

Almond Board of California

At the request of the almond industry, a Federal Marketing Order for almonds was established in 1950. At that time, the focus was primarily compliance issues; accordingly, it was called the Almond Control Board. In the 1970s, recognizing a need to address broader almond industry issues, the name was changed to the Almond Board of California.

What is a Federal Marketing Order?

A Federal marketing order is a legal instrument authorized by the Agricultural Marketing Agreement Act of 1937. These instruments regulate the marketing of eligible commodities in certain clearly specified ways. Marketing orders help growers work together to solve marketing problems that they cannot solve individually.

All Marketing orders are binding on all handlers in the geographic area covered by the order. A handler is defined as anyone who receives the commodity from producers, grades and packs it, transports, or places the commodity in commercial channels. Marketing orders are administered by an elected body of growers and/or handlers, called a board or committee. The board or committee makes recommendations to the Secretary of Agriculture for regulations or changes in regulations as the needs of the industry evolve. But no regulations or changes can be implemented without public notification.

There are approximately 28 Federal marketing orders throughout the United States. All marketing orders are initiated by producers, who have an active role in the development of program provisions. Approval by a two-thirds or larger majority by number or volume represented in a referendum is required before any program can be implemented or amended. The Almond Marketing Order requires a grower referendum every five years to determine whether the marketing order continues. Marketing orders are funded through assessments.

Marketing orders can be used for a range of programs that help maintain the high quality of produce that is on the market, including compliance activities, quality standards, production research, marketing research and development, advertising, standardized packaging and reserves. The United States Department of Agriculture (USDA) reviews and approves budgets and activities proposed and conducted by marketing orders. The Marketing Order and Agreement Division (MOAD) of the Agricultural Marketing Services Agency (AMS) is responsible for day-to-day oversight of marketing orders.



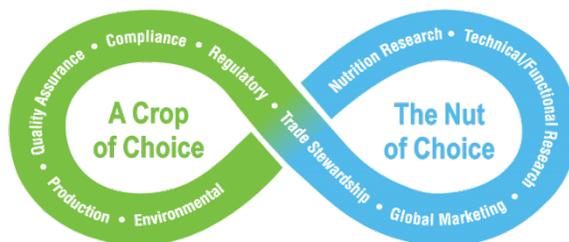
Who We Are

The Almond Board of California (ABC) is based in Modesto and represents approximately 6,800 almond growers and 100 almond handlers throughout the central region of California. California is the only state in which almonds are grown commercially.

The ABC mission is *to make California Almonds essential to customers and consumers worldwide through innovative research, market development, food quality and safety programs, and industry support.* This mission is pursued under the direction of a volunteer Board of Directors and committee structure. The ten-member Board is made up of five growers and five handlers. Statewide elections are held each year to select nominees

to the Board from which the Secretary of Agriculture will appoint members. The Board members in turn elect a Chair and Vice Chair. The ABC structure includes committees representing each ABC program area. They are:

- Almond Quality and Food Safety
- Environmental
- Finance
- Global Market Development
- Industry Services
- Nutrition Research
- Production Research
- Technical & Regulatory Affairs



ABC committees, populated by industry members, review Board-funded research and provide leadership in their respective areas. Whether focusing on ensuring almonds are the safest specialty crop in the world or identifying and evaluating new growth opportunities available to the almond industry, committee members and ABC staff work together to make almonds a crop of choice in California and the nut of choice around the world.

California Almond Sustainability Program (CASP)



Established in 2009, the California Almond Sustainability Program (CASP) is a self-assessment module program which helps growers assess their own orchard practices, as well as learn about new research developments and how they compare with other producers in the state. Self-assessment modules include: Nutrient Management, Irrigation Management, Air Quality, Energy Efficiency, Pest Management, Ecosystem, and Financial Management. To date, over 18 percent of almond acreage is represented in CASP.

Almond Leadership Program

The Almond Leadership Program (ALP) was introduced in 2009 and has graduated over sixty individuals to date. The one-year course of study provides participants with a mentored experience consisting of leadership training, industry education, hands-on learning opportunities, and field experience. It is a firsthand view of how the ABC Board and committees operate and prepares participants for a future role in both ABC and industry activities. Many graduates are now sitting on ABC committees.

The Almond Conference

Every December, California Almond growers, handlers and allied industry members gather in Sacramento for The Almond Conference. In 2015, there were more than 3,500 attendees representing 41 states and 33 countries; with about 250 trade show exhibitors. The three-day conference consists of educational symposia, research updates, and poster sessions. The Conference is an opportunity to network with growers and other industry members as well as to meet researchers conducting the projects that have proven so beneficial to the California Almond industry. The 2016 Almond Conference will be held Dec. 6-8.



For More Information

To learn more about ABC, visit Almonds.com.

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