshly harvested almonds which are now available in stores around the country.

Upcoming Australian designer, Gillian Christie hand sewed 3,000 almonds to make this stunning, sexy dress. The unveiling of the almond dress today saw model Rebecca Caulfield parade the dress throughout the Sydney CBD accompanied by the ABA team distributing tins of new season almonds to the public.

"The unveiling of the almond dress today stirred a real buzz around Aussie almonds. Not only is the dress a spectacle in itself, but it is also a great way to engage and inform the general public of the unique taste of Australian almonds fresh from the trees. Right now Australian almonds are delicious," said ABA Marketing Manager, Joseph Ebbage.

In addition to being a tasty snack or delicious addition to any recipe, Australian almonds, which have received the National Heart Foundation Tick of Approval, contain many nutrients needed to maintain a healthy heart and well balanced lifestyle. They can also assist with weight management.



[To read more CLICK HERE...](#)



### RURAL SOLUTIONS SA WORKSHOP

#### Difficult Decisions – Succession or Sell?

South Australia's most comprehensive and relevant workshop program about planning for your future. Do more about it than just talk!

This workshop may bring you closer to fulfilling your plans for the future. It covers the essential elements required for a realistic plan including:

- Succession Planning (What is it? What's needed?)
- Communication (Essential to making it happen)
- Business Structure (Making them work for you)



- Tax Minimisation (What is possible?)
- Superannuation ('Me time' for the future)
- Retirement (When can I?)
- Updating your will (A dignified exit)

Workshops will run between April 27 to **May 5 at Kadina, Orroroo, Kingscote Arno Bay and Waikerie (9.30 am to 4.30 pm)** and will be very comprehensive in the areas of succession, tax minimisation, superannuation, retirement and wills.

For details and registration please [click here](#)

## COMMUNITY EVENT - MURRAY RIVER UPDATE

**Wednesday 5 May 2010, 8:30am – 12:30 pm**

**Mildura Function Centre, No 1 Oval, 11th Street, Mildura**

### HEAR ABOUT

Water Policy  
River & Irrigation systems operations  
2010/11 season outlook  
Speakers will include:  
MDBA  
NSW Water  
Vic DSE  
SA Dept of water  
G-M Water



## MARKETING AUSSIE ALMONDS IN INDIA

**Media Release – 9<sup>th</sup> April 2010**

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 world's 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.

To read the full release please [click here](#)



**The Hon. Tony Burke MP**  
**MEDIA RELEASE**  
Minister for Agriculture, Fisheries and Forestry  
Minister for Population

## TAKING AUSTRALIAN ALMONDS TO CHINA

A delegation of Australian almond representatives will soon embark on a 10 day tour of China during May. The itinerary will incorporate a series of events and activities including market visits, trade meetings and presentations and attendance at the XXIX World Nut & Dried Tree Fruit Congress, taking place in the Chinese capital of Beijing, May 21-23.

The tour also includes attendance at the SIAL China Food and Beverage Exhibition on 19-21 May in Shanghai. This event will provide an opportunity to gain insights into this new and emerging market.

SIAL China is China's largest and leading international exhibition for the Food, Beverage and Hospitality trade. It is the unique and perfect picture of the Chinese food and beverage market. 50% of the exhibitors are from mainland China with 25 Chinese provinces represented in 2009. They include local producers, importers and distributors of international brands. The other 50% are from all over the world with 20 international pavilions of companies, government agencies and institutional organisations.



To visit the SIAL website please [click here](#)

'Australian Almonds' will be located at **E3 N016 : Hall 3, Booth N016**

## NINTH ANNUAL PRODUCE EXECUTIVE PROGRAM

16-21 MAY 2010

Venue: Mt Eliza Centre for Executive Education, Victoria

### NINTH ANNUAL PRODUCE EXECUTIVE PROGRAM



The FarmReady Government Scheme has approved the Produce Executive Program for a refund for those registered as Primary Producers of up to \$1,500. Please visit their website at [www.farmready.gov.au](http://www.farmready.gov.au) for all details and application forms to access this refund. Approval must be granted by FarmReady prior to the start of the Program.

[For More Information CLICK HERE...](#) OR

[To download the course brochure CLICK HERE](#)

## PMA FRESH CONNECTIONS - FRESH EVENT

PMA Australia-New Zealand and AFFCO's Fresh Event 2010 is being held from 9 to 12 June 2010 at Melbourne Convention Exhibition Centre.

Organisers say the event will be the largest gathering of local and international companies associated with the produce and floral industries, right across the value chain from growers through to retailers and associated service industries. For more info on the program visit <http://www.freshevent.com.au>



## CONSUMER MARKETING UPDATE GPCE 2010

Australian almonds will again have a presence at the upcoming 'GPCE' conferences across Australia. The focus of our attendance at health professionals' conferences is to communicate the role of almonds in lowering LDL cholesterol and thereby reducing the risk of heart disease, and the role of almonds in achieving healthy weight. Fact sheets, almond tins and samples are distributed to attendees to help develop a database of health professionals for future communications.



The 2010 Sydney GPCE Conference will be held 21-23 May at the Sydney Showgrounds, The Dome, Sydney Olympic Park. The GPCE, now in its 14th year, has proven to be a unique conference that is recognised by General Practitioners as the major clinical educational event on the GP calendar.

The GPCE Conference is the largest GP conference in Australia and in 2009 over 1700 delegates attended the 3 day event.

To view details please [click here](#)

## OTHER LINKS:

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[HAL – Hortlink Autumn 2010 Newsletter](#)

[INC Newsletter – March 2010](#)

[Hort Water News](#)

# ADVERTISING



## BUDWOOD/ ROOTSTOCK

Monterey, Nonpareil, Carmel on Nemaguard stock, available for planting this year. Powells Rootstocks; 0419 400 050 or ah 8380 5727

## POLLINATION

Professional Beekeeper wishing to contact almond growers in the Riverina area with the view to establishing long term reliable pollination relationship. Bees available for 2010 season. Contact Graham; Ph 02 6732 3798 ah or 0429 669 753

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**Note** - You are currently subscribed to our Almond Bites mailing list. Please [click here](#) or contact The Almond Board of Australia to unsubscribe or change your details. We welcome your [Feedback](#)