State of the Industry
Chairman of the Board Mike Mason and CEO Richard Waycott
New Strategic Priorities

1. Invest in programs and research that make almonds a Crop of Choice for California

2. Invest in programs and research that build market demand for almonds, making them the Nut of Choice

3. Build an ABC organization that optimizes its effectiveness in establishing and executing goals
New Strategic Priorities

1. Invest in programs and research that make almonds a Crop of Choice for California

- Promote sustainability of almond supply
- Enhance food safety systems
- Basic and applied research capabilities
New Strategic Priorities

2. Invest in programs and research that build market demand for almonds, making them the Nut of Choice

- Expand understanding of health benefits
- Develop new markets and maintain existing ones
- Market access
- Prioritize resource allocation
New Strategic Priorities

3. Build an ABC organization that optimizes its effectiveness in establishing and executing goals.
New Global Market Development Committee

Established Markets Sub-committee

Emerging Markets Sub-committee
Potential Opportunities for Future Growth

- Mexico
- Middle East
- Brazil
- Indonesia
Committed to In-Market Knowledge
Growers are the Center of Our Industry
Two Billion and Beyond

HISTORICAL CROP SIZE CROP YEAR 2001/02–2011/12

Million Pounds

Sources: Almond Board of California, USDA, NASS/CFO.
* Estimated