Bringing the Almond Orchard Story to Consumers

December 6, 2016
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Bringing the Almond Orchard Story to Consumers

Carissa Sauer, Almond Board of California (Moderator)
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Sacramento Bee Opinion Piece

Congress can help young farmers

BY RORY P. CROWLEY
Special to The Bee

The future of our food supply rests in the hands of a debt-ridden youth. Let me explain. I am one of 43 million Americans with student loan debt, and I am one of about 250,000 young farmers – 8 percent of our nation’s farm operators.

I didn’t set out to be a farmer, but I love it. I will be in ag for the rest of my life. My wife is the daughter of an almond and walnut farmer in Chico, and I decided to join the family business.

My father-in-law is prudent, innovative and fun, and he has fed the world for the past 30 years. He is 65, slightly above the average age of U.S. farmers, and he is at the point in life where, in his words, he wants to become “irrelevant” to the family farm. Who can blame him?

According to the 2012 Census of Agriculture, two-thirds of U.S. farmland will change ownership over the next 25 years. These numbers aren’t alarming until you realize the study also found that between 2007 and 2012, we added only 1,220 new farmers under the age of 35. That tells me we need more young farmers.

Why aren’t more young people becoming farmers? The National Young Farmers Coalition recently surveyed more than 700 young farmers about their student loan debt and found that 30 percent of respondents are not farming or delaying farming because of loan commitments. According to the data, 53 percent are farming, but they are struggling to pay back their loans.

You can follow him on Twitter and Instagram @r_p_c86
George Nicolaus, Nicolaus Nut Company, Chico
Annette Maggi, MS, RDN, LD, FAND
Traditional Approach to Health & Wellness
New Approach to Health & Wellness

At breakfast, I am detoxing

At lunch, I choose vegetarian

For dinner, I visit locally sourced restaurants
## Breaking from Traditional H&W Definition

<table>
<thead>
<tr>
<th>Traditional Definition</th>
<th>H&amp;W Redefined</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Nutrient density</td>
<td>• Organic/natural</td>
</tr>
<tr>
<td>• Calories</td>
<td>• Sustainability</td>
</tr>
<tr>
<td>• Saturated fat</td>
<td>• Cleansing/detoxing</td>
</tr>
<tr>
<td>• Sodium</td>
<td>• Clean labels</td>
</tr>
<tr>
<td>• Sugar</td>
<td>• Flexitarian</td>
</tr>
<tr>
<td>• Portion size</td>
<td>• Grass fed/Free range</td>
</tr>
<tr>
<td>• Fruits and vegetables</td>
<td>• Water usage in production</td>
</tr>
<tr>
<td>• Healthier fats</td>
<td>• No GMO</td>
</tr>
<tr>
<td>• Whole grains</td>
<td>• Local</td>
</tr>
</tbody>
</table>

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Food Values are Evolving

Source: Deloitte Food Value Equation Survey, 2015
Healthy Living: Refreshed & Redefined

- Personal Health
- Animal Health
- Planet Health
The Whole Supply Chain Matters

What are the inputs and outputs at each stage of the process and how are they managed?
Call to Action for Almond Growers
Farm and ranch families comprise just 2% of the U.S. population.
### What 3 aspects of producing food in a sustainable way are most important to you? (Net of top 3 choices picked)

<table>
<thead>
<tr>
<th>Groups more likely to select</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women, Lower BMI</td>
<td>44%</td>
</tr>
<tr>
<td>Conserving the natural habitat (water, land, rainforests, etc.)</td>
<td></td>
</tr>
<tr>
<td>Age 35-50, Women</td>
<td>43%</td>
</tr>
<tr>
<td>Reducing the amount of pesticides used to produce food</td>
<td></td>
</tr>
<tr>
<td>Higher BMI</td>
<td>37%</td>
</tr>
<tr>
<td>Ensuring an affordable food supply</td>
<td></td>
</tr>
<tr>
<td>Age 50-80, Higher Income</td>
<td>35%</td>
</tr>
<tr>
<td>Ensuring a sufficient food supply for the growing global population</td>
<td></td>
</tr>
<tr>
<td>Age 65-80</td>
<td>29%</td>
</tr>
<tr>
<td>Conserving farmland over multiple generations</td>
<td></td>
</tr>
<tr>
<td>College grads</td>
<td>29%</td>
</tr>
<tr>
<td>Less food and energy waste</td>
<td></td>
</tr>
<tr>
<td>Produce more food with less use of natural resources</td>
<td>19%</td>
</tr>
<tr>
<td>Age 18-34, Higher income, Men</td>
<td></td>
</tr>
<tr>
<td>Lower carbon footprint</td>
<td>18%</td>
</tr>
<tr>
<td>Age 18-49</td>
<td></td>
</tr>
<tr>
<td>Fewer food miles (that is, shorter distance from farm to point of purchase)</td>
<td>17%</td>
</tr>
<tr>
<td>Those with children, Lower BMI</td>
<td></td>
</tr>
<tr>
<td>Recyclable packaging</td>
<td>14%</td>
</tr>
<tr>
<td>Age 18-49, Lower income</td>
<td></td>
</tr>
<tr>
<td>Reduced packaging material</td>
<td>12%</td>
</tr>
<tr>
<td>None of the above are important to you</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Consumer Perceptions of Food Technology Survey, IFIC, 2014
Health organizations, government agencies, and health professionals are highly preferred sources of information regarding food/animal biotechnology and sustainability.

<table>
<thead>
<tr>
<th>Preferred source (total ranked 1st-3rd)</th>
<th>Total 2014 n=1000</th>
<th>n=475*</th>
<th>n=1000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Food Biotechnology</td>
<td>Animal Biotechnology*</td>
<td>Sustainability</td>
</tr>
<tr>
<td>Health organization</td>
<td>50%</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>Government agency</td>
<td>45%</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Health professional</td>
<td>45%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Farmer</td>
<td>35%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Scientist</td>
<td>30%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>22%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Nonprofit organization</td>
<td>20%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Product manufacturer</td>
<td>10%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Veterinarian</td>
<td>10%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Journalist</td>
<td>9%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Blogger</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Celebrity</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Which story is louder?

Did you know?
Each almond tree fruit has 3 parts, all of which are used.

The Kernel
Kernels are the nutrient-rich almonds we eat. Every ounce of almonds—28g or about a handful—contains 6g of energy-packed protein, 4g of hunger-fighting fiber, 13g of “good” unsaturated fat and only 1g of saturated fat.

The Shell
Shells go to various alternative farming uses such as livestock bedding.

The Hull
The hull is the dry and fuzzy outer layer. Hulls are sold as livestock feed, which reduces the amount of water used to grow other feed crops.

*Source: Almond Board of California. Learn more at almonds.com/blog

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Make Your Voice Heard
Make Your Voice Heard
Welcome to Mastering Melons at H-E-B!

At H-E-B, we bring you delicious melons fresh from farmers’ fields to our store shelves. This season, select our uniquely crisp golden Dewlicious melon. H-E-B’s Registered Dietitians share tips on how to Select, Store, Serve & Savor this premium product—Making You a Melon Master!

Select
- Select Dewlicious melon with a deep golden color. Smell does not indicate ripeness in this melon.
- Interested in where your produce is grown? Dewlicious melons are hand-harvested at their peak ripeness by Arizona growers and personally selected by the H-E-B produce team for our shoppers.

Store
- For a softer, juicier Dewlicious melon, store whole, uncut melon at room temperature for several days.
- Once cut, Dewlicious melon can be stored and refrigerated in a covered container or storage bag for 3-4 days.

Serve & Savor
- Dewlicious melons are very versatile and can be served simply by the slice or can compliment any appetizer or main dish.
- The sweet flavor of Dewlicious melon is complemented by mint, basil, cilantro, chili pepper, ginger, tarragon and black pepper.
- Dewlicious melon pairs well with berries, cured meats, flavorful cheeses and nuts.

Meet the Grower

Above: Steve Martori Jr. of Martori Family Farms

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Case Study: Zweber Farms

Gordon W. Fredrickson at Zweber Farms
June 29, 2015 ·  

Waiting for the next tour to begin.

Free ranging hens in the winter. The cows are saying, "hey, that is our food!"
This is why our eggs still have that deep yellow colored yolk. The hens are let out on warm days and eat the hay and small grain mix our cows are fed. I'm not sure if the cows like to share though...  
-Emily
The Bottom Line

• Focus messaging on consumers’ expanded definition of healthy living
  – Personal health
  – Animal health
  – Planet health

• Control the source of information to the consumer
  – Open your doors
  – Tell your story

• Build consumer relationships centered around food, nutrition and agriculture
  – Make it authentic and personal
  – Engage in real time
  – Expand digital presence
  – Leverage your supply chain
Thank you!

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651.485.7787
Panelist Discussion
44 Days of Harvest on Instagram
Brian Wahlbrink
Sperry Farms, CFO and Co-Owner

Showing the day-to-day grower life to his family and friends
b_wahly Day 15 of harvest from the Ranch 4 - Stoli Creek block. Had a few extra sets of hands on the ranch today. The taller blondie on the right has

31 likes

b_wahly AT&T Park

33 likes

b_wahly Day 38 of harvest from the Plan B ranch. Work & fun. Step 5 of harvest is getting the nuts from the harvester to the clump carts at the end of the day.

20 likes

b_wahly Day 31 of harvest from Plan B - ranch 2. Over the hump & Happy Labor Day. Special shout out to all the Ag guys today that have to work on Labor
b_wahly Day 18 of harvest from the Plan B block. Here's my dream team..... At the main entrance of Sperry Farms. We are picking up the Sonora variety on 220 cases blocks which is about 29 cases of.

b_wahly Day 42 of harvest from Johnson Farms Hulling & Shelling. That's a lot of almonds! The almonds got their rest in the piles over the weekend and are now ready to go to market.

b_wahly Day 1 of harvest. The first almonds have hit the orchard floor. We are going to get this guy and millions of his friends over the next 7 weeks.
Day 3 of harvest at Roberts Ferry ranch. We are moisture sampling the almonds in all 3 parts: hull, shell, & kernel. Looks like we should be green light for a Friday harvest. Hole in the wall ranch 3 block. Get your Buttes down.... The aftermath of our shaker driver in the Butte variety. This variety usually responds better when you shake.

Day 20 of harvest from the ‘Hole in the Wall’ - ranch 3 block. Get your Buttes down.... The aftermath of our shaker driver in the Butte variety. This variety usually responds better when you shake.

Day 35 of harvest from Hole in the Wall ranch 3. Here comes the sweeper! Step 3 of harvest is to run this machine through to sweep em out from under the trees into the center. Sweeper in the front.
“A lot of emotion went into that shot. That was the last row of harvest, and there's so much that goes into it. My posts during harvest represented the 44 days of work done here.”
41 comments
44 Instagram posts
232 video views
803 likes
apryle_r Holy smokes that's a lot of almonds.

bobbibankston whoa!!! 👏👏

bluemtn_4ag So cool. I love following the harvest news you post

mpcurry8888 Thanks for the opportunity to hull and shell your almonds!

b_wahly Thanks bluemtn! Much appreciated and we appreciate you guys mpcurry!

alejaoliva This is an awesome pic!!
bobbibankston so awesome! loved watching the harvest journey. 👏
amywhaly Hooray for the end of harvest 🌼🌼🌼right?? @farmtokids 😊
pbenske Nice! 👍
farmtokids Yay!! We're SO glad for it to be done 👜great job capturing the harvest this year!!

runningsfdad nice stuff...thanks
dgraysd ✌️! Congrats
b_wahly Day 23 of harvest from Hole in the Wall ranch 3. Sweet ride! This is an old mail order kit car that turns out to be perfect for making sure workers

Brian Wahlbrink
“What lies behind us and what lies before us are tiny matters compared to what lies within us.”
R.W.E.
Questions ? ?
Almond Ambassadors

- Digital Truth Team
- Media Spokesperson
- Speakers Bureau
- Orchard Tours

Almond Board of California

California Almonds®
Welcome to the Almond Board of California Facebook page! This page serves as a platform for the California Almond Industry to meet, discuss and develop key issues and ideas that affect the industry. Stay tuned for updates on the Almond Conference Dec 6-8 and more.

Almond Board of California proudly represents California Almond growers and processors. Visit almonds.com for more information.

Follow us on Facebook:
facebook.com/AlmondBoardofCalifornia

Follow us on Twitter:
@almondboard
Use #AlmondConf to be part of the conversation on Facebook and Twitter.
Sign Up or Recommend an Almond Ambassador

<table>
<thead>
<tr>
<th>Name:</th>
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<tbody>
<tr>
<td>Business/Organization:</td>
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</tr>
<tr>
<td>Phone Number:</td>
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<tr>
<td>Email:</td>
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</tbody>
</table>

[Please check the category of interest]

<table>
<thead>
<tr>
<th>I want to participate</th>
<th>I want to recommend a grower or allied industry member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Truth Team</td>
<td>Share information about almond production through social media and help respond to misinformation online.</td>
</tr>
<tr>
<td>Speakers Bureau</td>
<td>Present at community service groups throughout the growing region about the California almond industry.</td>
</tr>
<tr>
<td>Host Orchard Tours</td>
<td>Give tours of your orchard to interested parties like food professionals, bloggers, Open your orchard</td>
</tr>
</tbody>
</table>

Make Your Voice Heard
Thank you!

Carissa Sauer, APR
Industry Communications Manager
Almond Board of California
209-343-3284 | csauer@almondboard.com

California Almonds
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