



# Bringing the Almond Orchard Story to Consumers

December 6, 2016



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# Bringing the Almond Orchard Story to Consumers

Carissa Sauer, Almond Board of California  
(Moderator)

Rory Crowley, Nicolaus Nut Company

George Nicolaus, Nicolaus Nut Company






Annette Maggi, MS, RDN, LD, FAND



# Rory Crowley, Nicolaus Nut Company, Chico

## Sacramento Bee Opinion Piece

### Congress can help young farmers




BY RORY P. CROWLEY  
*Special to The Bee*

The future of our food supply rests in the hands of a debt-ridden youth. Let me explain. I am one of 43 million Americans with student loan debt, and I am one of about 250,000 young farmers – 8 percent of our nation’s farm operators.

**OPINION**

I didn’t set out to be a farmer, but I love it. I will be in ag for the rest of my life. My wife is the daughter of an almond and walnut farmer in Chico, and I decided to join the family business.



Rory P. Crowley

My father-in-law is prudent, innovative and fun, and he has fed the world for the past 30 years. He is 65, slightly above the average age of U.S. farmers, and he is at the point in life where, in his words, he wants to become “irrelevant” to the family farm. Who can blame him?

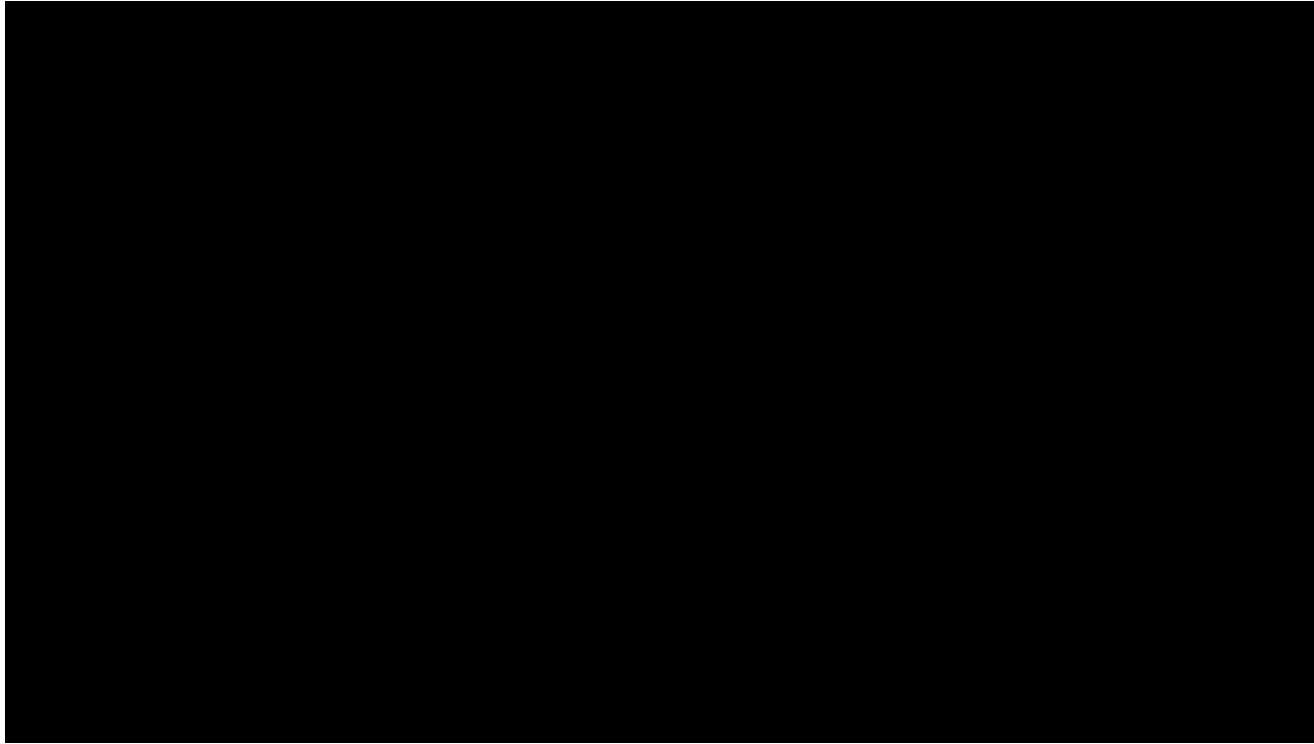
According to the 2012 Census of Agriculture, two-thirds of U.S. farmland will change ownership over the next 25 years. These numbers aren’t alarming until you realize that the study also found that between 2007 and 2012, we added only 1,220 new farmers under the age of 35. That tells me we need more young farmers.

Why aren’t more young people becoming farmers? The [National Young Farmers Coalition](#) recently surveyed more than 700 young farmers about their student loan debt and found that 30 percent of respondents are not farming or delaying farming because of loan commitments. According to the data, 53 percent are farming, but they are struggling to pay back their loans.



You can follow him on Twitter and Instagram @r\_p\_c86

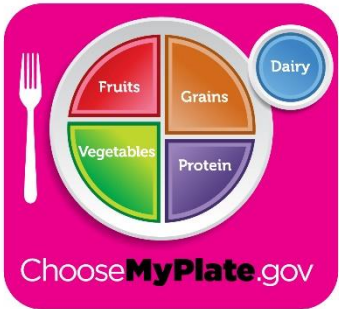
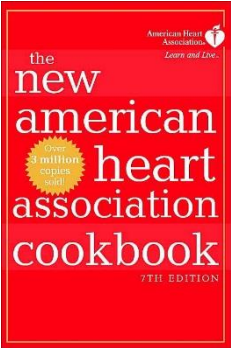
## George Nicolaus, Nicolaus Nut Company, Chico



# Annette Maggi, MS, RDN, LD, FAND



# Traditional Approach to Health & Wellness



# New Approach to Health & Wellness



At breakfast, I am  
detoxing

At lunch, I choose  
vegetarian



For dinner, I visit  
locally sourced  
restaurants



# Breaking from Traditional H&W Definition

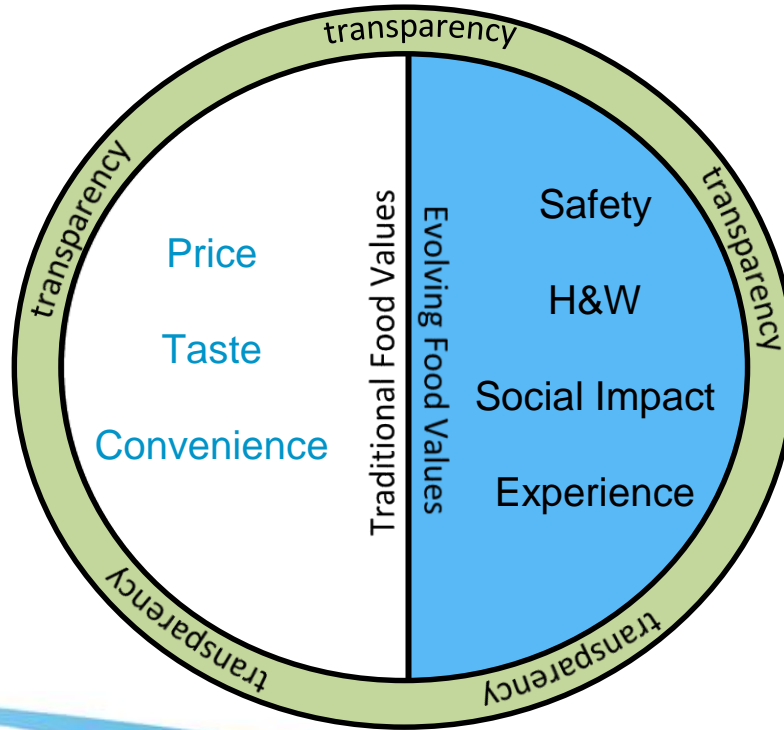
## Traditional Definition

- Nutrient density
- Calories
- Saturated fat
- Sodium
- Sugar
- Portion size
- Fruits and vegetables
- Healthier fats
- Whole grains

## H&W Redefined

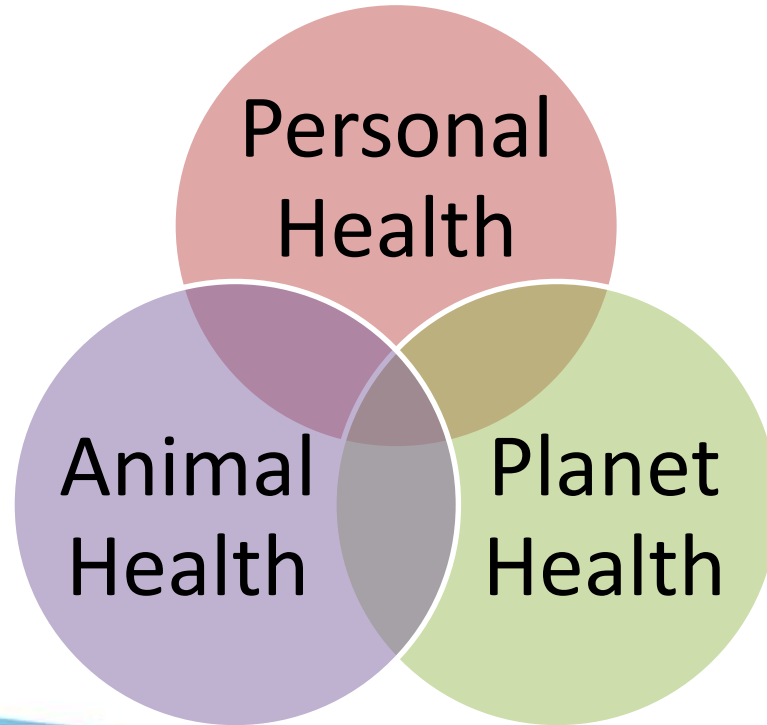
- Organic/natural
- Sustainability
- Cleansing/detoxing
- Clean labels
- Flexitarian
- Grass fed/Free range
- Water usage in production
- No GMO
- Local

# Food Values are Evolving



Source: Deloitte Food Value Equation Survey, 2015

# Healthy Living: Refreshed & Redefined



# The Whole Supply Chain Matters



What are the inputs and outputs at each stage of the process and how are they managed?



## Call to Action for Almond Growers



**Farm and ranch families comprise  
just 2% of the U.S. population.**

What 3 aspects of producing food in a sustainable way are most important to you?  
(Net of top 3 choices picked)



Groups more likely to select:

Women, Lower BMI

Conserving the natural habitat (water, land, rainforests, etc.) 44%

Age 35-80, Women

Reducing the amount of pesticides used to produce food 43%

Higher BMI

Ensuring an affordable food supply 37%

Age 50-80, Higher income

Ensuring a sufficient food supply for the growing global population 35%

Age 65-80

Conserving farmland over multiple generations 29%

College grads

Less food and energy waste 29%

Produce more food with less use of natural resources 19%

Lower carbon footprint 18%

Fewer food miles (that is, shorter distance from farm to point of purchase) 17%

Recyclable packaging 14%

Reduced packaging material 12%

None of the above are important to you 1%

Groups more likely to select:

Age 18-34, Higher income, Men

Age 18-49

Those with children, Lower BMI

Age 18-49, Lower income

Health organizations, government agencies, and health professionals are highly preferred sources of information regarding food/animal biotechnology and sustainability.

Preferred source (total ranked 1 <sup>st</sup> -3 <sup>rd</sup> )	Total 2014		
	n=1000	n=475*	n=1000
	Food Biotechnology	Animal Biotechnology*	Sustainability
Health organization	50%	53%	50%
Government agency	45%	41%	50%
Health professional	45%	47%	34%
Farmer	35%	39%	40%
Scientist	30%	33%	37%
Friends/family	22%	16%	18%
Nonprofit organization	20%	19%	21%
Grocery store, drug store, or specialty store	10%	9%	8%
Product manufacturer	10%	10%	14%
Veterinarian	10%	19%	6%
Journalist	9%	6%	10%
Blogger	7%	6%	8%
Celebrity	5%	1%	4%



# Which story is louder?

## Did you know?

Each almond tree fruit has 3 parts, all of which are used.

### The Shell

Shells go to various alternative farming uses such as livestock bedding.

### The Kernel

Kernels are the nutrient-rich almonds we eat. Every ounce of almonds—28g or about a handful—contains 6g of energy-packed protein, 4g of hunger-fighting fiber, 13g of “good” unsaturated fat and only 1g of saturated fat.



### The Hull

The hull is the dry and fuzzy outer layer. Hulls are sold as livestock feed, which reduces the amount of water used to grow other feed crops.

\*Source: Almond Board of California. Learn more at [almonds.com/blog](http://almonds.com/blog)

March 2016

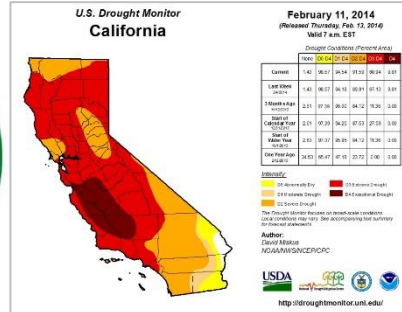
# Make Your Voice Heard



snapchat



# Make Your Voice Heard





# Case Study: Martori Farms, Kroger & H-E-B



## Welcome to Mastering Melons at H-E-B!

At H-E-B, we bring you delicious melons fresh from farmers' fields to our store shelves. This season, select our uniquely crisp golden *Dewlicious* melon. H-E-B's Registered Dietitians share tips on how to *Select, Store, Serve & Savor* this premium product—Making You a Melon Master!

### Select

- Select *Dewlicious* melon with a deep golden color. Smell does not indicate ripeness in this melon.
- Interested in where your produce is grown? *Dewlicious* melons are hand-harvested at their peak ripeness by Arizona growers and personally selected by the H-E-B produce team for our shoppers.

### Store

- For a softer, juicier *Dewlicious* melon, store whole, uncut melon at room temperature for several days.
- Once cut, *Dewlicious* melon can be stored and refrigerated in a covered container or storage bag for 3-4 days.

### Serve & Savor

- *Dewlicious* melons are very versatile and can be served simply by the slice or can compliment any appetizer or main dish.
- The sweet flavor of *Dewlicious* melon is complemented by mint, basil, cilantro, chili pepper, ginger, tarragon and black pepper.
- *Dewlicious* melon pairs well with berries, cured meats, flavorful cheeses and nuts.

### Meet the Grower



Above: Steve Martori Jr. of Martori Family Farms



# Case Study: Zweber Farms



**Gordon W. Fredrickson** at [Zweber Farms, LLC](#)

June 29, 2015 · 🌐

Waiting for the next tour to begin.



**Zweber Farms, LLC** at [Zweber Farms, LLC](#)

January 20, 2015 · 🌐

Free ranging hens in the winter. The cows are saying, "hey, that is our feed!"

This why our eggs still have that deep yellow colored yolk. The hens are let out on warm days and eat the hay and small grain mix our cows are fed. I'm not sure if the cows like to share though...

-Emily



# The Bottom Line

- **Focus messaging on consumers' expanded definition of healthy living**
  - Personal health
  - Animal health
  - Planet health
- **Control the source of information to the consumer**
  - Open your doors
  - Tell your story
- **Build consumer relationships centered around food, nutrition and agriculture**
  - Make it authentic and personal
  - Engage in real time
  - Expand digital presence
  - Leverage your supply chain

# Thank you!

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## Panelist Discussion

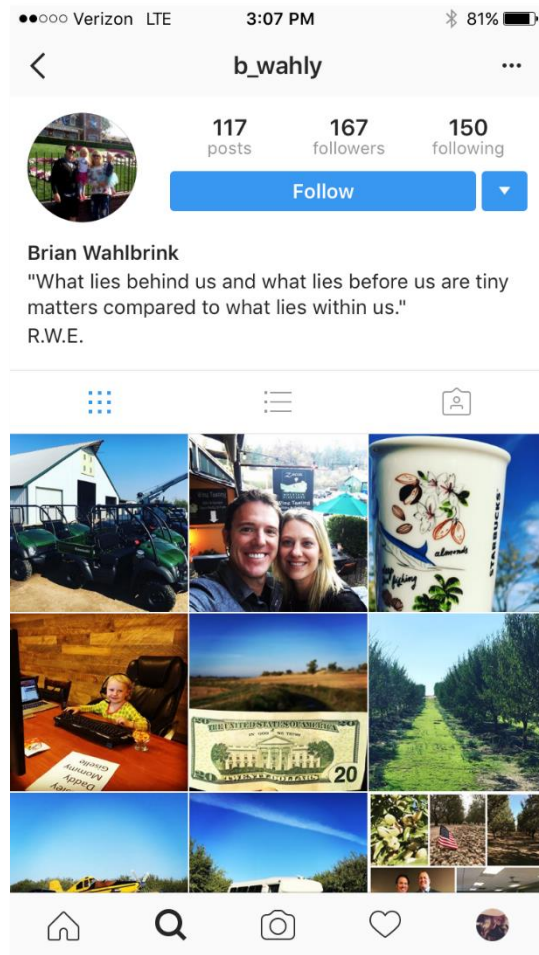


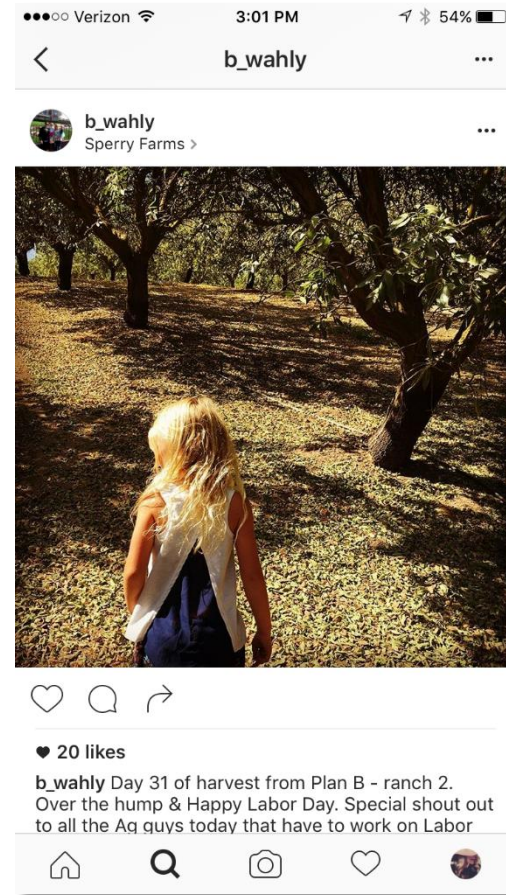
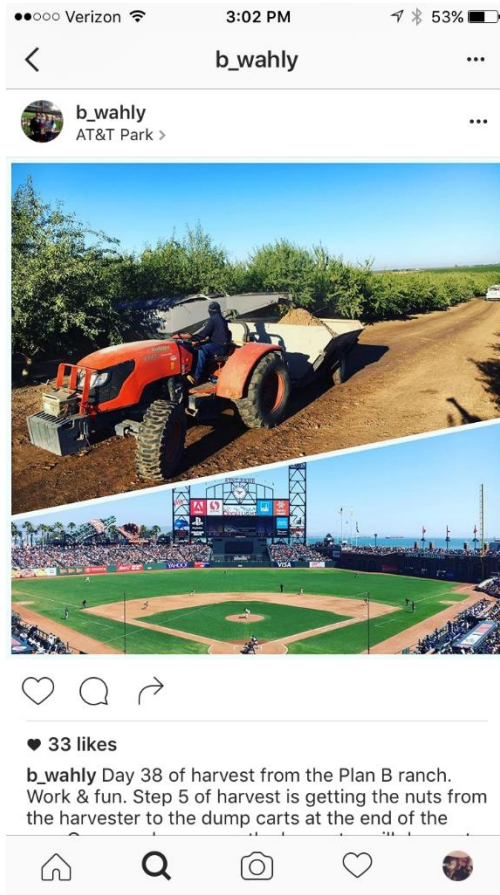
A close-up photograph of several green almonds on a branch, surrounded by vibrant green leaves. The almonds are in various stages of growth, some appearing more rounded and others more elongated. The background is softly blurred, showing more of the tree and a hint of a person in the distance.

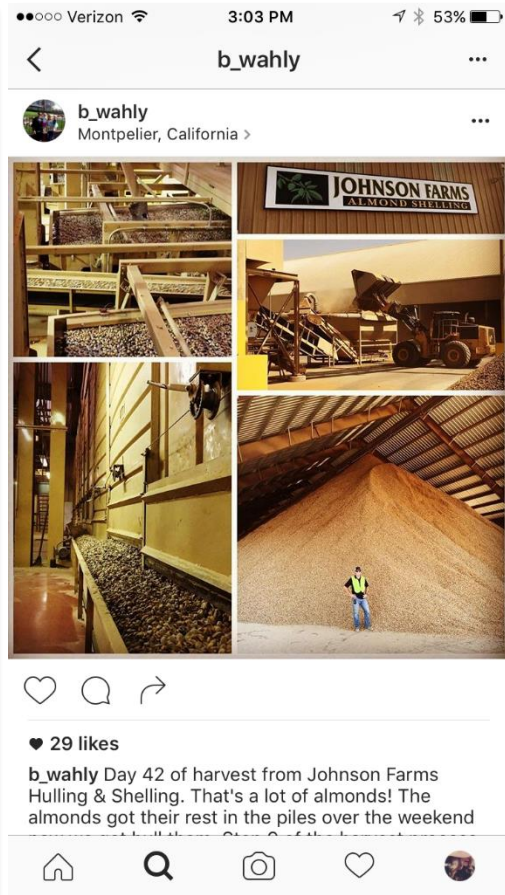
## 44 Days of Harvest on Instagram

## Brian Wahlbrink Sperry Farms, CFO and Co-Owner

Showing the day-to-day grower life to his family and friends











“A lot of emotion went into that shot. That was the last row of harvest, and there's so much that goes into it. My posts during harvest represented the 44 days of work done here.”



**41** comments



**44** Instagram posts



**232** video views



**803** likes

apryle\_r Holy smokes that's a lot of almonds.

bobbibankston whoa!!! 🙌👍👏

bluemtn\_4ag So cool. I love following the harvest news you post

mpcurry8888 Thanks for the opportunity to hull and shell your almonds!

b\_wahly Thanks bluemtn! Much appreciated and we appreciate you guys mpcurry!

alejaoliva This is an awesome pic!!

bobbibankston so awesome! loved watching the harvest journey. 🙌

amywahly Hooray for the end of harvest 🎉🎉🎉 right??? @farmtokids 😊

pbenske Nice! 👍

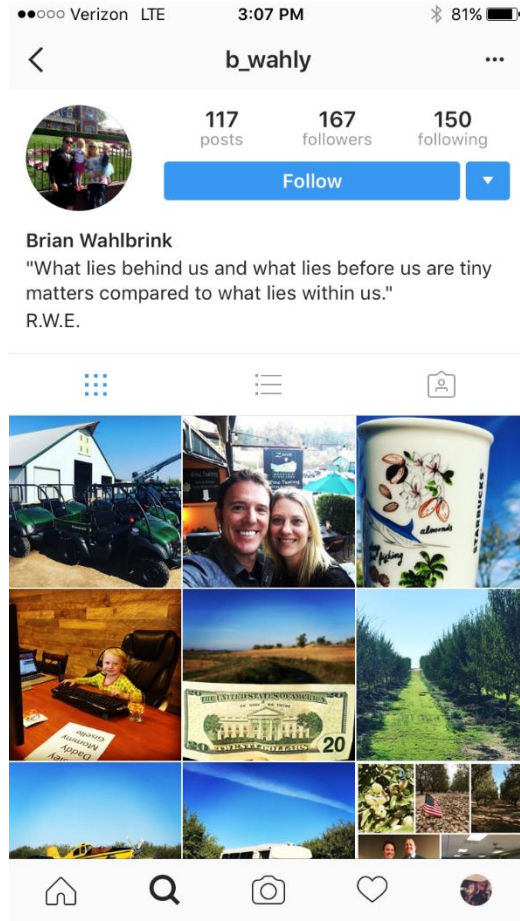
farmtokids Yay!! We're SO glad for it to be done 🙌👏 great job capturing the harvest this year!!

runningsfdad nice stuff...thanks

dgraysd 🙌! Congrats







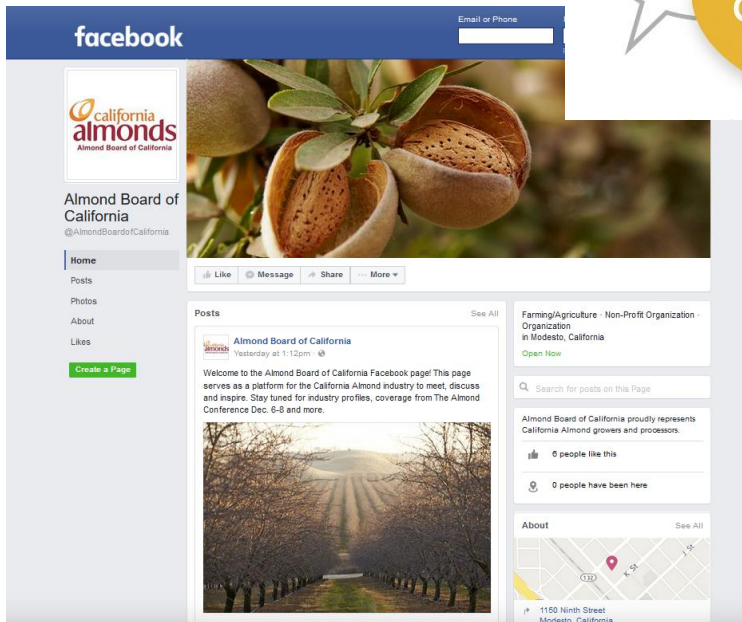


Questions ? ?

## Almond Ambassadors

- Digital Truth Team
- Media Spokesperson
- Speakers Bureau
- Orchard Tours





facebook.com/AlmondBoardofCalifornia



@almondboard



Use **#AlmondConf** to be part of the conversation on Facebook and Twitter.

Sign Up or Recommend an Almond Ambassador

Name:		
Business/Organization:		
Phone Number:		
Email:		
[Please check the category of interest]	I want to participate	I want to recommend a grower or allied industry member
Be a spokesperson. Discuss almond growing including important production and environmental issues with the media.		
Digital Truth Team Share information about almond production through social media and help respond to misinformation online.		
Speakers Bureau Present at community service groups throughout the growing region about the California almond industry.		
Host Orchard Tours Give tours of your orchard to interested parties like food professionals, bloggers, Open your orchard		

# Make Your Voice Heard



Thank you!

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