The Future of the North American Almond Market and the Trends That Will Take Us There

December 7, 2016
North America: The State of the Region in December 2016

It’s December... that time when we look back on what made the news in 2016.
What was disruptive in 2016?
But you know, we all hunger for ways we can connect.
Meanwhile in Canada...
When it comes to food...

Why did the Obamas fail to take on corporate agriculture?

By Michael Pollan

Oct. 5, 2016
Socially responsible purchasing

Big Food’s Biggest Challenge: Regaining Consumer Trust

• 32% of consumers plan to make more socially responsible food purchases, almost double the percentage from 2012

• And plans have become reality among
  • millennials (10.3%)
  • families with children (7.5%)
  • households with incomes above $75,000 (6.9%)

Deloitte research for GMA and FMI, 2016
Big companies making dramatic changes

- Acquisitions
- Incubators
- Testing recipes in food trucks
- Severing ties with industry on GMO labeling
- Sustainability commitments
- “Change agents”
- Ag Water Challenge
- Weather surveying
- Paying farmers to go organic
Wide spectrum of proposed sustainability solutions

- Venture capital groups/funds/incubators comprised of conscious companies
- Urban shrimp farming to avoid Vietnamese slavery
- Edible packaging with a milk-based coating
- Cellular agriculture
- Bug eating and cockroach milk
- Microbe-related work
- Food Ink/3d printed food
- Nanotechnology
- Proliferation of plant-based innovation this year
- Hyper-local, closed loop communities
#DUMPKELLOGGS: BREAKFAST BRAND BLACKLISTS BREITBART, DECLARES HATE FOR 45,000,000 READERS

Grab ‘em by the wallet

Ivanka Trump boycott campaign
#GrabYourWallet claims retail victory

Target Adds Private Bathrooms to Quell Transgender Debate
Follows customer protests of its restroom policy on transgender individuals
Newer tribes:

- Sugar-free
- Pegans
- Freegans
- Biohackers
A continued war on science

<table>
<thead>
<tr>
<th>Platform</th>
<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>52%</td>
<td>63%</td>
</tr>
<tr>
<td>Facebook</td>
<td>47%</td>
<td>63%</td>
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</tbody>
</table>

Social Network Algorithms Are Distorting Reality By Boosting Conspiracy Theories

9 MINUTE READ | WORLD CHANGING IDEAS


Note: News is defined as “information about events & issues beyond just your friends and family.”

PEW RESEARCH CENTER
GMOs - a labeling compromise, but the war is not over

Is the GMO War Over?
Just when we thought that the GMO war was over, it looks like technology is still on the battleground.

November 1, 2016
“Above and beyond” – even at Aldi

Aldi says it won't sell foods raised with major pesticides

Apr 26, 2016, 12:02pm CDT  Updated Apr 29, 2016, 8:50am CDT

• But how science based is it?
Sustainability not covered in the latest Dietary Guidelines - so what’s next?

Scientific Report of the 2015 Dietary Guidelines Advisory Committee

Advisory Report to the Secretary of Health and Human Services and the Secretary of Agriculture
Regarding almonds specifically...
We’ve been addressing questions about how almonds & other foods are produced.
Opportunities for almond product innovation

• Sustainability needs
• Wide range of food tribe needs
Almonds have new DVs, and a new nutrition label

NEW NUTRITION FACTS ABOUT ALMONDS...BETCHA DIDN’T KNOW

Posted October 24th, 2016

Building on the recent announcement from FDA about new guidance on the term healthy and how almonds—full of naturally good fats—now meet the updated definition, there’s more good nutrition news to share: a one ounce serving of almonds now provides half of the daily needs for vitamin E and is a significant source of magnesium and riboflavin, too.

As a result of changes to the Nutrition Facts panel that went into effect earlier this year, many of the Dietary Reference Intake Values for vitamins, minerals and other nutrients were also updated. The Dietary Reference Intake Values are used to calculate the percent Daily Values (%DV) seen on food packages. Several of those that changed are key nutrients found naturally in almonds. The result of all this is that a healthy handful of almonds is now a good source of fiber (13% DV) and an excellent source of riboflavin (25% DV), magnesium (20% DV) and vitamin E (50% DV).
ALMONDS ARE NOW "HEALTHY," ACCORDING TO FDA

Posted September 30th, 2016

If you’re like most people, you probably always thought almonds were healthy. But until this week, the U.S. Food and Drug Administration (FDA) did not allow almonds to be called “healthy” on food labels, due to the agency’s regulatory definition of the term that considered a food’s total fat content, rather than distinguishing among different types of fat.

As of September 27, 2016, that’s changed, and almonds can officially declare that they are a healthy food!

As we reported in a previous blog post, the FDA announced in May 2016 its intention to re-evaluate its definition of the term “healthy” and this week, the agency unveiled a new interim definition for the term “healthy” while it begins the public regulatory process.
Video:
The Almond Board’s Marketing Progress in 2016
EVOLUTION OF CONSUMER TARGET
WHERE WE WERE…

Heart Health

Health Empowered

Food Involved
Moved from heart health to a HEALTHY LIFESTYLE
Shifted how we think about FOOD INVOLVEMENT

FOOD INVOLVED
Accomplished cook & entertainer

FOOD EXPLORERS
Creative in the kitchen & tries new foods
Incorporated **snacking** behavior

<table>
<thead>
<tr>
<th>Snack Choices</th>
<th>Snack Occasions</th>
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<tbody>
<tr>
<td>almonds</td>
<td>almonds</td>
</tr>
<tr>
<td>1.4%</td>
<td>6%</td>
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</table>
Included YOUNGER SNACKERS SNACKING ON MORE FOODS, MORE OFTEN
Meet Savvy Snackers

Busy + Active
- Home improvement, enjoys cooking, working in the yard

EXPERIENCE SEEKER
- Concerts, museums, classes, events, enjoys traveling, tries new things

FOLLOWS A REGULAR EXERCISE ROUTINE
- Cycling, running, hiking, swimming

INCOME
- Household income ($64K+)

ONLINE ENTHUSIAST
- Downloads recipes, blogs, podcast, photo share, sports, online banking

KEEPS IT FRESH
- Eats a wide variety of fruits and vegetables

Food Explorers  Health Seekers  Super Snackers
4 Segments within Savvy Snackers

- SUPER FOODIES
- HEALTH NUTS
- THE Trendsters
- INFORMED INTELLECTUALS
Educated, involved and stimulated by many things, Super Foodies get energy by being around others, and enjoy hosting events or going out with friends.

10% of U.S. Adults
Highly educated, urban dwellers, Health Nuts stay physically fit, always try to eat right and care about how they look.

9% of U.S. Adults
Millennial parents who still care about the finer things in life,

The Trendsters are a go-to source for all things hype and know that everything they wear, buy and do is a reflection of their status.

9% of U.S. Adults
Insatiable in their search of information, Informed Intellectuals are wealthy, care about the intricacies of how things work and seek out goods that are better for the environment.

12% of U.S. Adults
HOW DO WE CREATE AN EMOTIONAL CONNECTION?
FUNCTIONAL

- Protein
- Fiber
- Antioxidants

EMOTIONAL

- Joy
- Empowerment
- Vibrancy
- Greater Good
Build advocacy among our loyal almond consumers

PERSON
The likelihood of them sharing their opinion with others

CATEGORY
The interest the person has in the category

ARDENT ADVOCATES

EXPERIENCE
The strength of the brand interaction
The ABCs of Content Marketing
The Almond Conference
Melissa Mautz
Digital Marketing Has Evolved

It’s not just about **social** strategy or **digital** strategy...

... it’s about an **omnichannel** content strategy.
Content Marketing Defined

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

- Content Marketing Institute
Know Your Audience
It’s more than just “moms”
Finding Your Content Gem?
Best in Class: Patagonia
How This Works

Great content = More qualified engagement
Questions?