

In A Nutshell

May 2010



ALMOND
BOARD OF
AUSTRALIA



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In Season

Australian Almonds Come out in Style!

GrowSmart Training

Looking to the Future



AUSTRALIAN ALMONDS

www.australianalmonds.com.au



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The 2010 Australian Almond Marketing Forum held in Melbourne on Thursday, 18 March attracted 100 professionals from all aspects of almond trade including wholesalers, retailers and distributors to hear about the Australian almond industry's "Brand New 2010" campaign.

The program featured insights into consumer behaviours, food trends and the international market. Delegates also learnt about opportunities to drive consumption through effective promotion.

The Forum also reinforced the nutritional value of almonds as well as an overview of Australia's key export markets, including two interactive panel sessions focussing on Europe and India.

Exporting Australian Almonds

According to Julie Haslett, speaker and ABA CEO, the demand for almonds has doubled over the past decade with developing countries like India, China and the Middle East driving consumption growth. 63% of Australian almonds sold in 2008/09 were exported to over 40 countries around the world. Of those, India was Australia's largest export destination, importing 42% of Australia's almond exports.

A highlight of the Forum was a panel session focussing Europe, one of Australia's most important export markets. According to 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," Mr O'Gorman explained.

A healthy handful

Bianca Chatfield, Australian Netball team player and Melbourne Vixens Netball team co-captain, joined the presenters to talk about the role of almonds and good nutrition in sport.

"Kids and their parents need to understand that good nutrition is essential to performing well in their favourite sport. Almonds are full of 'good fats' and important nutrients that give you the required energy for your game. I have my healthy handful of almonds everyday," Chatfield said.

Almond Marketing Forum 2011

The 2011 Australian Almond Marketing Forum "Better with Almonds" will be held on Thursday, 17th March at the Sydney Marriott Hotel, commencing at 9:30am.

To register or for information on the 2011 Almond Marketing Forum visit www.australionalmonds.com.au/forum

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

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Some of 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.



IN SEASON

Australian almonds come out in style!

The ABA launched its 'New Season's Almonds' campaign on 28 April, with the unveiling of the almond dress in Martin Place, Sydney. Model, Rebecca Caulfield paraded the dress throughout the Sydney CBD, accompanied by the ABA team distributing tins of New Season Australian Almonds to the public.

Up and coming Australian designer, Gillian Christie hand sewed 3,000 almonds to make this stunning dress. Unveiling of the almond dress created a real buzz about Australian Almonds, with the dress providing both a spectacle in itself, and a great way to engage and inform the general public of the unique taste of Australian almonds fresh from the tree.

Photos from the day can be viewed online at www.flickr.com/photos/aussiealmonds. The media stunt in Martin Place gained significant press coverage, with articles appearing in a range of publications including Media Blips, Your Restaurants and the Weekly Times. To support this initiative, the ABA produced a short video highlighting the creation and promotion of the dress, which can be viewed on YouTube www.youtube.com/watch?v=bb2R7uaXiAY

The eye-catching almond dress concept was developed to promote freshly harvested "New Season" almonds available in stores across Australia. Integrated "New Season" promotion activities throughout April and May incorporated in-store point of sale materials, almond snack tin give-aways and magazine advertising in Superfood Ideas, Weight Watchers and BBC Good Food Magazines.





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INDIAN impressions

Indian Trade Delegation Visits Australia

The ABA recently hosted a delegation of more than 20 Indian almond trade representatives for a harvest tour of the Australian Almond Industry.

The four day tour included visits to almond orchards and processing facilities throughout the Riverland and Sunraysia regions, including: Almondco Australia, Century Orchards, Jubilee Almonds, Laragon, Riverland Almonds and Select Harvests. The tour concluded in Melbourne on 18th March with attendance at the Australian Almond Marketing Forum (see page 2). A number of delegation members participated in an Indian panel session, where they shared their experiences with Australian almonds and perceptions of the Indian almond market.

A reciprocal visit to India by Australian almond trade representatives is scheduled for February 2011.

feedback from tour participants

"Many thanks for the hospitality extended towards the Indian Delegation on their most memorable tour."

"It was our pleasure to meet you during our visit to Australia. We must thank you for all the efforts you made to make our visit memorable."

"I think the biggest thing which this delegation has carried back home is the confidence in the Australian supply source, which would translate to business opportunities in coming years, and that is purely because of your team efforts to promote Australian Almonds in India."

"It was a memorable trip. I cannot thank you enough for the effort."

"Everything was beyond our expectations"



Participants visiting Almondco as part of their four day Australian Tour



Australian Almond Conference 2010

27th - 29th October Mildura, Victoria

The Almond Board of Australia is pleased to present the 2010 Australian Almond Industry Conference 'New Horizons' being held Wednesday, 27th October to Friday, 29th October in Mildura, Victoria.

The Annual Almond Conference is the premier event for the Australian almond industry, bringing together approximately 200 delegates from all facets of the industry including growers, processors, marketers, researchers, nurseries and other industry suppliers.

Due to overwhelming support from past sponsors and exhibitors, only limited sponsorship opportunities remain. Sponsors and exhibitors will benefit from an extensive conference marketing campaign before and during the 2010 conference. In addition to this, a 'Sponsor Drinks' session on Thursday evening prior to the annual Conference dinner, will allow delegates to chat with exhibitors and sponsors at their leisure.

For further information, please contact Jo Ireland - Communications Coordinator at the ABA office or email: jireland@australianalmonds.com.au

Preliminary Program

Wednesday, October 27th

- Trade Exhibition Setup
- Social Golf Day
- Welcome Function

Thursday, October 28th

- Registration
- Trade Exhibition
- ABA Annual General Meeting
- Official Conference Opening
- Annual Levy Payers Meeting
- Keynote Addresses
- Pre Dinner Exhibition Drinks
- Annual Conference Dinner

Friday, October 29th

- Trade Exhibition
- Keynote Addresses
- Almond Orchard Visit

The Conference organisers reserve the right to amend the program at any time if circumstances change following the printing of this newsletter. Please visit www.australianalmonds.com.au for latest program details leading up to the conference.

Registrations Open

To register for the 2010 Australian Almond Conference, simply complete the enclosed registration form, or visit www.australianalmonds.com.au/industry/almond-conference and download a registration form.

**Early bird registrations close
Monday, August 2nd,
so register now and save!**

The Setts Bar & Function Centre

**27th - 29th October
110-114 Eighth St
Mildura Victoria 3500**

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Social Program

Golf Day



Wentworth Golf Club

Enjoy a memorable day of golf with fellow delegates in an ambrose style competition at the beautiful Wentworth Golf Club. The course boasts lush fairways between stands of large river gums, whilst tree-lined fairways wind their way around eight lakes, coming into play on nine of the course's holes. Tackle tricky bent grass greens, subtle contours and a true surface that will always reward a good putt.

Welcome Reception



'PV Mundoo'

Join us on the Paddle Vessel Mundoo. Built in 1987 at Goolwa, South Australia - a steel hull construction, 34.9 metre long paddleboat, featuring attractive quality timber ceilings and bar facilities. This twilight cruise will depart the Mildura Wharf at 7pm SHARP and cruise upstream from Mildura. Live entertainment will be provided giving delegates the opportunity to dance if they choose, or to merely sit back and enjoy the tranquil floodlit river banks created by the PV Mundoo's powerful floodlights.

Conference Dinner



'The Setts'

Anyone who attends the conference is invited to attend the dinner. Partners are also very welcome. The dinner is a chance to network and communicate socially with other conference attendees and delegates in a relaxed atmosphere. Dinner tickets are included with full registration prices, and extra tickets are available upon request. Be sure to attend the Conference dinner - it will be an evening to remember!

The Almond Board of Australia gratefully acknowledges 2010 conference sponsors

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Exhibitors



Supporting Sponsors



Limited sponsorship opportunities still exist. To enquire about availability please contact Jo Ireland at the ABA office on +61 8 8582 2055 or jireland@australionalmonds.com.au



Grower Profile

Neale Bennett

Deputy Chair - Almond Board of Australia
Sunraysia Region -
Almond Grower Representative

Favourite Quote:

"We'll cross that bridge when we come to it"

Education/Training:

Completed HSC and accepted to do Applied Science Degree at Uni. Deferred and never went back.

Orchard/s:

42 acres in the Sunraysia region.

Varieties Grown:

Non-Pareil, Carmel and Price.

Employment history in the almond industry:

After being involved in the dried vine fruit industry for 10 years (family for over 80 years and I'm the black sheep who broke tradition!), started redeveloping our property to almonds in 1992. Kept going till it was all done and we were a vine free zone.

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

I see the industry "maturing" with a sizeable tonnage that will keep

the international buyers interested and satisfied that we can produce good quality almonds. Hopefully our marketers can command a premium to keep us in a comfortable lifestyle!

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

Apart for the ABA staff (Jo told me to say that!) I'd have to say a common vision to be profitable at all levels of the industry and work together to try to achieve this goal.

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

Never really thought about it.

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?

Bill Gates - lateral thinker.

Kerry Packer - good entrepreneur.

Elle McPherson - wont help the industry but will help me!

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

To keep up to date with research, be represented by a Peak Industry Body to lobby government and network with other almond growers.

Just for Fun

I should have.....

Changed to growing almonds sooner, and said "no" to doing this profile!

I wish that I could.....

Get out of doing this profile!

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

Check the email.

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

Training

Looking to the future



A student who had just been on a camp looking at cutting edge science in horticulture and agriculture, said at the end, "It has shown me how vast science is, also how science and thinking is involved in modern farming. It has made me more aware of what goes on and now I can appreciate the information I have learnt on this camp a lot more."

When asked to provide feedback on the PICSE GrowSmart Careers in Science programme, industry representatives said -

- "This programme has provided a significant return on our investment."
- "As an employer this gives us the opportunity to be exposed to some fantastic potential future employees."

A young man was asked at his Cert III in Production Horticulture graduation night, "What has this traineeship meant to you? After a long pause the reply came. "It has changed my life really."

This is the kind of comment we are receiving from our students and their employers.

GrowSmart Training (a registered training organisation), is keen to promote horticulture as an interesting and challenging career option through the programmes it runs.

- **The PICSE GrowSmart Careers in Science programme.** Designed to interest school students in science, encourage them to study science at University and consider a career in the horticulture industry in particular, but also in the broader perspective of primary industry. Strong links have been developed between industry, universities schools and local communities. This programme

is now part of a national programme called PICSE (Primary Industry Centre for Science Education) and has been strongly supported by the Almond Industry.

- **Training in production horticulture.** This includes traineeships, chainsaw, ChemCert Training, tree felling, OH&S or any other types of training required by industry. We are currently developing a pilot course of training to assist employees in the almond industry to move between production and processing during any one year, thus keeping the people with the required skills in the industry full time.

- More recently, GrowSmart Training has run courses in **Conservation and Land Management (CLM)** and has had considerable success training indigenous people both at Calperum near Renmark, and more recently at the Monarto Zoo near Adelaide. CLM will become more significant across horticultural and agricultural enterprises in the future.



Above and below: Brett Rosenzweig, ABA Technical Officer, with horticultural trainees at the Almond Trial Site in Loxton.



**Contact John Chase,
Manager, GrowSmart
Training for further
information, on:
08 8582 2270,
0419 848 672 or by
email on
jchase@rhctraining.com.au**

Latest Almond Statistics

2010 Almond Production

An initial forecast for the 2010 California almond crop of 694,000 tonnes (1.53 billion pounds) was released by the United States Department of Agriculture (USDA) on 6th May 2010. This figure represents an 8.5 percent increase over the previous year's production.

This estimate for 2010 is 5 percent below that of 2008, California's largest crop to date: 730,000 tonnes (1.61 billion pounds).

USDA further reported that despite a variable spring, weather in 2010 had few negative effects on the developing almond crop.

Australia's 2010 almond crop has previously been estimated at 46,100 tonnes (102 million pounds), a 25 percent increase above 2009 (36,500 tonnes).

Almond Sales

US almond shipments for 2009-2010, as reported by the Almond Board of California, are set for a record high, with shipment figures to date up by 15% over the prior year.

In Australia, domestic almond consumption increased by 10 percent in 2008/09. Over the same period Australia's almond exports grew by more than 60 percent to \$121 million.

Almond Plantings

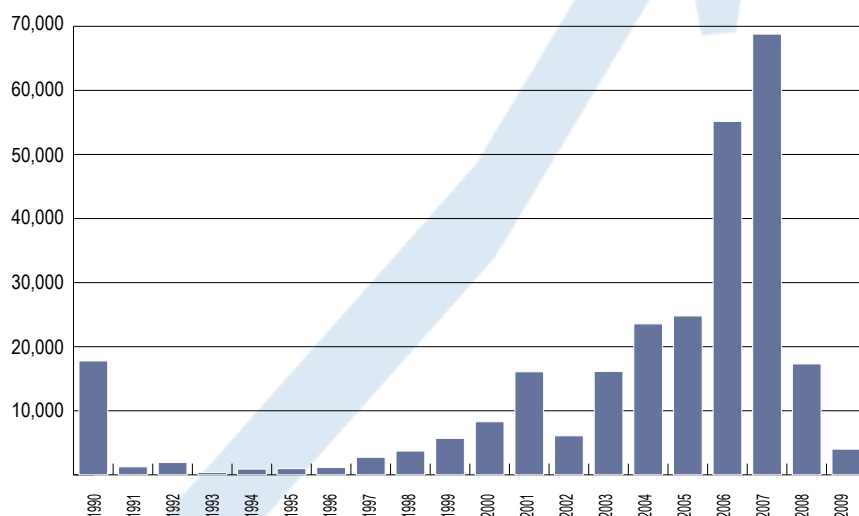
US almond acreage is now estimated at 810,000 acres (328,000 hectares), comprising 740,000 bearing acres (299,500 hectares). According to the Almond Board of California, an additional 150 million pounds (68,000 tonnes) is expected from this acreage, as younger trees mature.

Based on 2009 planting survey results, Australia's almond plantings are just under 28,000 hectares (69,000 acres). 2015 production is estimated to reach more than 80,000 tonnes by 2015, as plantings mature.

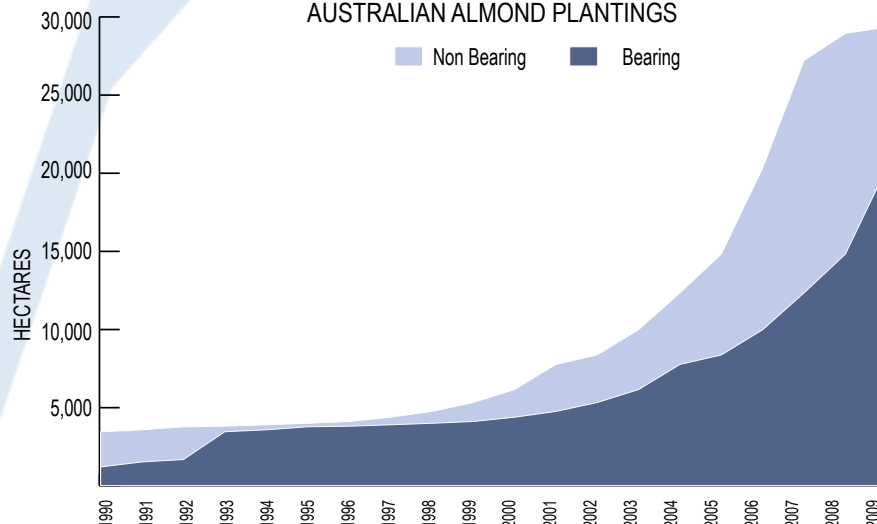
For further information visit:

www.australionalmonds.com.au/industry/industry-statistics to download the latest Australian Almond Statistics Report, or contact the ABA office for hard copies of this report

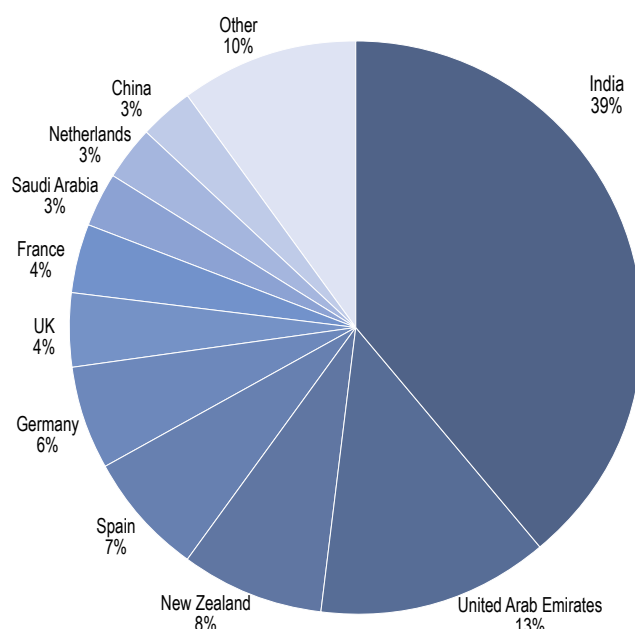
AGE DISTRIBUTION OF PLANTINGS



AUSTRALIAN ALMOND PLANTINGS



AUSTRALIAN ALMOND EXPORTS 2008/09





Introducing Australian Almonds to China

The ABA hosted a successful 10-day market study tour to China in May 2010, with a delegation of ten Australian representatives participating in this initiative.

Australian Almonds were exhibited at the SIAL China Food and Beverage Exhibition in Shanghai. SIAL China is China's largest international food, beverage and hospitality trade show. The exhibitor list included local producers, importers and distributors of international brands from mainland China as well as visitors from around the world with 20 international stands present.

Activities in mainland China commenced with a tour of the dried fruit and nut market in Guangzhou, providing an opportunity to view almonds being traded for distribution throughout China. This was followed by visits to a range of almond processing factories and trade meetings with almond importers and processors located nearby to Heshan, Guangdong.

The Chinese tour concluded with attendance at the XXIX World Nut & Dried Fruit Congress in Beijing, with a record breaking attendance of more than 850 delegates

The ABA gratefully acknowledges funding support provided from the South Australian Government and from HAL.

Major almond trade representatives in the region then attended a trade function dinner, where an update on the Australian Almond industry was presented. Attendees at this function were also invited to visit Australia during harvest in March 2011 to participate in an ABA hosted tour of the Australian almond industry, visiting almond orchards and processing facilities.



Dinner function in Heshan, Guangdong attended by Chinese and Australian almond trade representatives

Australian Almonds stand at SIAL China Food and Beverage Exhibition in Shanghai



International Nut Council (INC) Chairman, Jack Mariani presenting at the XXIX World Nut & Dried Fruit Congress, Beijing

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Peach and Almond Scones

Ingredients

- 2 1/4 cups self raising flour, sifted
- 1 1/2 tablespoons caster sugar
- 25g cold reduced salt butter, chopped
- 3/4 cup skim milk
- 100g canned peaches in natural juice, drained and chopped
- 50g raw blanched almonds, roughly chopped
- 1 tablespoon skim milk, extra, for brushing

Instructions

Preheat oven to 220oC

Place the flour and sugar in a large bowl. Using your fingertips mix in the butter lightly, until the mixture resembles fine bread crumbs. Add the milk, peaches and almonds, mixing with a spatula until just combined.

Transfer the mixture to a lightly floured surface and press together into a round shape, approximately 3cm high. Using a 5cm diameter biscuit cutter, cut out rounds from the dough and place on a baking tray sprinkled with a little extra flour. Gather up the remaining dough, press together and repeat the process.

Brush the tops of each scone with milk. Bake for 15 minutes or until golden brown on top and hollow sounding when tapped.

Serve warm or at room temperature.

Makes approximately 12

Recipe courtesy of Nuts for Life www.nutsforlife.com.au

calender

June

1

ABA Board Meeting
Griffith, NSW

2

Riverina Growers Meeting &
Production Committee Meeting
Griffith NSW

4-6

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

9-12

PMA Fresh Connections Conference
Melbourne Convention & Exhibition Centre
www.freshevent.com.au

8-10

Australian Irrigation Conference & Exhibition
Sydney Convention & Exhibition Centre
www.irrigationaustralia.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

March 2011

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Australian Almond Marketing Forum
"Better with Almonds"
Sydney Marriott Hotel, Sydney, NSW
www.australionalmonds.com.au/forum



Australian Almond Conference 2010

27th - 29th October
Mildura, Victoria

Almond Board of Australia

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