PROTECTING THE REPUTATION OF CALIFORNIA ALMONDS

December 4, 2013
REPUTATION IS EVERYTHING
PART I - THE LANDSCAPE
YOU BLINKED - THE PLAYING FIELD CHANGED AGAIN
UNDERSTANDING THE NEW DYNAMICS

Speed
Transparency
Engagement
Point of view
Influentials
SPEED IN MORE IMPORTANT THAN EVER
TRANSPARENCY IS DEMANDED
TRUE ENGAGEMENT IS MORE IMPORTANT THAN MESSAGE
IT'S NOT NEWS - IT'S OPINION, ANALYSIS AND ATTITUDE
INFLUENTIALS - THE COLLECTIVE WALTER CRONKITES
PART II - THE RISKS
INDUSTRY RISKS

- Aflatoxin
- Consumer Boycott
- Harvest
- Food Safety
BEEs AND POLLINATION
WATER
PASTEURIZATION/INTERNATIONAL HANDLING
GENERAL RISKS

- Litigation
- Workplace safety
- Natural disaster
- Production stoppage
- Channel issues
- Regulatory
- Employee issue
- Backlash against a planned announcement
PART III - THE SOLUTIONS
USE ABC AS A RESOURCE

2. Issues Media Toolkits

Toolkits include a standby statement, drawer statements, FAQ's, etc...

- Allergy Fact Sheet
  - v1 added by Melissa Mauz Oct 29th 2013 at 8:12pm

- Media Statement, Almond Milk Consumption by Infants in France
  - v1 added by Melissa Mauz Mar 15th 2013 at 6:31pm

- Media Statement, Potential Pistachio Recall 6 5 13
  - v1 added by Melissa Mauz Jun 6th 2013 at 8:02pm

- Toolkit, 2013 Crop Size and Kernel Size
  - v3 updated by Melissa Mauz Nov 6th 2013 at 9:40pm

- Toolkit, Bees & Pollination Issues 2013
  - v3 updated by Melissa Mauz Jun 12th 2013 at 3:58pm

- Toolkit, Consumer Boycott Issues
  - v1 updated by Melissa Mauz Oct 2nd 2013 at 4:19pm
ORGANIZE FOR SPEED
STAKEHOLDER CULTIVATION
Whole Foods Market and Other Green Grocer Buys

by Kyle Colona, The Motley Fool  Nov 16th 2013 8:41AM
Updated Nov 16th 2013 8:42AM

Whole Foods Market is still a good opportunity for investors with a long-term view despite revised guidance for 2014. The healthy eating and environmentally conscious retail grocer remains strong because of a long history of revenue and earnings-per-share growth, net income growth, and good cash flow from operations.

Further, Whole Foods will continue to be a leader in the green food market as more people become health conscious - which means increasing demand for organic foods. The company does have some challenges, particularly because of its focus on the US market. This makes Whole Foods vulnerable to persistent weakness in the US economy.
SIMULATIONS
THANK YOU