A NEW CONSUMER CAMPAIGN AND MORE FOCUS ON ALMOND MILK: UPDATES FROM THE NORTH AMERICAN MARKET

Room 306-307 | December 6 2017
CEUs – New Process

Certified Crop Advisor (CCA)
- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- Repeat this process for each session, and each day you wish to receive credits

Pest Control Advisor (PCA), Qualified Applicator (QA), Private Applicator (PA)
- Pickup scantron at the start of the day at first session you attend; complete form.
- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- Turn in your scantron at the end of the day at the last session you attend.

Sign in sheets and verification sheets are located at the back of each session room.
UPDATE FROM THE NORTH AMERICAN MARKET

Maya Erwin // Molly Spence // Becky Jeffers // Rob Corliss
NORTH AMERICA

THE STATE OF THE REGION

• Reflections on 2017
• Programming highlights
• Looking ahead to 2018
DOMESTIC, NORTH AMERICAN, GLOBAL SHIPMENTS

2017 was a record-breaking year for U.S., North America and the globe.
# 2017 Calendar

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<th>January</th>
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IN 2017, TWO-THIRD OF U.S. ADULTS GET NEWS FROM SOCIAL MEDIA

% of U.S. adults who get news from social media sites…

WHAT’S FAKE, WHAT’S REAL?

Russian Operatives Bought Thousands Of Facebook Ads 'To Sow Chaos'

Here are some of the Russian Facebook ads meant to divide the US and promote Trump

Here are the Russian Facebook ads you might have seen during the election

Russian operatives used Facebook ads to exploit America’s racial and religious divisions
FALSE CHARGES OF ‘FAKE NEWS’ ARE HARMING OUR FREE PRESS

BY GLEB TSIPURSKY ON 11/19/17 AT 6:10 AM

AMERICANS DIVIDE (SOMewhat) OVER WHO TO BELIEVE
AND THIS ISN’T EASY TO FIX
IN THE FOOD INDUSTRY, NUTRITION SCIENCE CONTINUED TO BE SCRUTINIZED AND QUESTIONED

Study: How the sugar industry lied about heart disease

Candice Choi, Associated Press   Published 12:23 p.m. MT Sept. 13, 2016

Vox

Dark chocolate is now a health food. Here’s how that happened.

The Mars company has sponsored hundreds of scientific studies to show cocoa is good for you.

Updated by Julia Belluz | @juliasfronzo | julia.belluz@voxmedia.com | Oct. 16, 2017, 9:20am EDT
“THE INTERNET” IS THE MAIN NEWS INFORMATION SOURCE

Respondents couldn’t name actual news of information sources beyond “the internet.” They go online, see what piques their interest on social media, and navigate from there.

“I get my news from Facebook. I just scroll through my feed to see what is going on. I don’t really have any go-to sources.”

BIG = IRRESPONSIBLE

Big corporations and big food are viewed as faceless companies that focus on profits over people.

“Every big food company is a villain. None of them have the real interest of the environment at heart. It is just a way to stay relevant and make money.”

“I don’t see how big can be good. They do the bare minimum just to meet requirements and say they are doing something good.”

AND IN OUR OWN FOCUS GROUPS...THERE IS AN EXTREME AMOUNT OF SKEPTICISM, AND RESPONDENTS DO NOT BELIEVE ANY MEDIA SOURCE IS CREDIBLE OR TRUSTWORTHY.

“You can’t believe anything you read or hear, everything is slanted or skewed. I get my news from multiple sources, then do my own research to actually figure out what is true.”

There is no one source you can trust or that is totally credible. You have to take it into your own hands and draw your own conclusions.”
MEANWHILE, ADVERTISERS NEED TO BE CONTINUALLY MORE VIGILANT ABOUT WHERE THEIR ADS ARE RUNNING, AND THE VERIFICATION OF IMPRESSIONS

Ad Viewability, Verification Drive Creative Reset For P&G: Chief Brand Officer Marc Pritchard
SO, WHAT DOES THIS MEAN FOR US, WHEN IT COMES TO MARKETING ALMONDS?

The global state of consumer trust in advertising in 5 charts
July 4, 2017 by Jessica Davies
2016: Perceived digital clutter
2017: Perceived digital *chaos*

Deep consumer skepticism

But also deep insights about our consumers and how to reach them 1:1

How to break through and achieve trust and affinity?

Quality, helpful content and relationship building
APPEALING, CONTEXTUALLY RELEVANT CONTENT
CONTEXTUALLY RELEVANT DURING FANTASY FOOTBALL
Marc-Andre Fleury knew he was going somewhere, with rumours suggesting Calgary, Winnipeg or Vegas. Fleury recalled the Flames and Penguins did strike a deal, he liked the situation in Calgary.

2017-18 NHL Team Preview: Vegas Golden Knights
Penguins' Murray on replacing Fleury: 'I definitely feel bad'
OUR FIRST CONTENT MARKETING CAMPAIGN. “CARPE PM”

GENIUS

Workplace Snacks are Necessary to Keep Productive.

53% of business people suggest that they are less productive in the afternoon. Well it’s no surprise many of them haven’t had a snack!

CRASH COACH

Be Yourself.

Your time is limited, so don’t waste it living someone else’s life. - Steve Jobs

CRASH COACH

Keep Your Energy Up with Post-Lunch Walks.

Post-lunch walks are so important to keep your energy up. 15-20 minutes a day can increase digestion, boost activity and keep you up for the second half of the day.

INSPIRATION

Drink up Jen's Green Detox Smoothie.

Green Detox Smoothie Description: Recipe created by celebrity trainer Jen Widerstrom and featured in her book “Eat Right for Your Personality Type” Today, quick and easy to make, this smoothie is made with spinach, beets, almonds milk and cucumbers is ideal as a refreshing drink. Prepare in advance...

CRASH COACH

Seize the Day.

A Monday Motivation: Choose one thing each day to improve on from the day before. It could include packing a healthy lunch, going to the gym or getting to bed early. Moments become minutes and minutes become days, ultimately leading to a greater year based on simple improvements.

THE AFTERNOON CRASH IS REAL!

The afternoon crash is real! Drink on a handful of almonds to fight the slump. This combination of protein, fiber and healthy fats will boost your energy levels and will help maintain your productivity all day long.

SEIZE THE DAY
ALMOND MILK CONTENT
ALMOND MILK CONTENT

SO MANY DELICIOUS WAYS TO ENJOY ALMOND MILK

Almond milk is super versatile – you can buy it unsweetened, and either plain or in flavors like vanilla and chocolate. Look for it in your favorite coffee or smoothie shop, and even in bottled coffee drinks and smoothies.

Almond milk is a great choice for people who are looking to avoid lactose, dairy and soy. It’s also great for calorie-watchers, as unsweetened products have as few as 30 or 35 calories per 8-ounce serving with 0 grams of sugar. It contains no cholesterol or saturated fat, and most products are fortified with calcium and vitamin D. Some products are high in protein too. It really depends what your tastes are and what you are looking for. Choice is a beautiful thing.

We’ve partnered with Jackie Newgent, Registered Dietitian Nutritionist, to bring you a brand new almond milk recipe to enjoy. Here’s Jackie’s take on hummus:

Almond Lover’s Hummus
Makes 8 servings, 1/4 cup each

INGREDIENTS
2 3/4 cup plain unsweetened almond milk
1 (15-ounce) can no-salt-added chickpeas, drained
1/2 cup unsalted, creamy almond butter
NEW: ALMOND MILK CONTENT
NEW: ALMOND MILK CONTENT
CONTENT FOR HEALTH PROFESSIONALS

HANDOUTS ON VARIOUS ALMOND NUTRITION INFORMATION AVAILABLE ON ALMONDS.COM IN PRINTER-READY FORMAT

HELP YOUR CLIENTS
SNACK SMARTER
WITH ALMOND BOARD OF CALIFORNIA

ALMONDS ARE A HEALTHY FOOD!
As a health professional, you’re probably thinking, “I already know almonds are healthy!” But until last week, the FDA did not allow almonds to be called healthy on food labels, due to the agency’s regulatory definition of the term. That’s now changed and almonds can officially declare that they are a healthy food! Read more here.

SNACKOLOGY: SNACKING STATS AND SMART SUGGESTIONS
Gone are the days of three square meals—snacking is so much a part of our culture that it now accounts for half of all eating occasions,¹ with a whopping 94% of consumers snacking at least once a day and 50% reporting that they eat three or four snacks a day.² Read more here.

SUPER SNACKS
When it comes to snacking, a little planning goes a long way. Try these wholesome on-the-go faves:

PUMPKIN CRANBERRY GRANOLA BITES
These make-ahead bites are a burst of fall flavor in your mouth! The powerhouse combo of canned pumpkin, crunchy almonds, pumpkin seeds and dried cranberries make these the perfect bite-size snack. Get the recipe.

HERBED ALMONDS
This mix of spices adds a subtle flavor kick to crunchy almonds. They’re super-easy to make, with ingredients you likely already have in your pantry. Store them up to two weeks in an airtight container. Get the recipe.

MONTHLY E-NEWS DIRECT TO RD’S INBOX
CONTENT FOR FOOD PROFESSIONALS
AND, EDIBLE CONTENT?

Welcome to our consulting chef Rob Corliss.
Today:
NORTH AMERICANS “CRUNCH ON”

But how do we keep the momentum going?

- Attitudes, awareness and usage
- Engagement with digital advertising and social media
- More almond “heavy users”
- Top nut in new production introductions for the 10th year in a row
- Slight decrease recently in the volume of almond snacking products sold, not quite offset by strong growth in “almond only” products like milk and butter
- Record shipments both domestically and in North America in crop year 2017
ON TAP FOR EARLY 2018:
A NEW INTEGRATED MARKETING CAMPAIGN FOR CONSUMERS

- **Image Conscious**: Aware of others’ perceptions of them and tries to maintain a favorable and influential image among peers.
- **Food for Fuel**: Likes to try new and exciting foods, but values convenience to keep up with busy life.
- **Savvy Shoppers**: Looks to find deals without sacrificing quality.
- **Tries to do it all**: Is strapped for time because of pursuit in so many interests. Enjoys spending time with family and friends, working out and staying involved with the community.
- **Purchase Power**: Household income $75K+ (Median HHI $70.8K)
- **Connected**: Spends time on social, streams radio, shops online, stays informed of key topics online and plans travel.

32% of U.S.
77 Million Adults

56% females
44% males
LOOK FOR OUR NEW AD IN THE 2018 WINTER OLYMPICS
THANK YOU!
What’s Next

Wednesday, December 6 at 11:10 a.m.

• Going Nuts for Beauty: From California to China – Room 306-307
• Tools for Better Irrigation – Room 308-309
• Research Update: Growing and Harvesting – Room 312-313
• Sensory and Analytical: Where Science Meets Art – Room 314
Concessions now available!

Visit the Exhibit Hall A+B to purchase concessions throughout the conference during trade show hours. Concessions are located on the back wall of the exhibit hall.