



growing
ADVANTAGE
The Almond Conference

The logo features a stylized tree with a brown trunk and branches. The leaves are colored in shades of green and blue. The text 'growing' is in a light blue, lowercase sans-serif font, 'ADVANTAGE' is in a bold, green, uppercase sans-serif font, and 'The Almond Conference' is in a blue, uppercase sans-serif font.

Driving Global Demand for California Almonds

Richard Waycott, President and CEO
Almond Board of California





Stacey Humble
ABC

Global Consumer Outlook

December 2014



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.

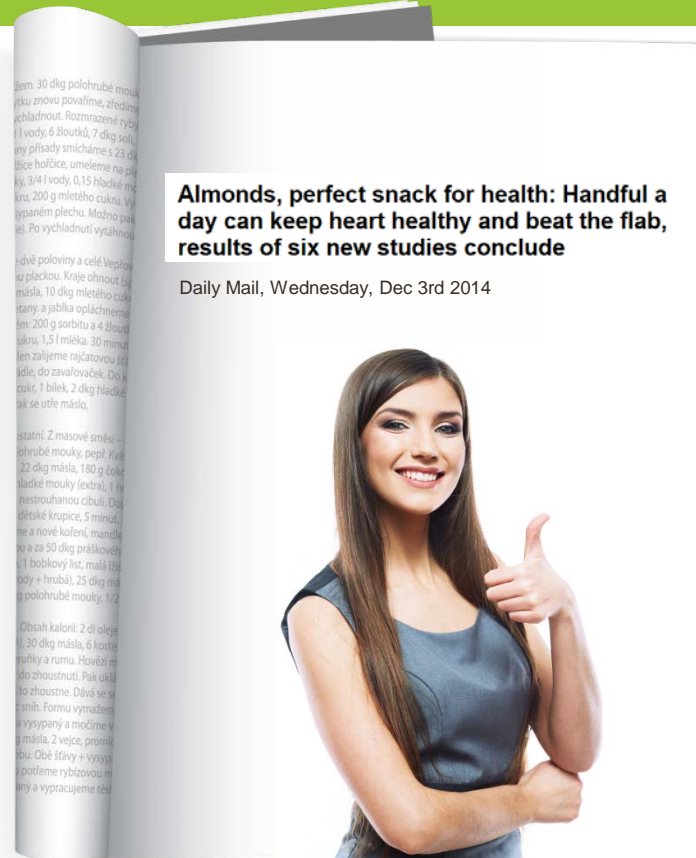
By Nicole Catanese on May 7, 2014

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Bazaar, May 7, 2014

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

NPR, October 24, 2013



A close-up photograph of a white bowl filled with almonds. The almonds are light brown with a textured surface. The lighting is warm, highlighting the texture of the nuts. A dark grey semi-transparent box is overlaid on the left side of the image, containing white and green text.

almonds
are part
of the
culture

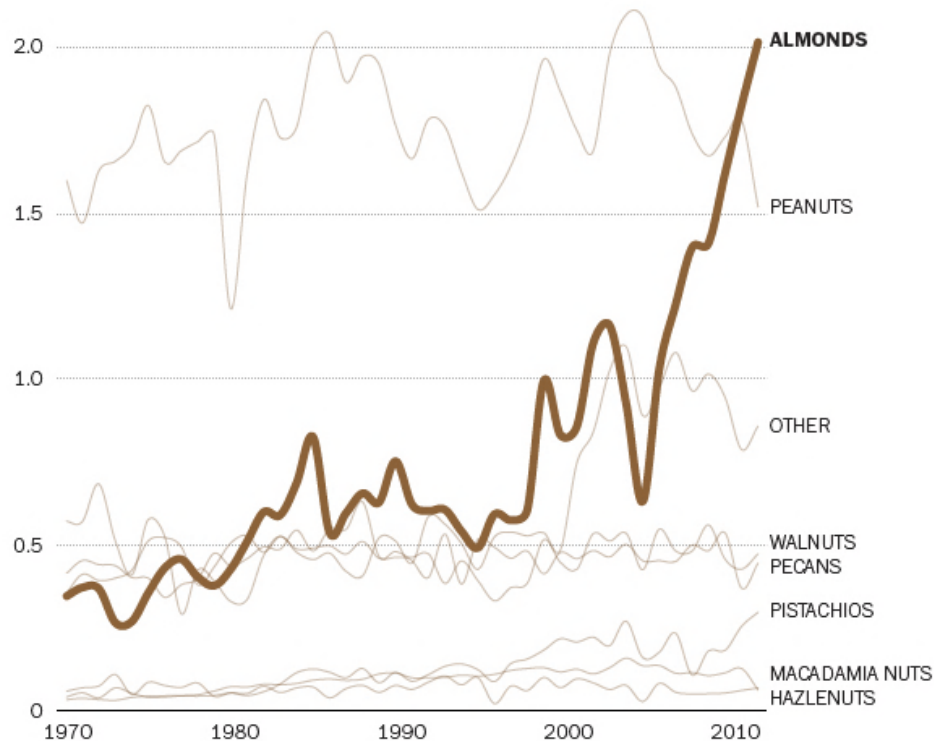
almonds are a leader

The rise of the
American
almond craze in
one nutty chart

The Washington Post

Almonds surpass peanuts in popularity

Annual U.S. per-capita nut consumption, in pounds, 1970-2012



We are leaders

- Health+
- Conscious
Consuming
- Transparency =
Trust





Health+

BusinessWeek

Sustainable Could Become a Food Group

By Andrew Martin | October 02, 2014

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,

zem, 30 dkg polohrubé mouky
zku znovu povafíme, zředíme
chladnout. Rozmrazené ryby
1 l vody, 6 žloutků, 7 dkg soli,
ny přísady smícháme s 23 dkg
čice hořčice, umeleme na p
ky, 3/4 l vody, 0,15 hladké m
ru, 200 g mletého cukru. Vy
spaném plechu. Možno pak
e). Po vychladnutí vytáhnou


dvě poloviny a celé Vepřov
su plackou. Kraje ohnout (sp
másla, 10 dkg mletého cukr
stany a jablka opláchneme
am: 200 g sorbitu a 4 žloutk
cukru, 1,5 l mléka. 30 minut
len zalijeme rajčatovou šťá
jidle, do zavařovaček. Do k
cukr, 1 bílek, 2 dkg hladké
ak se utře máslo.

ostatní. Z masové směsi –
pohrubé mouky, pepř. Kva
22 dkg másla, 180 g čok
hladké mouky (extra), 1 h
nastrouhanou cibuli. Do
dětské krupice, 5 minut.
ne a nové koření, mandla
ou a za 50 dkg práškověh
1 bobkový list, malá žit
ody + hrubá), 25 dkg má
g polohrubé mouky, 1/2

Obsah kalorií: 2 dl oleje
), 30 dkg másla, 6 koste
ruřky a rumu. Hovězí m
do zhoustnutí. Pak ukřá
to zhoustne. Dává se se
sniň. Formu vymažeme
a vysypáný a močme v
g másla, 2 vejce, promí
bu. Obě stávy + vysyp
potřeme rybízovou m
iny a vypracujeme těs

Conscious consuming:
Consumers are considering the
environmental and human cost of
agriculture and food



A photograph of a woman with long brown hair, wearing a light-colored top, carrying a young child with blonde hair on her shoulders. They are standing in a field of tall, golden-brown grass, possibly a field of grain, with a blurred background of green trees. The lighting is warm, suggesting late afternoon or early morning.

“Values are more important to them (consumer) than competency....people care about people, not numbers.”

—Stan Erwine and Marilyn Hershey, Dairy Industry

Shared **values**



Our Neighbors are also Consumers

The Modesto Bee

WEDNESDAY, DECEMBER 10, 2014



\$1

WATER CRISIS

Drought bill flows into the Senate

BUT HOUSE PLAN LIKELY TO DRY UP

By MICHAEL DOWLE
Modesto Bee Staff Writer
WASHINGTON — Legislation addressing California's drought reached an inconclusive high-water mark Tuesday, passing the House on a largely party line vote before trickling to a bleak fate in the Senate. While the Republican-controlled House approved the California water bill by a 230-182 margin, California's two Democratic senators oppose it with varying degrees of fervor. The Senate resistance and the bill authors' inability to reconcile competing interests effectively renders the stand-alone California Emergency Drought Relief Act a Capitol Hill orphan. Last estimate of LEGISLATION | Back page: A12

Senate report blasts CIA tactics

INTERROGATIONS CRUEL, INEFFECTIVE

By JONATHAN S. LARLEY
AND MARTHA TAYLOR
Modesto Bee Staff Writers
WASHINGTON — The CIA held at least 119 people in secret overseas prisons, subjecting many to interrogations that didn't lead to high-level terrorists and that were more vicious than the agency disclosed to policymakers and the public, said a long-awaited Senate report released Tuesday.

"It's certainly fair to say that where almonds are grown, we create jobs and we create economic value." RICHARD WAINWRIGHT, Modesto-based Almond Board of California's chief executive officer

As almonds grow, so do jobs and money in state



Debbie Hude, Modesto Bee file

A report commissioned by the Modesto-based Almond Board of California projects a record \$23 billion in income to growers this year. California grows about 80 percent of the world's almonds. About a third of the state's supply comes from Stanislaus, Merced and San Joaquin counties.



NUTS' \$11 BILLION ECONOMIC IMPACT ON CALIFORNIA OUTLINED IN REPORT

By JOHN HOLLAND
Modesto Bee Staff Writer
The almond industry is generating about \$4,000 jobs and adding about \$11 billion to the state's economy this year, according to report released Tuesday. "It's certainly fair to say that where almonds are grown, we create jobs and we create economic value," said Richard Wainwright, the Modesto-based Almond Board of California's chief executive officer. The report, commissioned by the Almond Board of California, provides a snapshot of an industry that has grown from successful to wildly successful in the past few years.

THE SENTINEL 49°
Overcast
Weekly Forecast

News Sports Opinion Obituaries ONtap Calendar Features Shop Classifieds

TRENDING ← Foggy day schedules • New councils to face growth, challenges • Study: Almond crop generates 97,000

Home News In Focus California Drought

ALMONDS

Study: Almond crop generates 97,000 Valley jobs

POND TO CRITICS



home news music programs schedule events support

Report: Almonds Generate 100,000 California Jobs

Steve Milne

Tuesday, December 09, 2014 | Sacramento, CA | [Permalink](#)



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's your chance! We'll answer any questions about our food. [FAQ](#)>



ASK

Sort by:

RANDOM

Filter by:

ALL CATEGORIES



BECKY M.

from Whitby, ON asked:

"Why don't you have a vegetarian section on your menu? For example serve a veggie wrap not just a chicken wrap minus the chicken. Thanks."

SEE ANSWER



LAURA B.

from Toronto, ON asked:

"How is it that a McDonalds burger does not rot?"

SEE ANSWER



JACOB Z.

from Toronto, ON asked:

"Do you put sugar in your McHappy Meals?"

SEE ANSWER



ARES

from York, ON asked:

"WHAT IS IN YOUR BEEF"

SEE ANSWER



ANDREW P.

from Canada asked:

"what specific ingredients are in your 'seasoned chicken breasts' opposed to regular chicken breasts?"

SEE ANSWER



ASHLEY I.

from Calgary, AB asked:

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

SEE ANSWER



EVAN P.

from Brampton, ON asked:

"You say that your burgers are made 'with' 100% beef, but are they made 'of' 100% beef exclusively, or is there something else added?"

SEE ANSWER



JENNIFER H.

from London, ON asked:

"why do you microwave so much of your food"

SEE ANSWER



CHARLES S.

from Concord, ON asked:

"There is a concern that animals are bred to"

Follow Like



LILLY R.

from Canada asked:

"Does Medonald's soak the fries in corn syrup?"



LORI F.

from Fredericton, NB asked:

"What is the source of"



DAVID D.

from Toronto, ON asked:

"Is there beef in your"

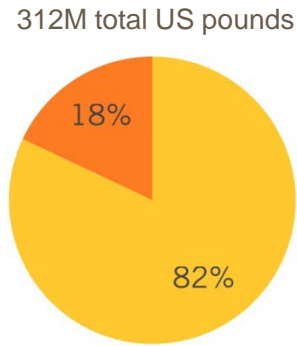


1207

So, why is this
important?

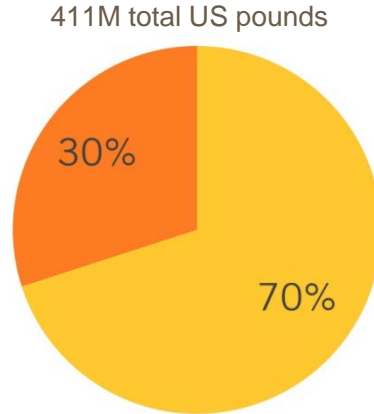
Almonds out in front

Share of Total Almond Volume in Retail by Product Type



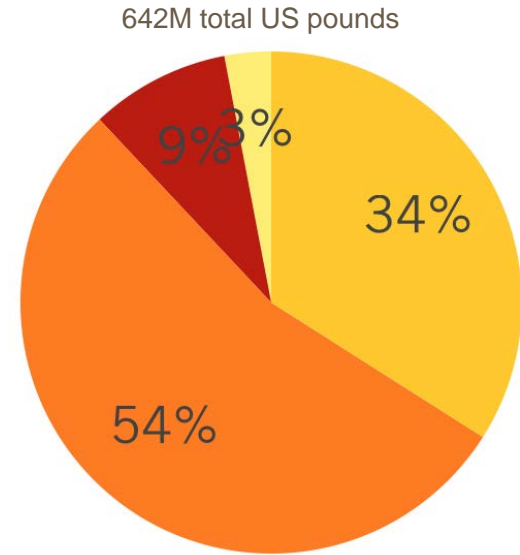
2003

■ Ingredient



2008

■ "Pure" Almond



2013

■ Almond Milk

■ Almond Butter

LEADING FOR TOMORROW

almonds
are a
leader

we are
leaders

- Health+
- Conscious ConsumING
- Transparency = Trust

A photograph of a tree-lined path in autumn. The trees are mostly bare, with some brown leaves still clinging to the branches. The ground is covered in fallen leaves, and the overall scene is bathed in warm, golden light. Overlaid on the center of the image is the text "Thank YOU" in a white, stylized font. "Thank" is written in a cursive script, and "YOU" is in a bold, serif font. A horizontal line separates the two words.

Thank
YOU