Almond Board of California (ABC) is an agricultural promotion group made up of almond growers and handlers who work together to educate consumers and to research, innovate and promote California Almonds. The Almond Almanac is ABC’s annual report, which highlights the latest statistics, programs, news and facts about California Almonds that power the industry toward meeting its vision.

The Almond Almanac is prepared by ABC on a crop-year basis, spanning August 1 through July 31, and the statistical analysis includes both current and comprehensive historical information about almond production, acreage and varieties, as well as shipment and market information. The statistical content is compiled using various handler forms required by the industry’s Federal Marketing Order. Additional data, including crop estimates and farm price, are supplied by the USDA National Agricultural Statistics Service, Pacific Region Field Office (NASS/PRO).

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Committee Structure

Program Budget Allocation 2014/15

Almond Board of California (ABC) programs are funded by a handler assessment placed on each pound of almonds produced. Each year, the ABC Board of Directors, made up of both almond growers and handlers, approves the budget allocation allotted to each program area.

STRATEGIC PRIORITIES + SUPPORTING OBJECTIVES 2015

Invest in programs and research that make almonds a Crop of Choice for California
- Promote the sustainability* of California Almonds
- Enhance industry-wide quality and food safety
- Support basic and applied research to advance production and processing efficiencies
- Demonstrate water-use efficiency and supply implications
- Enhance leadership position in bee health research, education and outreach

Invest in programs and research that build market demand for almonds, making them the Nut of Choice
- Expand the science-based foundation for the health benefits and functional attributes of almonds in dietary patterns and healthy lifestyles
- Increase consumers’ perceived value of almonds
- Implement actions that mitigate trade and regulatory barriers
- Use market research and performance analysis for strategy development and resource allocation
- Establish a proactive public relations stewardship program

Build an Almond Board organization that optimizes its effectiveness in establishing and executing goals
- Ensure that Almond Board representatives understand and adhere to fiduciary responsibility standards
- Implement Board of Directors’ development initiatives
- Optimize staff and committee structures and processes
- Provide fact-based information to support industry advocacy efforts
- Enhance the relationship with and education of the growers and almond community

*Please see page 26 for the Almond Board of California definition for sustainability.

V I S I O N
To bring great taste, health and vitality to people around the world through the enjoyment of California Almonds.

M I S S I O N
To make California Almonds essential to customers and consumers worldwide through innovative research, market development and industry support.

VISION

MISSION
Global shipments of California Almonds continued to be strong in crop year 2014/15. In fact, the industry shipped 1.81 billion pounds worldwide, which accounted for 97% of California’s total production.

**U.S. Shipments**
- At 35% share of shipments, the U.S. remained the top world destination.
- 2014/15 was the second highest on record, representing 639 million pounds.
- In the last five years, U.S. consumption has risen by 33%.

**Export Shipments**
- Export shipments were destined for over 90 countries.
- Spain continued to be the top export market.
- India surpassed Germany as the third highest export destination.
- For the sixth year in a row, more than 1 billion pounds were exported.
- The top five export destinations account for approximately 50% of total exports.

**Almond Production by County** 2014/15

Almond growers have continued to invest in research and make advances in water efficiency, promote the health of honey bees and other pollinators, use pesticides responsibly and protect the quality and safety of California Almonds.

The California Almond growing community is driven by family farmers. According to the 2012 USDA Agriculture Census, there are around 6,800 California Almond farms. Of those, 91% are family farms, many of which are owned and operated by third- and fourth-generation farmers.

Almond growers and processors are part of the fabric of their local communities, providing direct and indirect employment and supporting local schools, businesses and civic and religious organizations.

**Historical Crop Size + Shipments vs. Farm Price** crop years 1995/96–2014/15

Almond growers have continued to invest in research and make advances in water efficiency, promote the health of honey bees and other pollinators, use pesticides responsibly and protect the quality and safety of California Almonds.

The California Almond growing community is driven by family farmers. According to the 2012 USDA Agriculture Census, there are around 6,800 California Almond farms. Of those, 91% are family farms, many of which are owned and operated by third- and fourth-generation farmers.

Almond growers and processors are part of the fabric of their local communities, providing direct and indirect employment and supporting local schools, businesses and civic and religious organizations.
The Future of Almond Farming

Several record-breaking achievements were reached, but the industry continued to face many challenges. The progress made last year demonstrates how effective the industry can be when working toward common goals.

A comprehensive Life Cycle Assessment (LCA) study from UC Davis on growing California Almonds was published and shows that with the reuse of coproducts like hulls, shells, prunings and biomass, almond orchards have the potential to be carbon neutral or even carbon negative if policy changes and production advancements work hand in hand.

The UC Agricultural Issues Center published a report on the economic impacts of the California Almond industry, noting that almonds contribute:

The UC Agricultural Issues Center published a report on the economic impacts of the California Almond industry, noting that almonds contribute:

1. 104,000 jobs to California employment opportunity, 97,000 of which are in the Central Valley.
2. $21.5 billion of industry output to California economic activity, including purchases from supporting industries.
3. $11 billion of value added to the California Gross State Product.

California’s Unprecedented Drought

- In 2015, California entered the fourth year of its historic drought. California residents are more concerned than ever about the drought.
- In fact, research conducted in 2015 shows almonds as the food Californians most associated with the drought and as the fourth most associated food with the U.S. general population.

Driving Industry Improvements

Since their release in the fall of 2014, ABC and leading stakeholders have presented Honey Bee Best Management Practices for California Almonds at over 50 meetings with more than 7,000 copies distributed.

ABC’s Board of Directors approved the USDA Conservation Innovation Grant Program helping farmers and ranchers implement practices that will make their operations more resilient to climate change.

A GROUNDWATER RECHARGE PROGRAM was launched in partnership with University of California, which will determine the feasibility of using almond acreage to increase overall groundwater sustainability.

In a joint effort with the Environmental Defense Fund and others, ABC is participating in a new USDA-funded pilot project designed to give:

- FOR THE FIRST TIME IN HISTORY, CALIFORNIA IMPLEMENTED MANDATORY URBAN WATER-USE REDUCTION TARGETS.
- ON AVERAGE, CALIFORNIA FARMERS SAW A NEARLY 50% DECREASE IN NORMAL SURFACE WATER AVAILABILITY.
- ALL CALIFORNIANS-FARMERS, LOCAL COMMUNITIES, URBAN AREAS AND THE ENVIRONMENT—CONTINUE TO BE EQUALLY IMPACTED BY GROUNDWATER ISSUES.
- ALMOND GROWERS CONTINUE TO MAKE LIFE-CHANGING DECISIONS ON HOW TO IRRIGATE THEIR ORCHARDS AS WELL AS THEIR OTHER CROPS.

WHAT A DIFFERENCE A YEAR MAKES

2015 Has Been a Year of Significant Milestones

The #2 SPECIFIC FOOD SURVEYED CONSUMERS REPORT THAT Americans associate with nutritious snacking, after apples.Americans associate with snacking, after apples.

ALMONDS ARE THE TOP NUT &

ALMONDS ARE THE TOP NUT &

they associate with nutritious snacking, after apples.

Sharing Our Sustainability Journey

More than ever, almond growers are proudly engaging the media to expand the dialogue about how almonds are grown. Almond Board of California worked with the media to correct misinformation about almonds and to highlight the important initiatives that are moving the industry forward.

WORLD ALMOND PRODUCTION 2014/15

CALIFORNIA’S CENTRAL VALLEY

is one of the few places in the world, and the only place in the U.S., with an ideal almond-growing climate due to its mild winters and abundant sunshine.

Source: Foreign Agricultural Service (FAS) Tree Nuts: World Market and Trade, October 2015.
Butte/Padre  Monterey  Carmel  Butte  Padre  Fritz  Aldrich  Wood  Colony  Price  Other
36%  38%
7%  15%
8%  12%
6%  15%
3%  1%
5%  1%
4%  2%
8%  12%
10%  7%

TOP TEN ALMOND-PRODUCING VARIETIES  2004/05 vs. 2014/15 tonnage

Source: USDA Incoming Receipts from FV193 certificates reported to Almond Board of California.

CALIFORNIA ALMOND ACREAGE + FARM VALUE

Source: USDA, NASS/PRO. Note: Almond Board does not track prices. *Production numbers provided by Almond Board of California. †Estimated as of July 1, 2015.

CALIFORNIA ALMOND ACREAGE crop years 2006–2015


CROP VALUE + YIELD PER BEARING ACRE
crop years 2005/06–2014/15


DID YOU KNOW:
The almond industry is especially important to jobs in the Central Valley of California where almond production and processing are located. The almond industry supports 104,000 total jobs in the state of California, about 97,000 of which are in the Central Valley. These jobs are vital in a region that has long had high unemployment.1

<table>
<thead>
<tr>
<th>Counties</th>
<th>Percentage</th>
<th>Crop</th>
<th>Monterey</th>
<th>Carmel</th>
<th>Butte</th>
<th>Fritz</th>
<th>All Others</th>
<th>All Varieties</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUTTE</td>
<td>2.95%</td>
<td>22,417,461</td>
<td>2,745,659</td>
<td>5,312,808</td>
<td>4,146,953</td>
<td>593,887</td>
<td>17,516,351</td>
<td>55,241,997</td>
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<tr>
<td>COLUSA</td>
<td>4.82%</td>
<td>39,013,862</td>
<td>8,617,801</td>
<td>1,090,359</td>
<td>9,807,622</td>
<td>4,812,721</td>
<td>14,240,357</td>
<td>90,201,164</td>
</tr>
<tr>
<td>DUNEDIN</td>
<td>3.14%</td>
<td>27,691,407</td>
<td>3,033,317</td>
<td>1,481,784</td>
<td>6,035,300</td>
<td>4,960,854</td>
<td>741,807</td>
<td>11,992,561</td>
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<tr>
<td>MARTA</td>
<td>0.01%</td>
<td>2,946</td>
<td>0</td>
<td>0</td>
<td>12,805</td>
<td>58,433</td>
<td>0</td>
<td>58,433</td>
</tr>
<tr>
<td>SOLANO</td>
<td>0.27%</td>
<td>2,712,207</td>
<td>252,946</td>
<td>78,060</td>
<td>622,389</td>
<td>785,900</td>
<td>6,228</td>
<td>851,617</td>
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<tr>
<td>SUTTER</td>
<td>0.41%</td>
<td>2,555,773</td>
<td>473,887</td>
<td>821,685</td>
<td>768,842</td>
<td>791,998</td>
<td>99,161</td>
<td>2,718,077</td>
</tr>
<tr>
<td>TRINIDAD</td>
<td>0.71%</td>
<td>5,802,309</td>
<td>299,771</td>
<td>1,304,257</td>
<td>1,085,276</td>
<td>1,878,270</td>
<td>808</td>
<td>13,289,210</td>
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<tr>
<td>YOLO</td>
<td>0.97%</td>
<td>7,065,318</td>
<td>1,984,544</td>
<td>504,303</td>
<td>1,530,297</td>
<td>2,439,413</td>
<td>649,955</td>
<td>4,173,906</td>
</tr>
<tr>
<td>YUBA</td>
<td>0.07%</td>
<td>649,528</td>
<td>122,712</td>
<td>17,334</td>
<td>90,516</td>
<td>6,256</td>
<td>61,689</td>
<td>358,169</td>
</tr>
</tbody>
</table>

**Source:** USDA Form FV193, Report of Inedible Content of Almond Receipts.

---

### California Almond Production by County - in million pounds - crop year 2014/15

#### Northern
- **Caliusa**
- **Glenn**
- **Butte**
- **San Joaquin**
- **Sacramento**
- **Merced**
- **Kern**
- **Fresno**
- **Mono**
- **Tulare**
- **Kings**
- **All Others**

#### Central
- **Colusa**
- **Glenn**
- **Butte**
- **San Joaquin**
- **Sacramento**
- **Merced**
- **Kern**
- **Fresno**
- **Mono**
- **Tulare**

#### Southern
- **Fresno**
- **Kern**
- **Kings**
- **Los Angeles**
- **Madera**
- **Tulare**
- **Kern**
- **Fresno**
- **Madera**

#### Grand Total
- **Total**

---

### Sources:
## California Almond Crop Estimates vs. Actual Receipts

### in million pounds

<table>
<thead>
<tr>
<th>Crop Year</th>
<th>Objective Forecast</th>
<th>Handler Receipts</th>
<th>Loss and Exempt</th>
<th>Redetermined Marketable Weight</th>
<th>Pounds Rejects in Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996/97</td>
<td>530.0</td>
<td>507.5</td>
<td>18.2</td>
<td>489.3</td>
<td>13.0</td>
</tr>
<tr>
<td>1997/98</td>
<td>680.0</td>
<td>756.5</td>
<td>19.7</td>
<td>736.8</td>
<td>14.3</td>
</tr>
<tr>
<td>1998/99</td>
<td>540.0</td>
<td>517.0</td>
<td>24.6</td>
<td>492.4</td>
<td>14.9</td>
</tr>
<tr>
<td>1999/00</td>
<td>830.0</td>
<td>829.9</td>
<td>24.4</td>
<td>795.5</td>
<td>9.3</td>
</tr>
<tr>
<td>2000/01</td>
<td>640.0</td>
<td>698.4</td>
<td>26.0</td>
<td>672.4</td>
<td>15.7</td>
</tr>
<tr>
<td>2001/02</td>
<td>850.0</td>
<td>824.1</td>
<td>29.3</td>
<td>794.8</td>
<td>16.7</td>
</tr>
<tr>
<td>2002/03</td>
<td>980.0</td>
<td>1,083.7</td>
<td>20.2</td>
<td>1,063.5</td>
<td>8.2</td>
</tr>
<tr>
<td>2003/04</td>
<td>1,000.0</td>
<td>1,032.9</td>
<td>21.8</td>
<td>1,051.1</td>
<td>19.8</td>
</tr>
<tr>
<td>2004/05</td>
<td>1,080.0</td>
<td>998.0</td>
<td>25.2</td>
<td>972.8</td>
<td>14.5</td>
</tr>
<tr>
<td>2005/06</td>
<td>880.0</td>
<td>911.7</td>
<td>23.0</td>
<td>888.7</td>
<td>16.0</td>
</tr>
<tr>
<td>2006/07</td>
<td>1,050.0</td>
<td>1,116.7</td>
<td>28.9</td>
<td>1,087.8</td>
<td>24.0</td>
</tr>
<tr>
<td>2007/08</td>
<td>1,300.0</td>
<td>1,383.0</td>
<td>24.7</td>
<td>1,358.3</td>
<td>17.2</td>
</tr>
<tr>
<td>2008/09</td>
<td>1,500.0</td>
<td>1,614.6</td>
<td>42.7</td>
<td>1,571.9</td>
<td>13.9</td>
</tr>
<tr>
<td>2009/10</td>
<td>1,350.0</td>
<td>1,405.9</td>
<td>26.9</td>
<td>1,379.0</td>
<td>19.6</td>
</tr>
<tr>
<td>2010/11</td>
<td>1,650.0</td>
<td>1,628.2</td>
<td>279</td>
<td>1,600.3</td>
<td>18.1</td>
</tr>
<tr>
<td>2011/12</td>
<td>1,960.0</td>
<td>2,020.4</td>
<td>40.5</td>
<td>1,979.9</td>
<td>16.1</td>
</tr>
<tr>
<td>2012/13</td>
<td>2,100.0</td>
<td>1,884.0</td>
<td>35.6</td>
<td>1,848.4</td>
<td>23.1</td>
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<tr>
<td>2013/14</td>
<td>1,850.0</td>
<td>2,009.7</td>
<td>39.0</td>
<td>1,970.7</td>
<td>21.0</td>
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<tr>
<td>2014/15</td>
<td>2,100.0</td>
<td>1,867.9</td>
<td>29.3</td>
<td>1,838.6</td>
<td>23.4</td>
</tr>
<tr>
<td>2015/16</td>
<td>1,800.0</td>
<td>*</td>
<td>36.0</td>
<td>1,764.0*</td>
<td>*</td>
</tr>
</tbody>
</table>

Source: Almond Board of California. Objective forecast provided by USDA, NASS/PRO. *Not available at time of publication. †Estimate.

### California Almond Receipts Variance from Objective Forecast

Crop years 2005/06–2014/15

![Graph showing percentage variance from objective forecast](image)

Source: Almond Board of California. Note: Objective forecast provided by USDA, NASS/PRO.
Report showing global almond shipments 2014/15, including destination shipments and total global shipments.

### World Destinations

#### Americas
- **North America**
  - **United States (domestic)**: 639,400 pounds
  - **Canada**: 2,070 pounds
  - **Total North America**: 639,700 pounds
- **Latin America/Caribbean**
  - **Argentina**: 0.97 million pounds
  - **Latin America/Caribbean**: 4.54 million pounds
  - **Total Latin America/Caribbean**: 5.51 million pounds

#### Asia-Pacific
- **Australia/Oceania**
  - **Australia**: 4.54 million pounds
  - **Indonesia**: 2.68 million pounds
  - **Singapore**: 3.65 million pounds
  - **Japan**: 65.87 million pounds
  - **Total U.S. Shipments**: 639.40 million pounds

#### Europe
- **Western Europe**
  - **Belgium**: 10.91 million pounds
  - **Sweden**: 6.24 million pounds
  - **Total Northern Europe**: 267.02 million pounds
- **Central/Eastern Europe**
  - **Ukraine**: 0.63 million pounds
  - **Russia**: 0.93 million pounds
  - **Total Central/Eastern Europe**: 1.56 million pounds
- **Total Europe**: 486.87 million pounds

#### Middle East/Africa
- **Middle East**
  - **Bahrain**: 0.54 million pounds
  - **Total Middle East**: 490.97 million pounds
- **North Africa**
  - **Morocco**: 1.67 million pounds
  - **Total North Africa**: 171.97 million pounds
- **Sub-Saharan Africa**
  - **South Africa**: 4.17 million pounds
  - **Total Sub-Saharan Africa**: 10.57 million pounds

#### TOTAL SHIPMENTS
- **Total Export Shipments**: 1,735.14 million pounds
- **TOTAL GLOBAL SHIPMENTS**: 1,812.53 million pounds

### Domestic + Export Shipments

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/11</td>
<td>490</td>
<td>1,176</td>
</tr>
<tr>
<td>11/12</td>
<td>547</td>
<td>1,392</td>
</tr>
<tr>
<td>12/13</td>
<td>836</td>
<td>1,278</td>
</tr>
<tr>
<td>13/14</td>
<td>642</td>
<td>1,296</td>
</tr>
<tr>
<td>14/15</td>
<td>638</td>
<td>1,172</td>
</tr>
</tbody>
</table>

Source: Almond Board of California.
ALMONDS ARE CALIFORNIA’S MOST VALUABLE INDIVIDUAL AGRICULTURAL EXPORT COMMODITY

Almonds were worth approximately $4.2 billion in export value in 2013; a 23% increase from 2012.


TOP TEN CALIFORNIA CROP ACREAGE

<table>
<thead>
<tr>
<th>Crop</th>
<th>2014* Acreage, in thousands</th>
<th>2014* Value of Production, in millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>1,375</td>
<td>$4,166</td>
</tr>
<tr>
<td>Grapes bearing</td>
<td>919</td>
<td>$1,444</td>
</tr>
<tr>
<td>Corn</td>
<td>519</td>
<td>$1,384</td>
</tr>
<tr>
<td>Wheat</td>
<td>495</td>
<td>$1,384</td>
</tr>
<tr>
<td>Rice</td>
<td>434</td>
<td>$1,244</td>
</tr>
<tr>
<td>Walnuts bearing</td>
<td>269</td>
<td>$927</td>
</tr>
<tr>
<td>Tomatoes, processed</td>
<td>184</td>
<td>$713</td>
</tr>
<tr>
<td>Pistachios bearing</td>
<td>221</td>
<td>$680</td>
</tr>
<tr>
<td>Cotton</td>
<td>212</td>
<td>$571</td>
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</tbody>
</table>

Source: USDA, NASS. "Calendar year January through December 2014. Value based on farm-gate prices.

TOP TEN U.S. SPECIALTY CROP EXPORTS BY VALUE

<table>
<thead>
<tr>
<th>Crop</th>
<th>By Value, millions USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>$4,528</td>
</tr>
<tr>
<td>Walnuts</td>
<td>$1,445</td>
</tr>
<tr>
<td>Wine &amp; wine products</td>
<td>$1,414</td>
</tr>
<tr>
<td>Pistachios</td>
<td>$1,244</td>
</tr>
<tr>
<td>Fresh apples</td>
<td>$1,075</td>
</tr>
<tr>
<td>Frozen potato fries</td>
<td>$972</td>
</tr>
<tr>
<td>Fresh grapes</td>
<td>$874</td>
</tr>
<tr>
<td>Oranges and tangerines</td>
<td>$583</td>
</tr>
<tr>
<td>Lettuce</td>
<td>$482</td>
</tr>
<tr>
<td>Fresh cherries</td>
<td>$470</td>
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</table>

Overall, ABC U.S. advertising spending represents 1% of entire snacking category and 22% of the nut category.1

THE U.S. TREE NUT CATEGORY
U.S. Marketable Production and Imports of Tree Nuts 2005/06–2014/15, in million pounds (shelled basis)

<table>
<thead>
<tr>
<th>CROP YEAR</th>
<th>ALMONDS</th>
<th>WALNUTS</th>
<th>HAZELNUTS</th>
<th>PECANS</th>
<th>PISTACHIOS</th>
<th>OTHER NUTS*</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Crop</td>
<td>Imports</td>
<td>Crop</td>
<td>Imports</td>
<td>Crop</td>
<td>Imports</td>
</tr>
<tr>
<td>2005-06</td>
<td>888.7</td>
<td>9.2</td>
<td>288.2</td>
<td>1.1</td>
<td>20.0</td>
<td>125.3</td>
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<td>2006-07</td>
<td>1,057.9</td>
<td>8.1</td>
<td>294.6</td>
<td>2.3</td>
<td>36.4</td>
<td>135.4</td>
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<tr>
<td>2007-08</td>
<td>1,358.3</td>
<td>7.1</td>
<td>295.0</td>
<td>9.0</td>
<td>28.6</td>
<td>180.3</td>
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<tr>
<td>2008-09</td>
<td>1,571.9</td>
<td>4.2</td>
<td>395.5</td>
<td>2.0</td>
<td>26.2</td>
<td>94.3</td>
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<tr>
<td>2009-10</td>
<td>1,379.0</td>
<td>5.6</td>
<td>381.5</td>
<td>3.2</td>
<td>37.4</td>
<td>127.5</td>
</tr>
<tr>
<td>2010-11</td>
<td>1,600.3</td>
<td>8.1</td>
<td>436.8</td>
<td>0.5</td>
<td>21.3</td>
<td>140.4</td>
</tr>
<tr>
<td>2011-12</td>
<td>1,979.9</td>
<td>15.9</td>
<td>399.8</td>
<td>4.9</td>
<td>29.1</td>
<td>134.6</td>
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<td>2012-13</td>
<td>1,848.4</td>
<td>39.4</td>
<td>441.2</td>
<td>8.0</td>
<td>27.7</td>
<td>141.0</td>
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<td>2013-14</td>
<td>1,970.0</td>
<td>33.9</td>
<td>436.8</td>
<td>11.9</td>
<td>36.7</td>
<td>130.8</td>
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<tr>
<td>2014-15</td>
<td>1,838.6</td>
<td>31.3</td>
<td>501.5</td>
<td>21.2</td>
<td>27.2</td>
<td>128.1</td>
</tr>
</tbody>
</table>

Source: USDA, Economic Research Service, Fruit & Tree Nut Situation and Outlook. *Other Nuts includes Brazil nuts, macadamia nuts, pine nuts, chestnuts, cashews and mixed nuts. †Preliminary. Note: Marketable production is utilized production minus inedibles and noncommercial use.

Domestic Per Capita Consumption of Tree Nuts 2010/11–2014/15, pounds per capita

<table>
<thead>
<tr>
<th></th>
<th>Almonds</th>
<th>Walnuts</th>
<th>Pecans</th>
<th>Pistachios</th>
<th>Hazelnuts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010/11</td>
<td>0.45</td>
<td>0.17</td>
<td>0.05</td>
<td>0.06</td>
<td>0.29</td>
</tr>
<tr>
<td>2011/12</td>
<td>0.42</td>
<td>0.36</td>
<td>0.25</td>
<td>0.06</td>
<td>0.15</td>
</tr>
<tr>
<td>2012/13</td>
<td>0.49</td>
<td>0.43</td>
<td>0.27</td>
<td>0.06</td>
<td>0.18</td>
</tr>
<tr>
<td>2013/14</td>
<td>0.49</td>
<td>0.35</td>
<td>0.38</td>
<td>0.05</td>
<td>0.27</td>
</tr>
<tr>
<td>2014/15</td>
<td>0.51</td>
<td>0.48</td>
<td>0.32</td>
<td>0.08</td>
<td>0.26</td>
</tr>
</tbody>
</table>

Source: USDA, Economic Research Service, Fruit & Tree Nut Situation and Outlook. Almond Board of California. †U.S. Nielsen AdViews. Note: All brands, including Almond Board of California, are reported based on Nielsen reported spending for 2013 not actual negotiated spending.
As California’s historic drought entered its fourth year in 2015, local and national media continued to speculate about who was using more than their fair share of the state’s managed water, calling out “villains” of the drought. While almond trees use roughly the same amount of water as other fruit and nut trees, they quickly became a target in the conversation about the drought. The media coverage, often fueled by misinformation and lacking important context, included sensational headlines and criticism of California Almonds.

The ongoing debate about water use in California presented Almond Board of California with an opportunity to tell the almond community’s sustainability journey, highlighting the important research that has been conducted over the past several decades, and discussing the long-standing commitment to sustainable agricultural practices that protect the environment and support our local communities. Together, almond growers have been progressive and continuously challenge themselves to do more. Over the past year, Almond Board and many members of the almond-growing community have made a concerted effort to expand the dialogue. They are proudly engaging the media to not only correct misinformation about how almonds are grown, but also highlight important initiatives that move the industry forward and lay the foundation for the next generation of growers. These activities have resulted in a more nuanced and robust discussion, including the benefits of almond production for California and consumers, while exploring opportunities for increasingly sustainable farming practices.

Almond Board of California is excited for the future of the industry. There’s a lot of work ahead, but as we look forward, ABC will continue its efforts to research and improve for a lower environmental impact and engage in an ongoing dialogue with our consumers, the media and our neighbors throughout California. Almond Board will do this by further expanding its efforts to share fact-based information, fast-tracking innovation advancement driven by the Accelerated Innovation Management (AIM) program, building influential relationships with like-minded organizations (see page 23 + 24) and working with growers to share their perspectives with a visible public presence.

**Sustainability Initiatives**

- **Study:** Almond industry generates more than 100,000 California jobs.
- **Conducted focus groups among California residents to understand what information they seek to know about almond farming.**
- **Growing Almonds Life Cycle Assessment highlights greenhouse gas benefits and provides baseline for future goals.**
- **Launched advertising targeting California residents.**
- **Almond industry hosts sustainability summit, ABC announces $2.5 million toward water efficiency, bee health and farming research.**
- **USDA funds new pilot project to help almond growers gain greater access to greenhouse gas markets.**
- **Almond industry and Sustainable Conservation launch new partnership to explore almond acreage groundwater recharge potential.**

**The Almond Industry**

**Almond Board to take part in $960,000 environmental project**

MOESTO – The Almond Board of California and the Environmental Defense Fund (EDF) will join with other partners to take part in a USDA-funded pilot project that will give almond and citrus growers greater access to greenhouse gas markets like those under California’s cap-and-trade program.

**22nd Century Agronomics**

Recognizes that we need to better understand and then adopt the technologies that will lead California Almond farming into the 22nd century. The ABC’s Board of Directors’ task force is open to considering all options as to what innovations and technical “leap frogs” will be needed to sustainably farm in the future. Each component of almond farming will be considered, from land preparation and varietal development to equipment and processing.

**Water Management and Efficiency**

Focuses on accelerating the transition of growers up an irrigation improvement continuum with the adoption of more efficient irrigation scheduling and management practices, resulting in the maximization of “crop per drop.” This initiative includes a range of activities from working with growers to fine-tune techniques to adopting more advanced water management technologies.

**Sustainable Water Resources**

Explores how best to leverage a unique strength of the industry, its acreage, for increasing groundwater recharge in aquifers, which collectively are California’s largest water storage system. Water recharged through this program will benefit all Californians, not just growers. This initiative is bolstered by ABC’s partnership with Sustainable Conservation, research conducted by the University of California, Davis, and almond orchard mapping and spatial analysis conducted by Land IQ. A second part of this initiative will look for opportunities to recycle municipal waste water and other degraded water as a way of increasing overall water availability for farmers and all Californians.

**Air Quality**

California’s Central Valley has some of the most exacting air quality standards in the world. In order to do our part to help meet these standards, the Board of Directors’ task force is delving into the various ways almond production impacts air quality as well as evaluating options to decrease emissions. From analyzing industry fossil fuel use to small- and large-particle pollutants, all components of almond farming that impact air quality are under scrutiny. This initiative will identify alternatives that will result in cleaner air for all those who live in California’s Central Valley: farmers, their families and surrounding communities.
Partnerships play a key role in the Almond Board of California mission. When it comes to growing sustainable almonds, all of us are in this together. It’s achieved through collaboration among a range of remarkable partners, including universities, nonprofits, trade associations, local communities and allied agriculture businesses. Success is achieved jointly as we mutually leverage each organization’s strength and circles of influence.

Over the years, progress has been made and our collaborations have produced tangible results, helping to develop state-of-the-art farming and production practices and establish almonds as national leaders in sustainable agriculture. These collaborations are supported and strengthened on both sides with funding, in-kind donations, subject-matter expertise, sponsorships, almond grower education, research and unique perspectives. A sampling of collaborations include:

- Honey Bee Health Coalition
- Project Apis m.
- Bee Informed Partnership
- California State Beekeepers Association
- American Beekeeping Federation
- American Honey Producers Association
- North American Pollinator Protection Campaign
- Environmental Defense Fund
- Sustainable Conservation
- SureHarvest
- Land IQ
- Coalition for Urban Rural Environmental Stewardship
- California Farm Water Coalition
- California Roundtable for Agriculture and the Environment
- Almond Hullers and Processors Association
- University of California Division of Agriculture and Natural Resources
- USDA Agricultural Research Service
- USDA Foreign Agricultural Services
- International Dried Fruit and Nut Council
- FRUCOM International Tree Nut Council Nutrition Research & Education Foundation
- European Snacks Association
- China Chamber of Commerce of Foodstuffs and Native Produce
- Peanut and Tree Nut Processors Association
- Codex International Food Standards
- Ag Transport Coalition
- Ag Trade
- Ag in the Classroom Foundation
- Sierra Vista
- American Society for Nutrition
- International Union of Food Science and Technology
- National Food Industry Association: Specialized Committee for Nuts and Roasted Seeds of China

ABC has partnerships with USDA Agricultural Research Service, University of California Division of Agriculture and Natural Resources (which includes both researchers and farm advisors), as well as several local, state and federal government agencies, all of which work with the California Almond community to ensure the continued success of California Almonds.

GLOBAL TRADE + REGULATORY AFFAIRS

GTRA has been addressing a variety of issues, many of which cannot be resolved without an integrated approach, leveraging technical information, stakeholder alliances and government partnerships.

ESTABLISHING AN APPROPRIATE MRL FOR FOSETYL-AL

Almond Board, working with the walnut and pistachio industries, developed a comprehensive approach, including a research program to address a change in a European Union (EU) pesticide tolerance. It took more than a year, working closely with U.S. government agencies, European stakeholders and the European Commission, to reach a successful conclusion.

California Almond Sustainability Program

When it comes to following sustainable agricultural practices, California Almond growers and handlers continuously challenge themselves to do more. One of the most important tools available to the California Almond community is the California Almond Sustainability Program (CASP).

CASP was established in 2009 to both educate participants about sustainable practices and continuous improvement as well as better understand the ongoing sustainability practices of growers and handlers related to their operations.

Whether it’s reducing the amount of water needed to grow almonds or investing in clean energy and production practices to reduce our carbon footprint, almond growers and processors use a variety of research-based tools and strategies to ensure an environmentally sound, economically viable and socially responsible future for California agriculture.

To learn more about the California Almond Sustainability Program and how to participate, visit Almonds.com/Growers/Sustainability.

Life Cycle Assessment

The Growing Almonds Life Cycle Assessment (LCA) evaluated energy and greenhouse gases over an almond orchard’s productive life, comprehensively examining the many interrelated elements, from land preparation and planting the tree through the life of the tree and its eventual removal. The first of three phases of life cycle assessments, this research will be followed by similar studies about processing and consuming almonds.

As illustrated in the chart above, sustainability for California Almonds is interconnected and crosses all aspects of the almond life cycle, inside the orchard and beyond. Underlying the advancement and innovation in each of these categories is over $50 million in Almond Board-funded research.

The product of over 40 years of investment, this research has led to improvements in the management and protection of vital natural resources, practices that protect neighbors and surrounding communities, and increased understanding of the nutritional benefits of consuming almonds. Together these advancements continue to pave the way for almonds to be an economically, environmentally and socially responsible crop for California.

1. What defines California Almond sustainability? Sustainable almond farming utilizes production practices that are economically viable and are based upon sound scientific research, common sense and a respect for the environment, neighbors and employees. The result is a plentiful, nutritious, safe food supply.


About Sustainability

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**Commitment to Honey Bee Health**

The California Almond community is acutely aware of honey bee health concerns and continues to take extraordinary steps to ensure bees remain safe and healthy, both inside their orchards and throughout the year.

**BMPs have been presented at over 50 industry meetings more than 7,000 copies have been distributed.**

The Almond Board’s Honey Bee Best Management Practices (BMPs) are having an on-the-ground impact on protecting honey bees in the orchard and beyond.

**BMPs go far beyond the almond orchard also providing important insights for all crops when it comes to promoting honey bee health.**

- Eric Mussen, Apiculturist Emeritus, University of California Cooperative Extension

The Almond Board of California participated in White House meetings on the recently released National Strategy to Promote the Health of Honey Bees and Other Pollinators.

**Bee Health/Pollination**

Pest Management/Entomology, Horticulture/Plant Pathology/Nematology, Bee Health/Pollination

**Production Research Committee**

Production Research Committee

Pest Management/Entomology, Horticulture/Crop Research, Plant Pathology/Nematology, Bee Health/Pollination


Total investment to date over $21.7 million, 316 projects funded.

**Environmental Committee**

Water Quality, Air Quality, Environmental Stewardship/Crop Protection

**Nutrition Research Committee**

Heart Health + Beyond, Diabetes/Metabolic Syndrome, Weight Management, Safety/Gut Health, Cognition, Composition

Founded in 1995.

Total investment to date over $21.5 million, 87 projects funded.

**Almond Quality + Food Safety Committee**

Prevalence/Monitoring, Almond Safety/Quality


Total investment to date over $6.2 million, 82 projects funded.

**Scientific Advisory Panel**

Made up of senior-level scientific and regulatory experts

SAP counsel is used to help guide strategic initiatives in the four key areas of research for the California Almond industry to help achieve maximum effectiveness and impact.

*Environmental research was underway prior to the initiation of this committee through activities conducted under the Production Research Committee.*

**Almond Quality/Prevalence/Monitoring, Almond Safety/Quality**

Prevalence/Monitoring, Almond Safety/Quality


Total investment to date over $6.2 million, 82 projects funded.

**Rooted Deep in Research**

The California Almond industry is a leader in California agriculture and has a long-standing history of research investment to support the quality of our crop and food product. Any practice that a grower chooses to use will have trade-offs in terms of impact on economics, the environment and our neighbors. It is essential to support these good agriculture and manufacturing practices with sound science. By working with top researchers from a variety of California, U.S. and foreign universities and state and federal research centers, the California Almond industry will continue to ensure the sustainability of California Almonds by increasing production efficiencies, optimizing the use of natural resources and minimizing environmental impacts.

**Almond Board funds more honey bee health research than any other crop group!**

The number of honey bee colonies in the U.S. is at a 20-year high! Yet, at the same time, summer and overwintering hive losses continue and are of concern, requiring beekeepers to work harder to keep a healthy apiary.

**50 Million in honey bee health research since 1995**

100 Honey Bee Health Projects since 1995

**Almonds + Honey Bees are Essential to Each Other**

1. Hives arrive in California Almond orchards just before the tree blossoms.
2. As the trees blossom, bees forage for pollen and nectar in the orchard.
3. When the bees move from tree to tree, they pollinate almond blossoms along the way. Each fertilized flower will grow into an almond. 4. Almonds are bees’ first natural food source after winter. The nutritious pollen helps hives grow stronger so that after almond bloom, many beekeepers split hives to grow their apiaries.
5. After almonds, honey bees move throughout the United States, pollinating over 90 other crops and making honey.

**Honey-Producing Bee Colonies in the U.S. 1986–2014 in Millions**

California almond growers are leaders in water-use efficiency, largely due to years of Almond Board-funded research and innovation. Almond growers have adopted efficient micro-irrigation far above the average rate reported for California. Almond Board has funded nearly 100 irrigation research projects, over 30 years by independent third parties—by water-saving micro-irrigation technologies have helped farmers reduce the amount of water it takes to grow 1LB 33% since 1994.

Research, Innovation + Efficiency
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Why Grow Food In California?
California’s Mediterranean climate means it experiences both wet years and dry years. The key is how those extremes are managed.

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Prolonged drought affects all Californians. But it’s important to remember that the state is no stranger to drought.

California’s cool, wet winters and hot, dry summers offer ideal growing conditions for many diverse crops, including almonds.

Some have suggested that the shift toward higher value permanent crops has led to an increase in ag water use. But according to the Department of Water Resources, the total amount of ag water has held steady since 2000 and actually declined over a longer period.

Next-Generation Sustainable Solutions
Almond growers are part of the fabric of their local communities, often living on the land that their families have farmed for generations. They understand and share the concerns of all Californians about the sustainability of our vital water resources.

To support the future generations of almond growers and Californians alike, Almond Board of California is launching forward-thinking initiatives to spur advancements, not just in growing almonds, but in agriculture as a whole.

Water Management + Efficiency: To accelerate the adoption of even more efficient and precise irrigation practices, ABC is working with growers to fine-tune techniques and adopt cutting-edge technologies, moving irrigation management in almonds into the next century.

Sustainable Water Resources: To address the sustainability of California’s groundwater resources, ABC is in collaboration with Sustainable Conservation, University of California researchers and others, investigating the potential of using almond orchards for groundwater recharge to return water to underground aquifers.

For more information on the initiatives, see page 23.
NUTRITION RESEARCH: DISCOVERING THE HUMAN HEALTH AND WELLNESS IMPACT OF CALIFORNIA ALMONDS

STUDY FEATURE: The Heart-Smart Snack

Almonds have long been recognized for their heart-health benefits. New research suggests that they may also reduce waist circumference, a known risk factor for cardiovascular disease.

1 MUFFIN VS. 1.5 OZ. ALMONDS

A new study by researchers at Penn State University recently compared the effects of snacking on almonds vs. a high-carbohydrate muffin on body composition and other heart disease risk factors. 52 healthy adults with elevated LDL cholesterol levels consumed a cholesterol-lowering diet for 12 weeks.

THE ALMOND SNACK
DECREASED TOTAL CHOLESTEROL BY 5.1MG/DL more than the muffin snack

THE ALMOND SNACK
DECREASED LDL (BAD) CHOLESTEROL BY 5.3MG/DL more than the muffin snack

THE ALMOND SNACK
DECREASED NON-HDL (BAD) CHOLESTEROL BY 6.9MG/DL more than the muffin snack

Nearly two decades of research shows that almonds can help maintain a healthy heart.

Global Impact

The results of our research projects help educate consumers, health professionals, food professionals, government officials and many others so they can make informed choices and recommendations. Most of our studies generate healthy-eating messages around the world.

2015 U.S. Dietary Guidelines Advisory Committee Recommendations

"A diet higher in plant-based foods, such as vegetables, fruits, whole grains, legumes, nuts and seeds, and lower in animal-based foods is more health promoting and is associated with lesser environmental impact than is the current average U.S. diet."1

STUDY FEATURE: Is a Calorie a Calorie?

Research published in the American Journal of Clinical Nutrition showed that the number of calories actually digested and absorbed from whole almonds is 20% less than originally thought. Researchers used a new method to more accurately measure calories based on bioavailability. Additional studies are underway to examine how this technique for measuring calories could potentially affect calorie counts for other foods.

Researchers at King’s College London investigated the mechanism behind this phenomenon.

RESEARCH SHO WED THAT DURING SIMULATED DIGESTION, INTACT ALMOND CELL WALLS ARE NOT BROKEN DOWN PREVENTING THE RELEASE AND ABSORPTION OF LIPID! This study was done to help better understand the results of almond digestion studies in humans. Human digestion is a complex and dynamic process that may not be entirely replicated by simulated digestion.

Together these studies help explain earlier findings that the calories on the label may not necessarily be calories in your body.

 Scientific evidence suggests but does not prove that eating 1.5 ounces per day of tree nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. 2

How Packaging Can Extend Almond Shelf Life

Almond quality research is one of the four strategic priorities established by the Almond Quality and Food Safety Committee in 2014. Shelf-life studies funded by ABC continue to expand our understanding of almond quality during storage under different conditions.

The Benefits of Using Polypropylene Bags

A long-term study recently completed at the University of Georgia reveals the beneficial effects of plastic packaging over cardboard cartons on almond shelf-life extension. The study was rigorously conducted on pasteurized raw and light-roasted Nonpareil kernels in various packs, which were assessed for up to two years. Product was stored at controlled temperature and humidity conditions.

Product Characteristics

<table>
<thead>
<tr>
<th>Environment during Distribution and Storage</th>
<th>Packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low moisture</td>
<td>Tight cellular structure</td>
</tr>
<tr>
<td>High antioxidant activity</td>
<td>High antioxidant activity</td>
</tr>
</tbody>
</table>

Kernels sealed in the plastic polypropylene bags had a significantly longer shelf life than kernels packed in unlined cartons, at all storage conditions studied.

Shelf life increased by 4–18 months depending on temperature and humidity.

The benefits of using polypropylene bags are:

- Extended shelf life
- Infestation prevention
- Slowed down moisture migration
- May maintain two-year shelf life for raw almonds at a temperature up to 77°F
- May be adequate for roasted almonds for more than one-year shelf life

Shelf Life of Pasteurized Almond Kernels (maximum months at rejection)

<table>
<thead>
<tr>
<th>Temperature/Relative Humidity</th>
<th>Carton</th>
<th>Polypropylene bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>95°F/65%</td>
<td>1.4</td>
<td>*</td>
</tr>
<tr>
<td>95°F/50%</td>
<td>2.7</td>
<td>*</td>
</tr>
<tr>
<td>95°F/40%</td>
<td>10.6</td>
<td>*</td>
</tr>
<tr>
<td>95°F/30%</td>
<td>11.8</td>
<td>*</td>
</tr>
<tr>
<td>95°F/20%</td>
<td>14.5</td>
<td>*</td>
</tr>
<tr>
<td>77°F/65%</td>
<td>5.0</td>
<td>*</td>
</tr>
<tr>
<td>77°F/50%</td>
<td>11.0</td>
<td>*</td>
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<td>14.5</td>
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<td>77°F/30%</td>
<td>15.6</td>
<td>*</td>
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<tr>
<td>59°F/65%</td>
<td>9.0</td>
<td>*</td>
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<td>59°F/50%</td>
<td>12.0</td>
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<td>59°F/40%</td>
<td>14.6</td>
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<tr>
<td>59°F/30%</td>
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<td>40°F/90%</td>
<td>4.8</td>
<td>*</td>
</tr>
<tr>
<td>40°F/80%</td>
<td>7.3</td>
<td>*</td>
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<tr>
<td>40°F/70%</td>
<td>10.0</td>
<td>*</td>
</tr>
<tr>
<td>40°F/60%</td>
<td>12.6</td>
<td>*</td>
</tr>
<tr>
<td>40°F/50%</td>
<td>15.2</td>
<td>*</td>
</tr>
</tbody>
</table>

*Shelf life may be longer than 24 months, but study was completed after two years.

**Sample removed from study before rejection due to storage cabinet failure.

Almonds remain the #1 nut in global new product introductions since 2007.

GLOBAL MARKETING

NORTH AMERICA

NA Consumer
In North America, consumers like almonds and believe they’re a smart snack. Americans, especially, love to snack, and they have many ways to snack on almonds, with many forms and creative products. Overall, our marketing program illustrates the benefits of almonds’ powerful nutrition and crunch, along with their versatility at snack time.†

NEW UK Snacking Good Print Campaign Launched September 2015

The Crunch On ad campaign continued to focus on almonds as the powerful snack that helps consumers live vibrant lives.

We focused in 2015 on almonds as the smart choice to counter “mindless munching” on empty calories at snack time.

GLOBAL

Surveyed consumers from around the world reported almonds as the #1 ingredient that they would select in their ideal chocolate bar.2

Revised our ad campaign targeting food professionals.

EUROPE

UK | France | Germany
In Europe, consumers are looking for natural convenient snacks, and almonds naturally fit the bill. Almonds are in their pantries, but they don’t often think of them as a snack. That’s why the emphasis in Europe is on getting almonds out of the baking cupboards and into daily snacking scenarios.

NEW UK Snacking Good Ad

CHINA

Consumer
In Asia, there are centuries-old traditions with food and how food impacts health and vitality. From Chinese traditional medicine to Ayurvedic texts, there is a place for almonds. And it’s not all about serious health concerns; food is an integral part of socializing, celebrating, indulging, the beauty regime and fun as well.

INDIA

Consumer
Launching their first-ever website in July. Our Tomorrow Begins Today. Ad campaign continued to focus on mother and child, working men and women.

SOUTH KOREA

Consumer
The content using the hashtag #AlmondsOnTour received high level of engagement (likes, shares and comments) among ABC Korea’s Facebook fans. While the reach for general content was about 400–700, the reach for content with the hashtag #AlmondsOnTour peaked 1,000, about 40% more.

1. A one-ounce handful of almonds has 13 grams of unsaturated fat and only 1 gram of saturated fat. 2. SRG, Global Chocolate Study, 2014.
GLOBAL MARKETING CASE STUDIES

India Case Study: Fitness Media Sessions
The India team contracted with local fitness instructors and nutritionists to host fitness and nutrition education sessions with target media in select cities (Lucknow, Chennai and Bhopal) to gain media visibility on health benefits of almonds.

The sessions started out with dissemination of nutrition benefits of almonds to key media representatives, followed by active participation of media in an “easy to incorporate in daily life” fitness session conducted by a professional fitness expert.

The campaign resulted in over 3.9 million media impressions and 52 clips.

Korea Case Study: California Almonds on the ROAD
To strengthen the positioning of almonds as the perfect mid-morning snack while creating a special occasion to reach out to a broader range of consumers the South Korea team operated a fully branded food truck in the five hottest spots in Seoul. The event focused on providing personal mid-morning almond experiences to consumers while educating them on the benefits of almond snacking by presenting almond snack packs, almond lens and All About Almond brochures. Online events, such as image sharing and hashtag events, were integrated for more effective consumer engagement and deeper brand experiences on the brand’s social media channels.

The event reached out to over 2,000 consumers during the five-day offline food truck sampling event and garnered over 252 million media impressions. Over 5,160 people engaged in the almond food truck campaign for the mobile and Facebook advertising, totaling more than 21 million digital reach.

China Case Study: Taste the Sunshine
In 2015, the China program launched a new consumer communications platform and advertising campaign under the theme Taste the Sunshine. Consumer research conducted early in 2015 pointed out that consumer perceptions toward almonds had shifted as they are receiving a lot more nutrition information and concerned about what is in their food. Chinese consumers also spoke a lot about the environmental stresses they have every day, whether it be from pollution or even just sitting in front of a computer screen all day. This led Almond Board to explore messaging about the origin of almonds from California, a place that has a positive image for its sunny, warm, fresh environment and easygoing, vibrant lifestyle. Chinese consumers responded positively to a concept that followed the almond journey from beautiful California and ending up in China for consumers to enjoy. The theme Taste the Sunshine is the payoff that the Chinese will enjoy almonds because they are getting a bite of California sunshine or, in other words, almonds embody the California experience.

Almond Board developed new advertising executions depicting this journey by following the petals from the almond blossom. The advertising is targeted in the priority cities of Beijing and Shanghai, with some national reach as well. Almond Board’s objective for the new advertising campaign is raising awareness for almonds above other nut and seed choices, making almonds a preferred nut because they come from beautiful, sunny California and they are an excellent source of vitamin E.

EU3 Regional Case Study: Snack Happy Challenge
A vibrant campaign, aimed at showing how almonds can bridge many nutrition gaps in a busy mom’s diet, as well as help to keep them on track during their busy day.

The campaign included research into the nation’s snacking habits as well as support from celebrity ambassador Zoe Ball and expert nutritionist Lucy Jones. Zoe spread the word about almonds to six of her celebrity friends in a series of branded YouTube videos.

The campaign achieved over 400 million media impressions and 100% of the coverage featured key messaging and was positive in tone. In addition, there were 18,943 views of the hero videos and 5,246 views of the Mums Off Air videos.
ENGAGING WITH ALMOND GROWERS

Industry Relations is more than just service to our industry; a big part of its evolved goal is for growers and handlers to join in and participate.

HIGHLIGHTS FROM 2015

Leadership Program

In its seventh year, more than 115 industry members have graduated from the Almond Leadership Program. After the year-long program, graduates are prepared to take leadership roles within the industry and their communities; understand current social, political, scientific, organizational and economic issues facing the industry and how to effect change; develop interpersonal relationship and communication skills; and have the opportunity to network.

Life Cycle Video

Shows the journey almonds take from tree to table. It includes all the stages and an abundance of natural beauty.

Managing Dust at Harvest

The campaign included outreach events, radio, ag media news articles, Almond Board of California (ABC) communications and tools to help growers and custom harvesters reduce dust during harvest. The “Managing Dust at Harvest Quick Guide” features specific strategies to minimize harvest air-quality impacts. In addition, a “Harvest Dust Toolkit” offers quick tips to keep dust at a minimum.

Ag in the Classroom

ABC is committed to providing accurate information about almond production and the almond industry to children across the state. “An Almond Story” activity book and DVD gives students a glimpse of the journey almonds take from orchard to table. To further strengthen this program, Almond Lesson Plans were released in December. Since 2009, ABC has shared more than 60,000 copies of “An Almond Story” activity book to students across the Central Valley and will continue to expand the program into schools statewide.

Join in!

If you’re not already involved with ABC, you’re missing an opportunity to lead the industry and help develop the future of California Almonds. With 10 committees, Almond Ambassador programs, the Almond Leadership Program, California Almond Sustainability Program and task force groups, there’s never been a better time to join in!

North America Case Study: Shark Week

In partnership with the ever-popular Shark Week on the Discovery Channel, we posed the question: what if a shark started snacking on almonds instead of surfers and seals? The result was, of course, a far more vibrant and accomplished life ashore, illustrated in a video and online campaign with creative social media extensions.

North America Case Study: It’s About More Than Just Health

Many Americans are talking more than ever about how to eat in a way they can feel they’re doing the right thing. That means not only thinking about health, but also about other people and about the planet.

California’s severe drought brought questions about the water needed to grow almonds and led to a more prominent discussion about almond growers’ decades-long story of sustainability, gaining water efficiency, promoting bee health and taking strides to become carbon neutral or even carbon negative.

Gaining interest in plant-based diets also provided the opportunity to emphasize almonds’ 6 grams of plant-based protein per serving, along with their other many nutrients.

New Almond Life Cycle video shows the journey almonds take from tree to table.


The Managing Dust at Harvest education campaign was developed with ABC-funded research findings that can help reduce dust at harvest.

The Managing Dust at Harvest Quick Guide features specific strategies to minimize harvest air-quality impacts.

New Almond Leadership Program participants at orientation in January.

2015 Almond Leadership Program participants at orientation in January.

2015 Almond Leadership Program participants at orientation in January.