

PROTECTING THE REPUTATION OF CALIFORNIA ALMONDS

December 4, 2013

REPUTATION IS EVERYTHING



PART I - THE LANDSCAPE



YOU BLINKED - THE PLAYING FIELD CHANGED AGAIN



UNDERSTANDING THE NEW DYNAMICS

Speed
Transparency
Engagement
Point of view
Influentials

SPEED IS MORE IMPORTANT THAN EVER



TRANSPARENCY IS DEMANDED



TRUE ENGAGEMENT IS MORE IMPORTANT THAN MESSAGE



IT'S NOT NEWS - IT'S OPINION, ANALYSIS AND ATTITUDE

twitter



facebook

reddit

INFLUENTIALS - THE COLLECTIVE WALTER CRONKITES





PART II - THE RISKS



INDUSTRY RISKS

- Aflatoxin
- Consumer Boycott
- Harvest
- Food Safety



BEEES AND POLLINATION



WATER



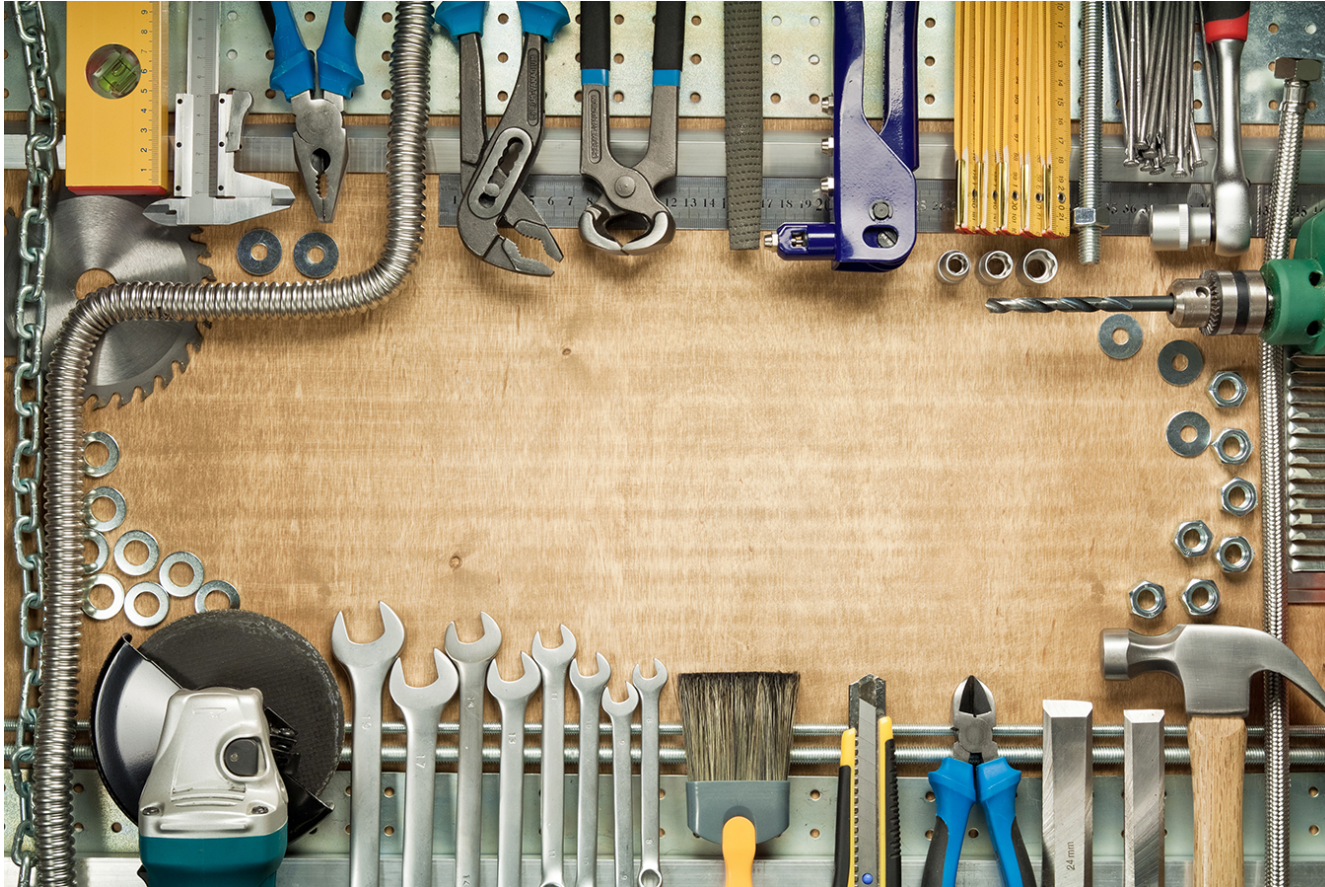
PASTEURIZATION/INTERNATIONAL HANDLING



GENERAL RISKS

- Litigation
- Workplace safety
- Natural disaster
- Production stoppage
- Channel issues
- Regulatory
- Employee issue
- Backlash against a planned announcement

PART III - THE SOLUTIONS



USE ABC AS A RESOURCE

The screenshot shows a web browser window displaying a Huddle workspace. The address bar shows the URL: <https://almondboard.huddle.net/workspace/19443410/files/#/folder/21446527/list>. The workspace is titled "Crisis & Issues Management" and contains a folder named "2. Issues Media Toolkits".

The folder "2. Issues Media Toolkits" contains the following files:

- Allergy Fact Sheet** (v1) added by Melissa Mautz Oct 29th 2013 at 8.12pm
- Media Statement, Almond Milk Consumption by Infants in France** (v1) added by Melissa Mautz Mar 15th 2013 at 6.31pm
- Media Statement, Potential Pistachio Recall 6 5 13** (v1) added by Melissa Mautz Jun 6th 2013 at 8.02pm
- Toolkit, 2013 Crop Size and Kernel Size** (v3) updated by Melissa Mautz Nov 6th 2013 at 9.40pm
- Toolkit, Bees & Pollination Issues 2013** (v13) updated by Melissa Mautz Jun 12th 2013 at 3.58pm
- Toolkit, Consumer Boycott Issues** (v1) updated by Melissa Mautz Oct 2nd 2013 at 4.19pm

The interface includes a search bar, navigation tabs (Overview, Files, Tasks, Whiteboards, Discussions, Meetings, People), and a sidebar with options like "Add new files/folders", "New", and "Share with others". A "Click For Help" button is visible in the bottom right corner.

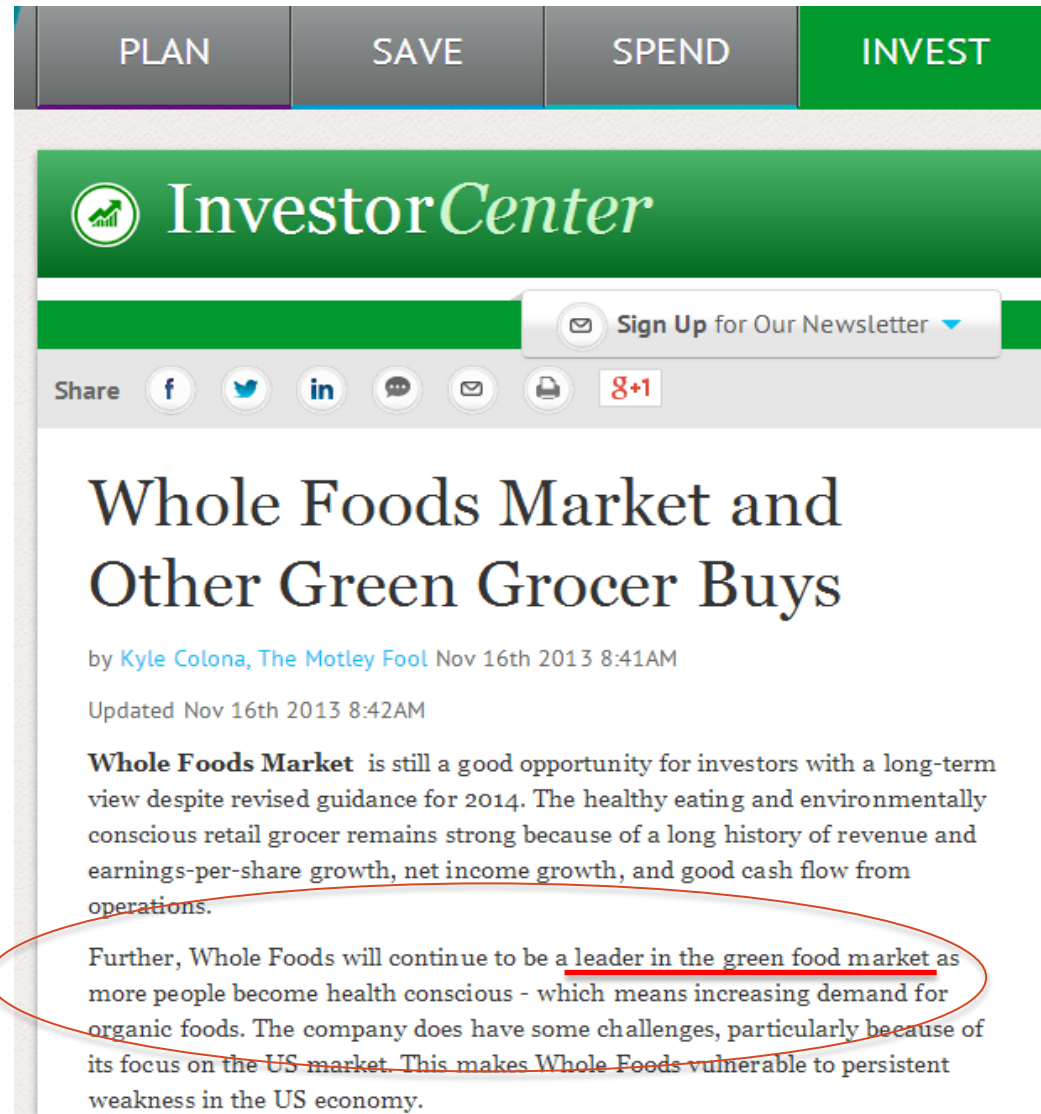
ORGANIZE FOR SPEED



STAKEHOLDER CULTIVATION





POSITIONING






The image shows a screenshot of a website's 'InvestorCenter' section. At the top, there are four navigation tabs: 'PLAN', 'SAVE', 'SPEND', and 'INVEST', with 'INVEST' highlighted in green. Below the tabs is a green header with the 'InvestorCenter' logo and name. A 'Sign Up for Our Newsletter' button is visible. Below the header is a social sharing bar with icons for Facebook, Twitter, LinkedIn, Email, Print, and Google+. The main content area features the article title 'Whole Foods Market and Other Green Grocer Buys' by Kyle Colona, dated Nov 16th 2013. The article text discusses Whole Foods Market as a long-term investment opportunity and highlights its position as a leader in the green food market.

PLAN SAVE SPEND **INVEST**

 **InvestorCenter**



Share      

Whole Foods Market and Other Green Grocer Buys

by Kyle Colona, The Motley Fool Nov 16th 2013 8:41AM
Updated Nov 16th 2013 8:42AM

Whole Foods Market is still a good opportunity for investors with a long-term view despite revised guidance for 2014. The healthy eating and environmentally conscious retail grocer remains strong because of a long history of revenue and earnings-per-share growth, net income growth, and good cash flow from operations.

Further, Whole Foods will continue to be a leader in the green food market as more people become health conscious - which means increasing demand for organic foods. The company does have some challenges, particularly because of its focus on the US market. This makes Whole Foods vulnerable to persistent weakness in the US economy.

SIMULATIONS



THANK YOU