



## APRIL 2010

### AUSTRALIAN ALMONDS: A BIG HIT AT GULFOOD DUBAI

Australian Almonds were on show at the the Gulfood exhibition held in Dubai from 21 to 24 February 2010.

Gulfood is the largest and most important event for the food and beverage exhibition in the Middle East region. It is a showcase for manufacturers, distributors and suppliers from around the world representing all of the key sectors within the food and hospitality trade to conduct direct business.

The Almond Board of Australia (ABA) promoted Australia's 2010 new season almond crop, featuring Australian Nonpariel, Carmel and Price varieties, which collectively comprise around 95% of Australia's almonds.

The Australian Almonds booth was well received with visitors to the exhibition very enthusiastic about Australia becoming an increasingly important destination for sourcing for almonds.



### ALMOND HARVEST WRAP UP

Throughout February and March, almond orchards in the key almond growing regions including the Riverina (NSW), Sunraysia (VIC), Adelaide and Riverland (SA) were alive with activity as almond farmers got underway with this year's harvest.

Despite varied weather conditions and challenges throughout the season, almond growers across all key growing regions are reporting a successful harvest.

The 2010 Australian harvest is expected to produce 46,100 tonnes of almonds, up from 36,500 tonnes in 2009.

The positive 2010 crop figures show yet again that the Australian almond industry is on the rise – and it is only going to continue. Less than 20 per cent of all Australian almond plantings have reached full maturity, leading to a significant increase in almond production over the next decade.

The Australian almond industry is represented by three major Australian almond marketers, for contact details please [click here](#)

## NEW SEASON'S ALMONDS HIT THE STORES THIS APRIL

The newly harvested almonds will reach Australian stores in April, the best time of the year to experience Australian almonds as fresh and tasty as ever.

To mark their arrival, the ABA has scheduled a 'New Season's Almonds' campaign which includes point-of-sales material, advertising and integrated public relations program.

Have a look at our recipe below to find out one of the many ways to eat Aussie almonds.



## AUSTRALIAN ALMOND MARKETING FORUM: BRAND NEW 2010

The 2010 Australian Almond Marketing Forum was held on 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.

## UPCOMING EVENTS: ABA TAKES AUSSIE ALMONDS TO CHINA!

The ABA will be taking Australian almonds to China this May with a 10-day itinerary incorporating a series of events and activities. These include market visits, trade meetings and presentations as well as attending the XXIX World Nut & Dried Fruit Congress taking place in Beijing, May 21-23 and exhibiting at the SIAL China Food and Beverage Exhibition in Shanghai, May 19-21.

SIAL China is China's largest international food, beverage and hospitality trade show. The exhibitor list includes local producers, importers and distributors of international brands from mainland China as well as visitors from around the world with 20 international stands present.

The ABA encourages visitors to the SIAL Exhibition to visit the Australian Almonds stand, booth number E3 N016: Hall 3, Booth N016.



### RECIPE

#### ALMOND TRAIL MIX

##### Ingredients

- 1 cup whole natural almonds
- 2/3 cup dried apricots, diced
- 2/3 cup sultanas
- 1/2 cup banana chips or dried apple
- 1/2 cup chocolate chips
- 1/3 cup roasted sunflower kernels

##### Method

Spread almonds in a single layer in shallow pan. Place in cold oven; toast at 180°C for 8-10 minutes, stirring occasionally, until lightly toasted. Remove from pan to cool. Toss with remaining ingredients until well mixed. Store in an airtight container.

**Serves 12**



[WWW.AUSTRALIANALMONDS.COM.AU](http://WWW.AUSTRALIANALMONDS.COM.AU)

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