Driving Global Demand for California Almonds

Richard Waycott, President and CEO
Almond Board of California
Almonds declared the perfect snack

**ALMONDS: THE PERFECT SNACK**

When your appetite is out of control, put down the chips and reach for almonds to not only satisfy your hunger but to also help you lose fat at the same time.

By Nicole Catanese on May 7, 2014

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**Almonds For Skinny Snackers? Yes, They Help Curb Your Appetite**

NPR, October 24, 2013

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**Almonds, perfect snack for health: Handful a day can keep heart healthy and beat the flab, results of six new studies conclude**

Daily Mail, Wednesday, Dec 3rd 2014
almonds are part of the culture
Almonds are a leader

The rise of the American almond craze in one nutty chart
We are leaders

- Health+
- Conscious Consuming
- Transparency = Trust
In July the Dietary Guidelines Advisory Committee, a 14-member panel appointed by the Department of Health and Human Services and the Department of Agriculture, circulated a draft document that suggests Americans reduce their consumption of meat and dairy and eat more plant-based foods. The draft was based on studies showing that lowering meat consumption cuts greenhouse gas emissions, lessening the contribution our eating habits make to climate change. Final guidelines are due to be issued in late 2015.

The panel’s embrace of sustainability has drawn fierce opposition from conservatives. The House Appropriations Committee instructed Agriculture Secretary Tom Vilsack, who is responsible for approving the final guidelines along with Health and Human Services Secretary Sylvia Mathews Burwell, to make sure the committee doesn’t “pursue an environmental agenda.” Capital Research Center,
Conscious consuming: Consumers are considering the environmental and human cost of agriculture and food
“Values are more important to them (consumer) than competency….people care about people, not numbers.”

—Stan Erwine and Marilyn Hershey, Dairy Industry
Our Neighbors are also Consumers
And with millennials, the need for transparency and authenticity will only grow.
Transparency = trust
OUR FOOD. YOUR QUESTIONS.

Ever wanted to ask us about the food in our Canadian restaurants? Now, your chance! We’ll answer any questions about our food.

ASK

BECKY M. from Winnipeg, MB asked.

“Why don’t you have a vegetarian section on your menu? For example, serve a veggie soup not just a chicken soup minus the chicken. Thanks.”

LAURA B. from Toronto, ON asked.

“How is it that a McDonalds burger does not rot?”

JACOB Z. from Toronto, ON asked.

“Do you put sugar in your McHappy Meals?”

ARES from York, ON asked.

“What is in your beef?”

ANDREW P. from Canada asked.

“What specific ingredients are in your “measured chicken breasts” opposed to regular chicken breasts?”

ASHLEY I. from Calgary, AB asked.

“Will the Canadian McDonalds pork supply be included in the 10 year plan to phase out gestation crates?”

EVAN P. from Brandon, MB asked.

“You say that your burgers are made ‘with’ 100% beef, but not they made up ‘100% beef exclusively, or is there something else added?”

JENNIFER H. from London, ON asked.

“Why do you microwave so much of your food?”

CHARLES S. from Canada asked.

“The idea is to ensure that animals are treated;
Does McDonald’s use the fries in corn syrup?”

LILLY R. from Canada asked.

“What is the source of...
So, why is this important?
Almonds out in front

Share of Total Almond Volume in Retail by Product Type

- **2003**: 312M total US pounds
  - Ingredient: 82%
  - "Pure" Almond: 18%

- **2008**: 411M total US pounds
  - Ingredient: 70%
  - "Pure" Almond: 30%

- **2013**: 642M total US pounds
  - Ingredient: 54%
  - "Pure" Almond: 34%
  - Almond Milk: 9%
  - Almond Butter: 3%
LEADING FOR TOMORROW

We are leaders

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almonds are a leader
Thank You