

In A Nutshell



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2010 USA Study Tour

Almond Marketing Forum 'Brand New 2010'

Planning for Climate Change

'New Year, New Heart' Campaign



AUSTRALIAN ALMONDS



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Edition	Advertising Deadline	Material Deadline
February	15th January	10th February
May	15th April	10th May
August	15th July	10th August
November	15th October	10th November

In a Nutshell

The Almond Board of Australia is the peak industry body representing the interest of almond growers, processors and marketers in Australia in matters of national importance including regulation, legislation, marketing research and development. In a Nutshell is published quarterly by the ABA in February, May, August and November to bring news to all industry contacts and members.

Membership

The Almond Board of Australia offers membership to growers, processors, marketers and interested parties. Please contact the Almond Board of Australia for current membership fees and inclusions.

Advertising/Editorial

The Almond Board of Australia acknowledges contributions made by private enterprise through placement of advertisements in this publication. Any advertising and/or editorial

supplied to this publication does not necessarily reflect the views of the Almond Board of Australia and unless otherwise specified, no products and/or services are endorsed by this organisation

Editor

Jo Ireland

Communications Coordinator
Almond Board of Australia
9 William Street, PO Box 2246
BERRI SA 5343

t +61 8 8582 2055
f +61 8 8582 3503
e jireland@australionalmonds.com.au
w www.australionalmonds.com.au

These projects were facilitated by HAL in partnership with the Almond Board of Australia. They were funded by the R&D levy and/or voluntary contributions from industry. The Australian Government provides matched funding for all HAL's R&D activities.



Planning for Future Almond R&D Investment

An R&D Strategic Plan for the Australian almond industry is currently being developed to provide clear strategic direction for future R&D investment and, in particular, the almond levy investment program managed through HAL. The plan is expected to be completed for launch at this year's Almond Conference in October 2010.

The Almond Industry Advisory Committee (IAC) will be involved in the planning process with relevant expertise included where appropriate. Others to be included through a range of processes will include almond industry representatives, key service providers, HAL staff and private consultants.

A robust, well developed R&D strategic plan is an essential foundation for an effective investment program of industry R&D levy. Over the next five years, HAL, in consultation with the Almond IAC, is likely to invest more than \$10-15 million, (through a combination of almond levies, voluntary contributions and matched funding from the Australian Federal Government) on behalf of the Australian almond industry. Therefore, it is critical that the investment continues to be well directed and a robust strategic plan will help to achieve this.

The Victorian Department of Primary Industry (VIC DPI) will also have input into the planning process to gain perspective from R&D providers. VIC DPI have agreed to take on the role of lead agency for almond research and development.

Management of the planning process will be overseen by a Steering Committee comprising:

- HAL Industry Services Manager (Ross Skinner)
- Almond (IAC) Chairman (Greg Buchanan)
- VIC DPI Director, Strategy and Partnerships (Phil Haines)
- ABA CEO (Julie Haslett)
- ABA Industry Liaison Manager (Ben Brown)

A brief to engage a suitable facilitator for this process has been developed.

Following finalisation of the R&D Strategic Plan, activities will then focus on detailed development of recommended investment priorities and related R&D initiatives for investment in 2011-12, with a view to developing a longer term (eg. 5 year) Almond R&D program.

If you have any queries or require further information, please contact:

Ben Brown, Almond Board of Australia
Ph: 08 8582 2055 or email
bbrown@australionalmonds.com.au



**ALMOND
BOARD OF
AUSTRALIA**



The ABA will be hosting a tour through the almond growing areas of California in June 2010. The study tour will take place on Friday June 11th (depart Australia) to Tuesday 29th June inclusive.

Activities will be broad and varied, so will be of interest to any industry member who hasn't had the opportunity to visit California. It is also a fantastic opportunity to nurture relationships with any existing overseas contacts.

This study tour will predominately be focused on activities related to almond growing and production throughout the length of the California Central Valley. We will be aiming to meet growers, researchers and farm advisors from each of the different regions from Chico in the North, Davis, Modesto, Fresno and Bakersfield in the South. So no matter which almond growing region in Australia you come from, there will be worthwhile comparisons that can be made between almond growing in Australia and in California.

We endeavor to visit most of the major machinery suppliers to see how their equipment is manufactured and hear about any new improvements that may be planned. There will be visits to a couple of local processors and handlers and some of the larger nurseries. Finally we will be observing one of the local water authorities to gain a perspective on the difficulties in supply

and delivery of irrigation water that Californian growers face.

There will be time allocated for tourism and to take in the sights that California has to offer. Once we arrive in San Francisco, there will be two days allocated to acclimatize and enjoy the attractions of the city. Maybe you're interested in the architecture of the Victorian style homes, the famous cable cars, Alcatraz Prison, Fisherman's Wharf or Chinatown and the many restaurants?

After leaving San Francisco, it's off to the Napa Valley to enjoy California's premier wine country. A range of fine dining and wine tasting will be undertaken to continue the acclimatization process before embarking on the 'study' part of the tour. We will also head to Yosemite National Park for a couple of days of R&R while in Modesto and finish the trip in Los Angeles where there will be two days to take in the glitz and glamour.

The ABA will be applying for HAL funding for this study tour to help reduce costs incurred by participants. The expected cost per participant of \$6,000 will cover the cost of travel insurance, airfares and taxes, coach transport between destinations, accommodation, daily breakfast and entry to tourist attractions.

Expenses **not** covered are: excess baggage, passport and visa fees, and general personal expenditure.

There are limited places for this tour, so please book early to avoid disappointment!

How do I sign up?

- Please complete the enclosed Registration of Interest Form and return to the ABA office, together with payment of a non-refundable deposit of \$200 by 14th March, 2010.
- Make sure you have a current passport that is valid until 1st January 2011. Passport details need to be provided to the ABA no later than Friday, April 9, 2010. (Please contact www.passports.gov.au or your local Australia Post to apply for a new passport and allow at least one month for processing)
- Trip to be paid in full by Friday 16th April, 2010 (full cost to be advised)

If you have any queries or require further information, please contact:

Brett Rosenzweig
Almond Board of Australia
Ph: 08 8582 2055 or 0429 837 137
or email
brosenzweig@australialmonds.com.au

NEW YEAR, NEW HEART



The ABA kicked off the New Year with a health message, highlighting Australian almonds' role in promoting cardiovascular health and reducing the risk of heart disease.

The 'New Year, New Heart' message and related marketing material was seen across Australian supermarkets from 15 January until 14 February. The campaign was supported by magazine advertising appearing in

the January edition of 'BBC Good Food' magazine and the February edition of 'Women's Health' magazine, public relations and in-store point of sale.

A long-lead press release was distributed in early December 2009, entitled '**Get that New Year resolution nuted out with Australian almonds**'. The release included key messages from our almond ambassadors Sara Grafenaeur (Dietitian) and Sue Heintze (Fitness Trainer) highlighting cardiovascular and weight loss benefits of eating a handful of almonds every day.

The ABA website home page was also amended to reflect this promotion and reinforce the campaign.

For more information on current Almond Board promotional activities please visit www.australialmonds.com.au/trade



www.nutsforlife.com.au
Follow us on twitter

Nuts for Life

2010 will be a busy year for the Nuts for Life Regulatory Affairs program, as the new core food groups are to be announced in the coming months and a dietary guidelines review and FSANZ Health claim projects are ongoing.

We are pleased to have contracted Liz Munn for 20 hours a week for 12 months to assist Lisa. Liz is an Accredited Practising Dietitian with 15 years experience at Choice magazine and now runs her own consulting business. She will be responsible for managing the Nuts for Life website as well organising conferences and sponsorships for the coming 12 months. Liz will be working from the Nuts for Life office 2.5 days a week (Monday, Tuesday and Thursday) and can be contacted via the Nuts for Life email and phone - admin@nutsforlife.com.au and 02 9460 0111 which she will share with Lisa.

FSANZ Update

Lisa has been working with the Heart Foundation and FSANZ to address some of the proposed nutritional claims regarding healthy dietary fats. Our proposal includes being able to describe healthy high fat foods as "rich in" monounsaturated or polyunsaturated fats and include general level health claims, which will allow the function of fats to be described on pack. This document will be submitted shortly and we are organising a meeting with members of FSANZ in Canberra for the third week of March 2010.

Contributors staff education meetings

To ensure that all members of the Australian Nut Industry confidently answer the curly questions on the health benefits of nuts so they can spread the word,

Nuts for Life is developing a workshop for contributors and their sales, marketing and customer service staff. Our first set of workshops will be in Queensland the second week of March 2009. If interested in attending the Bundaberg, Gympie or Alstonville events please **RSVP** by 26

February 2010 to Sarah Jane Hall

– The Australian Macadamia Society 02 6622 4933 or office@macadamias.org A Brisbane workshop has also been organised for Stahmann Farms and Scalzo Food Industries. Other workshops will come online shortly in Adelaide, Melbourne and Sydney.

Lisa Yates

Program Manager and Dietitian
Nuts for Life
Ph 02 9460 0111
Email admin@nutsforlife.com.au

AUSTRALIAN ALMONDS IN INDIA



The Almond Board of Australia (ABA) announced during its annual trade visit to India a 25 per cent increase in the 2010 Australian almond production which is expected to reach 46,100 tonnes, up from 36,500 tonnes in 2009.

The announcement was made on Monday, 30 November at an almond trade function hosted by the ABA in Delhi and attended by key Indian almond traders and distributors as well as representatives from the Australian High Commission.

India is Australia's largest export market for almonds and currently imports 40 per cent of Australia's almonds.

Representatives from Almondco, Nut Producers Australia and Select Harvests participated in the trade visit to India, where current strong demand for Australian almonds continues to grow.

The news of Australia's increased production estimate was well received by the Indian trade, as demand for Australia's high quality almonds has never been greater. Almonds are an integral part of India's cultural heritage and are given as a prestigious gift during festive periods and weddings.

Following on from this successful trade visit to India, key trade representatives have been invited to visit Australia and participate in a tour of the Australian almond industry.

The ABA, working in conjunction with Almondco, Nut Producers Australia and Select Harvests, will host more than 20 Indian visitors in mid-March 2010. The tour itinerary will include visits to almond orchards, hulling and shelling plants and almond processing facilities.

The tour program will include attendance at the Australian Almond Marketing Forum 'Brand New 2010' on March 18 in Melbourne.

Breeding Research Showcased at ARC Expo

On 26 October 2009 twenty-five Australian universities participated in the first Australian Research Council (ARC) Research Expo in Canberra which accompanied the ARC major grants announcements. The University of Adelaide attended the event to showcase their almond breeding research.



Above & Above Right: Senator the Hon Kim Carr, Minister for Innovation, Industry, Science and Research tasting the wares at the University of Adelaide Stand.

The ARC Linkage-Projects program supports collaborative research projects between higher education researchers and other organisations, including industry. It is the major program providing Commonwealth funding for strategic research alliances between higher education institutions and industry.

The ARC Research Showcase was held at Parliament House in Canberra. The Showcase display, designed by Adelaide Research & Innovation, University of Adelaide, featured agricultural research success stories, including developments in almond breeding quality and yield, and special tasting samples of the baking benefits of FR Durum Wheat, all projects currently under investigation at the University's Waite Campus.



Senator the Hon Kim Carr, Minister for Innovation, Industry, Science and Research was present and we were lucky enough to attract Minister Kim Carr's attention for a few minutes - it was definitely the food! He only visits a couple of stands each year, and this year there were more than 20 Universities on display, so we were very lucky.

*by Michelle Wirthensohn,
University of Adelaide*

Photos Courtesy: Norman Plant

Taking Australian Almonds to China

Nuts continue to be one of the markets with the strongest growth in Asia, due to consumers' perception of nuts as a healthy choice.

In many developing Asian countries, economic growth has resulted in increased demand for nuts and dried fruits. With a population of 1.2 billion, China is expected to achieve 9.9% real growth in 2010 according to Informa Economics Inc. China is also recognised as a rapidly emerging almond market, with strong potential for continued future consumption growth.

In general, almonds are considered as snack food in China, although almonds are increasingly being used as recipe ingredients, especially in the baking industry.

Almond consumption typically increases in September during the Moon Festival and peaks during the Chinese New Year, which falls in January or February.

Later in the year, the ABA will be coordinating a market study tour to China. This initiative is supported by funding through Primary Industries of South Australia (PIRSA) and the Australian Federal Government through Horticulture Australia Limited (HAL).

To support our upcoming activities in China, the ABA have registered with Food Adelaide for the six months to June 2010. Food Adelaide's core business is "Connecting buyers with Australia's finest food and beverages".

Food Adelaide will assist us in the following activities:

- Translating a number of our key fact sheets and brochures



- Developing a Food Adelaide specific industry outline. This will be distributed through both their Chinese and Japanese offices.
- Providing a translator for our stand at SIAL China
- Providing a point of contact within China after the SIAL China expo.

The 10 day 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 city of Beijing, May 21-23.

*For more information visit
www.nutfruit.org/china-2010*

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 organizations.

SIAL China 2009 Figures

- 1057 exhibitors from 50 countries
- 40,250 sqm exhibition surface
- 13% international visitors from 84 countries
- 302 journalists on site

*For more information visit:
www.sialchina.com*

REGISTER NOW!

LEARN WHAT'S 'BRAND NEW' AT THE 2010 AUSTRALIAN ALMOND MARKETING FORUM



AUSTRALIAN ALMOND MARKETING FORUM

- Opportunities to leverage almond promotions to drive growth within your business
- Global food trends and marketing initiatives
- New insights into almond marketing in Australia and around the world
- International perspective on the future of the almond market

Date:
Thursday
18th March 2010

Time:
9.30am start

Venue:
Rydges Bell City Hotel,
215 Bell Street, Preston VIC 3072

PROPOSED PROGRAM

*Please note that the forum organisers reserve the right to amend this program at any time.

9.30am - 11.00am

Welcome & Opening
Brand New: 2010 Crop Update
Almond Marketing Program -
What's in Store for 2010?
New Season Launch

11.00am - 11.30am

Morning Tea

11.30am - 1.00pm

Creating New Opportunities for Almonds -
Using Information and Insights to
Understand Consumers and Drive Sales
Insights from an Australian Retailer
Almonds get the Tick

1.00pm - 2.00pm

Lunch

2.00pm - 3.00pm

Future Trends in Commodity Pricing
Case Study Presentation: TBC

3.00pm - 3.30pm

Afternoon Tea

3.30pm - 4.30pm

Key Export Markets - Panel Session

7.00pm

Forum Dinner & Entertainment (\$90/pp)

BRAND NEW 2010



FEATURED SPEAKER

Bianca Chatfield

Australian netball player and almond ambassador, Bianca Chatfield, represented Victoria at the National Netball Championships. She currently plays with the Melbourne Vixens in the ANZ Championship. In 2008 she was the vice-captain of the Melbourne Vixens and then was made Co-Captain in 2009. Bianca was a member of the silver medal-winning team at the 2006 Commonwealth Games in Melbourne.

Bianca will talk about her experiences as an elite sports person and the role of good nutrition. She will explain the importance of the dietitians that work with both the Australian Netball team and the Melbourne Vixens, and how almonds are included in their recommended snacking regimes. Hence her support for the ABA's emerging "Almonds and Netball" program.



AUSTRALIAN ALMONDS



ROWER PROFILE

Brendan Sidhu
Chair - Almond Board of Australia
Managing Director - Jubilee Almonds

Favourite Quote:

If you're not living life on the edge, you are taking up too much space.

Education/Training:

*As little as I could get away with!!
Advanced Diploma (Horticulture),
GAICD (Graduate of the Australian
Institute of Company Directors).*

Orchard/s:

Jubilee Almonds

Varieties Grown:

*Non-Pareil, Neplus, Carmel, Price,
Peerless, Fritz.*

Employment history in the almond industry:

*Adrian Lacey, OLNEY, 1983
Freeman Farming, 1983-1987
Jubilee Almonds, 1991-Present*

How do you see the almond industry changing over the next 10 to 20 years?

I see both area expansion, increased production per hectare and improvements in the end quality of product.

What do you see as the almond industry's biggest asset?

The structure of the ABA. The extension work that has been undertaken and that continues today. The access to work for members, also great improvements in the marketing program.

If you weren't involved with the almond industry, what do you think you'd like to do?

Scuba Diving Instructor on Rhodes Island (Greece).

If you were to invite three people to dinner (fictional, dead or alive) to brainstorm the future of the Australian almond industry, who would you invite and why?

I'd only need to invite one - my wife. She knows everything.

Why is it important to you to be a member of the ABA?

So you can have input to help shape the future of the industry, and so you have access to up to date information such as R&D (varieties, production etc).

Just for Fun

I should have.....

Listened to my wife, and not made the smart comment above!

I wish that I could.....

Make it rain in the Murray Darling Basin.

The first thing I do when I get to work is.....

Prime the coffee machine.

If you would like to nominate someone for a Grower Profile:

Please contact Jo Ireland
at the ABA on
08 8582 2055
or email
jireland@australionalmonds.com.au

CLIMATE CHANGE

and the Australian Horticulture Industry



In comparison to other agricultural sectors, horticulture has a small environmental impact relating to climate change. While agriculture emissions amount to some 16% of all national industry emissions, horticulture comprises just 1% of this total.

Despite this, the industry is still vulnerable to predicted changes to rainfall and temperature that will impact on plant growth, pest and disease risk, product quality and industry location.

There is also the potential for climate change to provide some opportunities for growers.

While there has been a significant amount of research already undertaken, there are still gaps in climate change research relevant to horticulture.

The Horticulture Climate Change Action Plan has recently been developed to identify RD&E needs in the area of climate change and variability. The key question guiding development of the action plan is

Horticulture's greenhouse gas emissions equate to just 1.0% of agriculture's emissions, while horticulture constitutes approximately 25.5% of the GDP of Australian agriculture

"What does climate change mean to my farm or orchard?"

The Action Plan has three strategies:

- Adaptation
- Mitigation
- Information, Awareness and Communication

Adaption

Developing a clearer understanding of climate change and variability issues to avoid the risks and/or take advantage of the opportunities of a variable and changing climate into the future.

Mitigation

Determining the contribution ('carbon footprint') that all horticulture (and specific regions and commodities) makes to methane, nitrous oxide and carbon dioxide emissions.

Work can then be undertaken to identify and promote pest management practices that minimise greenhouse gas emissions, and, at the same time, promote the "simultaneous" goals of productivity, sustainability, adaptability and "abatement".

Information, Awareness & Communication

Informing growers, politicians and the community about the impact

of climate change, and to develop simple and helpful information products that promote horticulture specific messages to the community, as well as industry stakeholders.

Next Steps

Climate change will impact on horticulture with different outcomes, depending upon location, industry supply chain and time frame. However, growers and producers can respond to these challenges, especially if they focus on climate change as being another business issue associated with investment planning, financial planning, process and operational management, product positioning and branding, and pricing strategy.

For more information please contact Alison Turnbull at Horticulture Australia. Copies of the 'Climate Change Research Strategy for Primary Industries' brochure are available for download from the ABA website www.australialmonds.com.au

Further information/useful websites:

www.horticulture.com.au
www.lwa.gov.au
www.managingclimate.gov.au
www.climatechange.gov.au
www.climatechangeinaustralia.gov.au
ageis.climatechange.gov.au
www.bom.gov.au/watl





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Growers Managing Business Risk

by David Pocock, PIRSA

The almond industry has been funded under a PIRSA project to deliver a Fact Sheet on Almond Farm Economics. The project will promote and use the Almond Economic Spreadsheet to illustrate the points which are put forward surrounding Almond Farm Economics.

The industry has contracted David Pocock from Rural Solutions SA to;

- Describe the outcome of numerous, relevant scenarios such as increasing yields, bee hive rental increases, fertiliser quantities and increased input costs, interest rate increases, rising Australian dollar, time to positive cash flow and/or profitability if wanting to expand your holdings at the current time.

- Generate key economic indicators which growers need to take note of: e.g. debt to equity ratios, income & serviceable debt, etc.

For more information contact David Pocock preferably by email david.pocock@sa.gov.au or on 08 85959 100.

South Australian Growers also have access to individual assistance under the program to use their own information.



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For enquiries contact
Wayne Francis:
Ph: 08 8595 8080
Mob: 0429 807 315
E-mail: wayne@laragon.com.au

Small Almond Machinery For Sale

- Cracker
- Sorting Belt
- Blowers
- Elevators

P.O.A

Ph; 0401 163 234
Ah; 08 8323 8648

A close-up photograph of a mechanical component, likely a cracker or sorting belt part, showing a curved metal surface and a small opening. A pile of dark, granular material, possibly almond hulls, is scattered on the surface next to the component.

For Sale
Almond Trees

GF677 - Ready for 2010 planting
1000 Nonpareil
500 Carmel
500 Monterey

Call Tony on
0424 786 731

A background image showing almond trees in full bloom with numerous white flowers. The scene is bright and sunny, with a clear blue sky visible in the background.



AUSTRALIAN ALMOND MARKETING FORUM

Registrations now open!

Visit :
www.australionalmonds.com.au/forum
for program information and
registration forms

Date:
Thursday
18th March 2010

Time:
9.30am start

Venue:
Rydges Bell City
Hotel,
215 Bell Street,
Preston VIC 3072

BRAND NEW 2010



AUSTRALIAN ALMONDS



calender

February

21-24

Gulfood 2010
Dubai International Convention &
Exhibition Centre
www.gulfood.com

March

18

ABA Marketing Forum
"Brand New 2010"
Rydges Bell City, Melbourne
www.australionalmonds.com.au/forum

May

19-21

SIAL 2010
Shanghai, China
www.sialchina.com

21-23

INC Congress
XXIX World Nut & Dried Fruit Congress
Beijing, China
www.nutfruit.org

June

4-6

Good Food & Wine Show
Melbourne Convention & Exhibition
Centre
www.goodfoodshow.com.au

11-27

ABA USA Study Tour
Californian Central Valley
www.australionalmonds.com.au/industry

July

16-18

Good Food & Wine Show
Sydney Convention & Exhibition Centre
www.goodfoodshow.com.au

October

27-29

Almond Industry Conference
"New Horizons"
Mildura, Victoria
www.australionalmonds.com.au



Australian Almond Conference 2010

**27th - 29th October
Mildura, Victoria**

Almond Board of Australia
ABN: 31 709 079 099
9 William Street
PO Box 2246 BERRI SA 5343 Australia

T +61 8 8582 2055
F +61 8 8582 3503
admin@australionalmonds.com.au
www.australionalmonds.com.au

