growing ADVANTAGE

The Almond Conference

Global Marketing: Bringing the Benefits of Almonds to People Around the World

December 10, 2014

growing ADVANTAGE
The Almond Conference

Almonds: an amazing food

- Global cultural heritage
- Nutrient rich
- Substantiated health
- Convenient
- Portable
- An ingredient and a snack
- Tasty and crunchy
- Versatile

Consumer Needs and Desires are Changing

- Rising **middle class**
- Drive for **healthy food**
- Need for **convenience**
- Desired **taste**

EUROPE
UK, France, Germany

NORTH AMERICA
Canada
U.S.

ASIA
China, India,
S. Korea

Today's Speakers

Established Markets

- Dariela Roffe-Rackind – Director, Europe and Global Public Relations
- Molly Spence – Director, North America

Emerging Markets

- Becky Sereno – Manager, S. Korea and Interim China
- Connie Cheung – Almond Account Director, Bravo Asia Advertising Agency
- Sudarshan Mazumdar – Director, India

Almond Board Global Marketing: Established Markets

Stacey Humble, ABC (Moderator)

Dariela Roffe-Rackind, ABC

Molly Spence, ABC

Dariela Roffe-Rackind, ABC

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The Almond Conference

ABC Annual Conference | EU3

December 2014

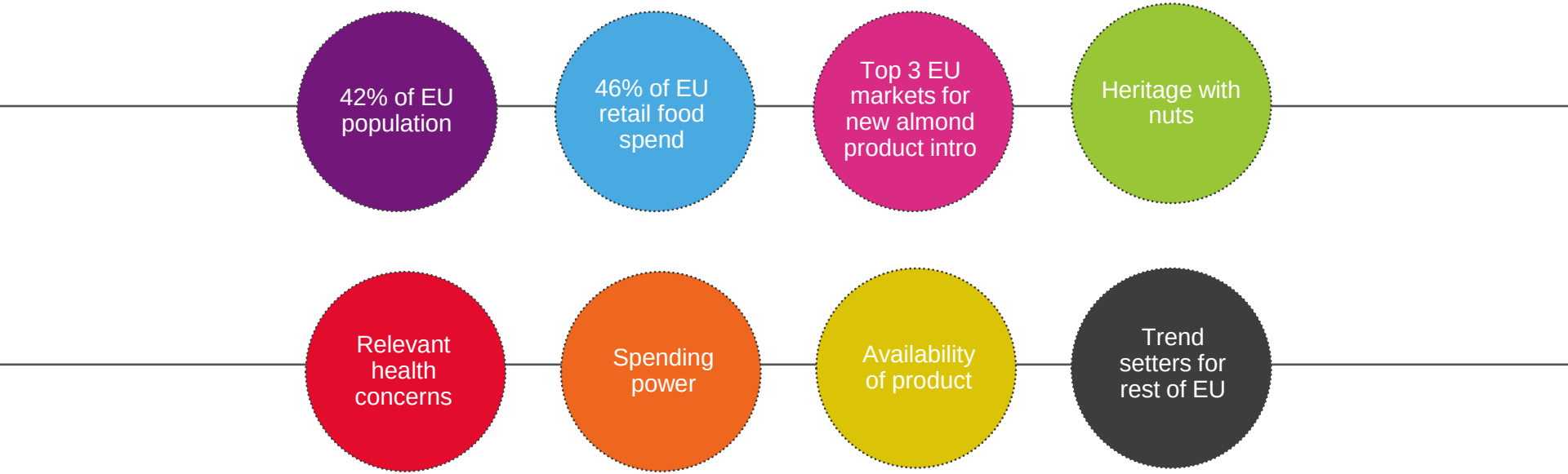
california almonds®
Almond Board of California

Europe: 2nd largest region

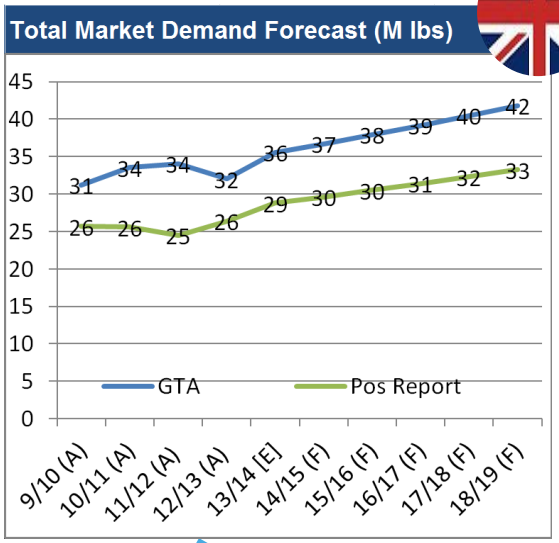
2013/14 Shipments by Region

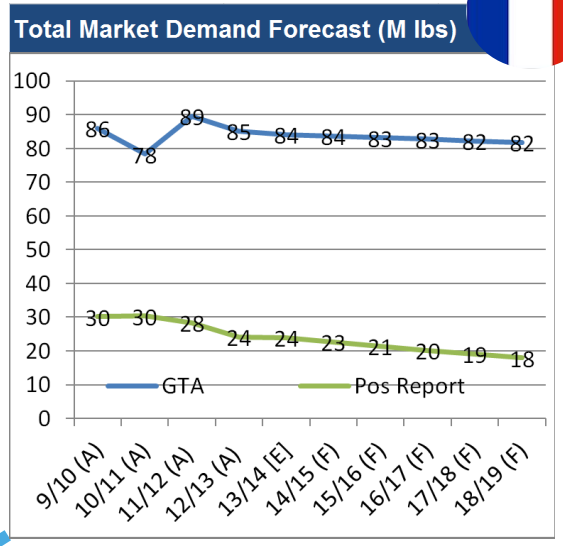
Source: Almond Board of California.

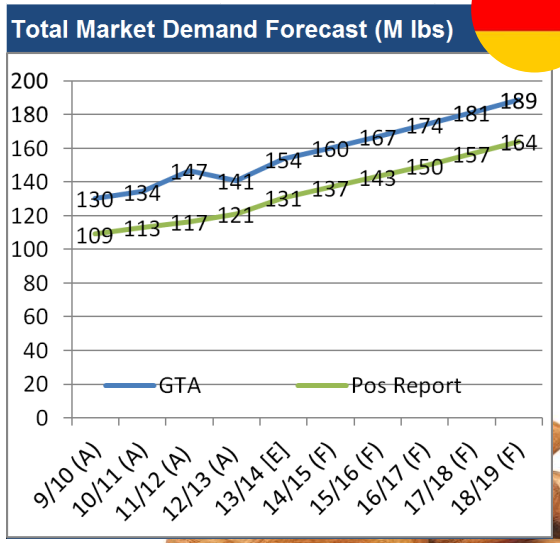
Why EU3? France, Germany, United Kingdom

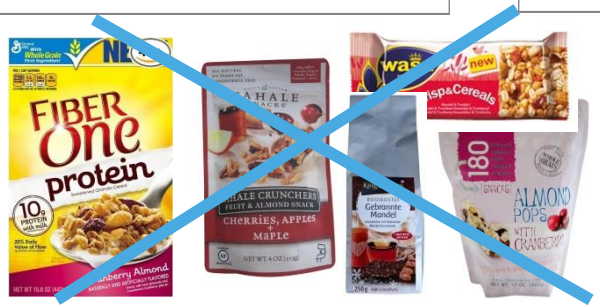


Let's not forget about transshipments



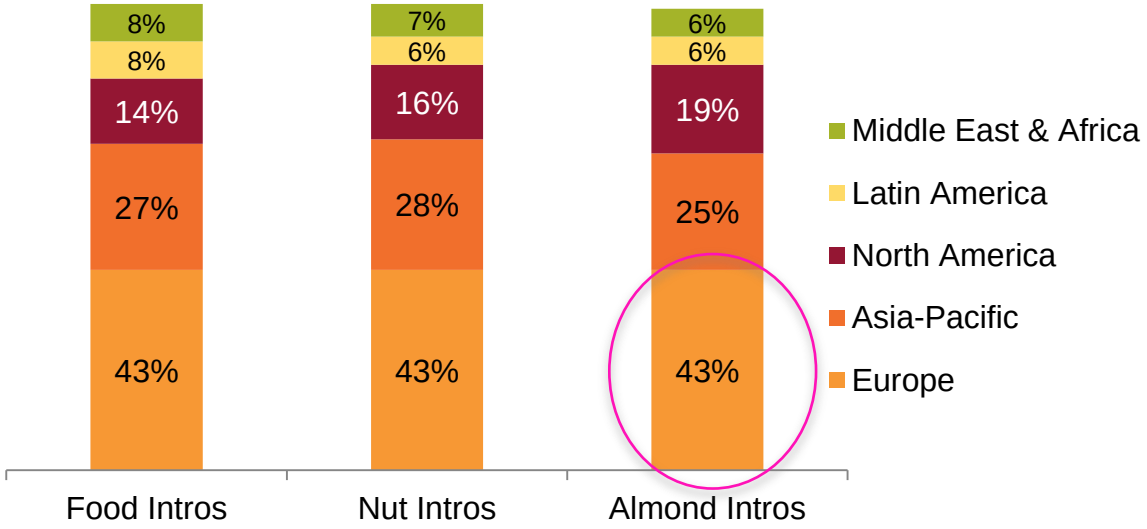






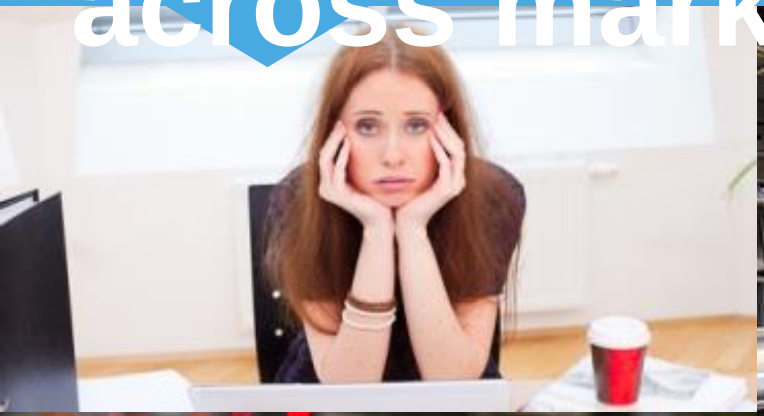
Europe continues to dominate

2013 Global Food, Nut, and Almond Introductions
Regional Share



EUROPE DRIVES MANY GLOBAL

Lifestyle shifts are creating common consumer needs across markets.



MORE TIME AT WORK

COMMUTING

= DESIRE FOR CONVENIENCE

Europeans are snacking regularly

While snacking was not historically part of the culture for many European markets, busier lifestyles have impacted the way people eat throughout Europe.

Market	Average # of Snacks per Week
UK	14.4
Netherlands	14.3
Spain	13.6
Italy	13.5
Germany	13.2
Sweden	12.8
France	12.7
Total Europe	13.4
U.S.	15.0

Source: European Snacking Study

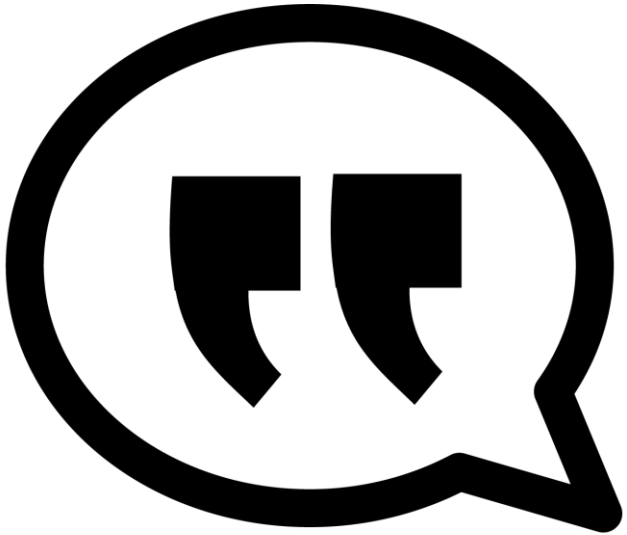
BUT THE ALMOND SNACK MARKET IS

European Context: Lifestyle Shifts

“I need to lose weight. I’m trying to get fitness back into my life.”

Source: UK Exploratory Focus Groups

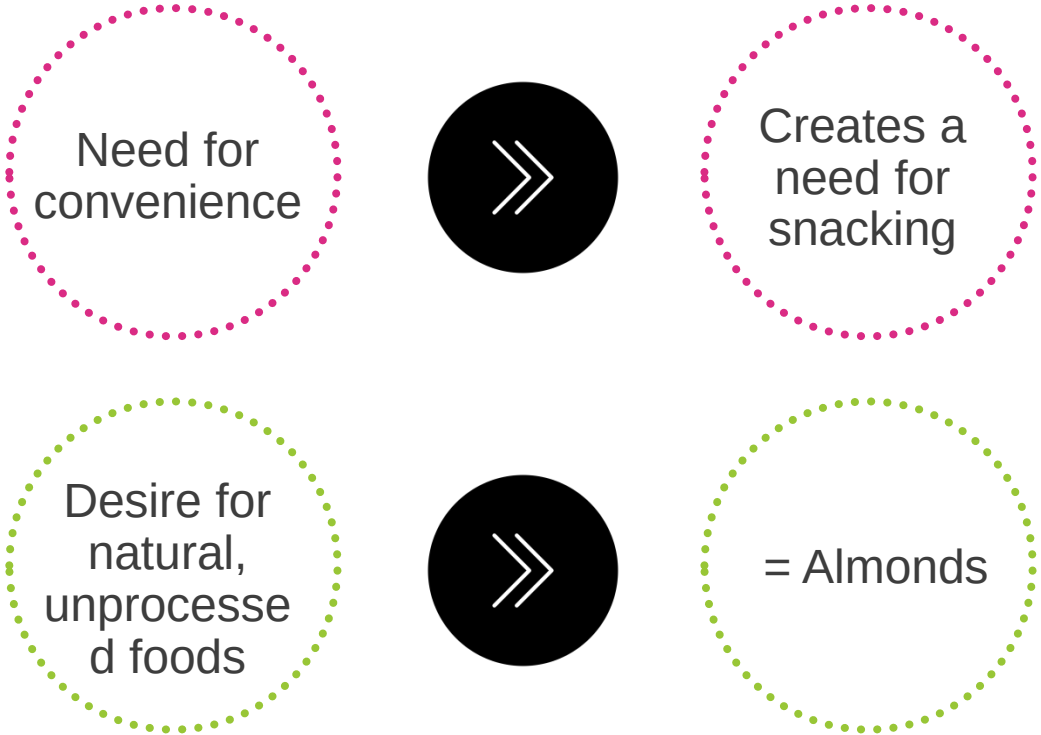
Desire for natural products



“Healthy food, to me, are whole foods that are fresh and unprocessed.”

Source: UK Exploratory Focus Groups

Trends / Market Drivers



Consumer Messaging Platform

Almonds are a **snack** that is **naturally satisfying** and **enhances** my day.

- Healthy
- Wholesome
- Simple
- Pure
- Minimally processed
- “From the earth”
- “Nutrients my body needs”

- “Doing something good”
- Satiety, “tides me over”
- Texture and crunch
- Provides energy
- Delivers valuable nutrients
- Long lasting
- Pleasure

- Quick, easy, convenient
- Helps me balance, peace of mind
- No pressure
- Good for my body
- Feeling smart
- Comfortable and safe

Meet the consumer need

Focus on health, convenience and

Communicate about almonds as the perfect healthy and tasty on-the-go snack

Mail Online

Home | News | U.S. | Sport | TV&Showbiz | Femail | Health | Science | Money | Video | Cof

Health Home | Health Directory | Health Boards | Diets | MyDish Recipe Finder

The savvy snacker's secret? Eating 30 almonds a day reduces hunger pangs and doesn't cause weight gain

- People who ate 1.5oz of almonds - equivalent to around 250 calories - didn't end up gaining weight or eating any more throughout the day
- Eating almonds also improves Vitamin E and 'good' fat intake
- Almonds keep hunger at bay because of their monounsaturated fat, protein, and fibre content

By EMMA INNES

PUBLISHED: 15:10, 25 October 2013 | UPDATED: 15:10, 25 October 2013

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Snacking has become something of a national pastime, with an estimated 97 per cent of people munching their way through at least one snack a day.

While this habit may keep hunger at bay, it's fuelling an obesity epidemic.

Now new American research may hold the answer - munching on almonds can reduce hunger without increasing weight.

What To Eat Now: Nuts, in moderation

Belohnung & Benefit: Diese Fitness-Snacks heben nicht nur die Laune, sie tun auch dem Körper gut

MANDELN

should I believe calorie counts?

PARTNER WITH SPOKESPEOPLE

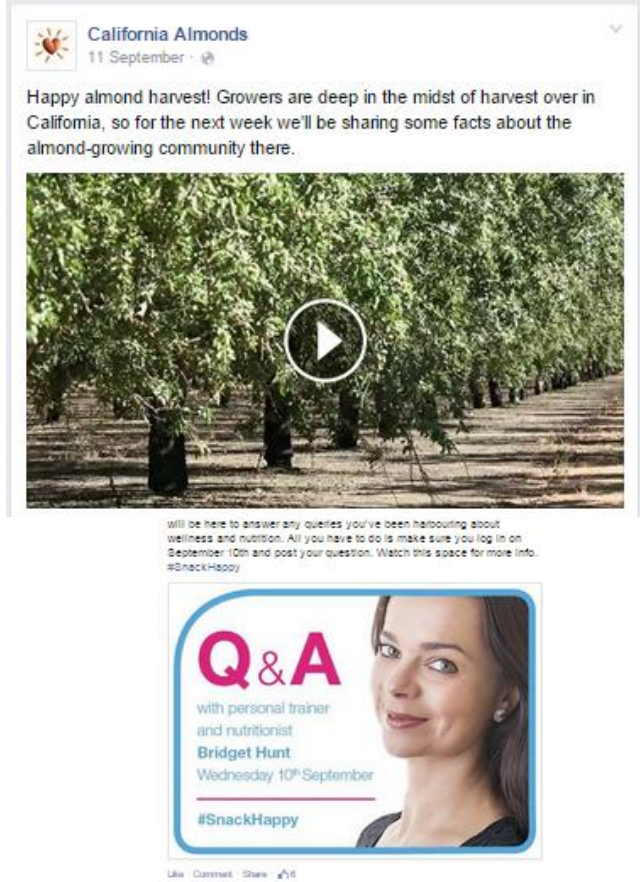
EXCLUSIVE: DENISE VAN OUTEN TALKS FITNESS, FOOD AND TURNING 40

The actress, presenter and DJ talks to Healthista about how she keeps that body and the best thing about turning 40 (watch the video – she really is as much fun as she seems on telly)

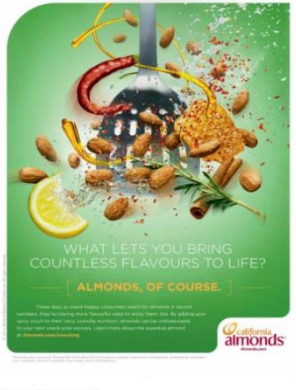
TALK TO THE EXPERTS

INTERACT WITH CONSUMER

Facebook



Provide inspiration & rationale to manufacturers to satisfy



Almonds on-the-go

The European snack foods industry continues to experience strong growth with sustained demand for foods that can be eaten on-the-go by time-pressed consumers

Health has been main driver of the snack foods market and for many consumers it takes the form of a healthy and natural snack such as nuts, and almonds in particular.

The concept of snacking is becoming broader with a wider range of snacking occasions throughout the day. Consumers are searching the shelves for new snack foods that satisfy their desire for flavour and sustaining energy throughout the day. Growth in almond snack sales and new product introductions confirm this increase in demand.

Head of research at Innova Market Insights, Lu Ann Williams, says, "Snacking is growing – premium positioning, texture claims, on-the-go and better-for-you snacks are all increasing. In this respect, almonds are beneficial to manufacturers as they provide the possibility to incorporate various trends in one product. Almonds work well with so many flavours – sweet, salty, spicy – that it's also easy to incorporate them as an ingredient into many snack and confectionery products."

This versatility has contributed to the volume sales growth rates of almond snack nuts, which outpaced the category and nearly every other nut in the UK in 2012. Both almond distribution and velocity picked up significantly in the second half of 2012 and are both close to three-year highs.

Snack nut analysis

Innova's recent *Global New Product Introductions Report* shows increases in health-based snack foods. This can also be seen in volume and value sales of nuts in key European countries. According to snack nut sales analysis, the usage of nuts in snacking is very similar, particularly in UK and France.

Between 2010 and 2012, nuts in the UK and France have grown value sales through price increases (via actual increases or shifts in nut type sales) compared to volume. Almonds, on the other hand, are growing value and volume sales at the same rate – there has been a 24 per cent increase in almond snack volume sales in the UK since 2010 and nearly 20 per cent in France.

In the UK, almonds are leading nut sales growth and are one of just four varieties growing. The UK nut category overall is expanding distribution despite lowering total volume sales and almond distribution is growing quickly, though other nuts have higher distribution. In France, 2012 almond snack nut volume sales growth far outpaced the snack nut category. Almond volume sales increased by 24 per cent with prices remaining stable, while the total category remained relatively flat at 2 per cent volume growth.

The German nut market is much larger than the markets in either France or the UK. Almonds and pistachios were the only two nuts to experience volume growth in 2012 in the country.

New product introductions

While sales figures show an important side of the market, manufacturers give the strongest indication of the trends through new product introductions. New research by Innova Market Insights shows that almonds are the number one nut in new food products worldwide, having grown 148 per cent since 2005.

Almonds' taste and texture possibilities play a key role in their usage in many snack product applications. Blanched, roasted or natural, the improvement in texture or nutritional boost enhances products without overpowering them.

Brands are teaming up to create novel snacking products, enabling unusual mixes of textures and flavours. Innova found an increase in new introductions with wordings such as crispy, crunch, chewy, chunky, clusters, bites and texture. Recent examples of new product flavourings vary extensively across sweet, salty and spicy and even 'almond crunch' is being used as a flavour name in its own right.

Other snacking trends have been seen in recent introductions:

- Portion packs and 100-calorie packs
- Calories combined with satiety
- Permissible indulgence
- 'Free-from'
- 'Smart Snacking' with messages of lower saturated fat levels
- Fibre and digestion claims
- Anticoxidant association.

In this respect, almonds are beneficial to manufacturers as they provide the possibility to incorporate various trends in one product. The increase of almond introductions in snack products was substantially higher (24 per cent) than the increase for food introductions (8.8 per cent) and nut introductions (13 per cent) within this category in Europe from 2011 to 2012.

Empowered consumers

Manufacturers also have to consider how consumers are becoming increasingly attentive and aware of their food choices. Transparency, sustainability, clean-label and credibility are now issues facing many food producers, both from consumers and governments.

Williams notes usage of simple, clear and transparent labels have become mainstream. "Clean label is not going away. The name might change a few more times, but the idea is the same. Consumer interest in products with simple labels that they understand is continuing to grow. I am not saying it is the only way to go or that there is not room for many kinds of products, but simplicity, natural, clean label is here to stay," she confirms.

This has also been reported in the *2013 Sterling-Rice Group Global Perceptions*

Nutritional benefits

The good news for manufacturers is that almonds are extremely nutrient dense and for every nutrient for which almonds are at least a source of, there exists the possibility of making a myriad of health claims that are associated with that specific nutrient. Almonds are a natural source of protein and fibre and contain 15 essential nutrients, including 65 per cent of the daily requirement of vitamin E. Compared to other tree nuts, gram for gram, almonds are the nut highest in protein, vitamin E, calcium, fibre, riboflavin and niacin. A recent study also suggests that adding almonds to the diet as a mid-morning snack may increase satiety, without increasing overall energy intake.

Additionally, in a recent almond study reported in the *American Journal of Clinical Nutrition*, researchers used a more precise method of measuring the calories in almonds. Almonds were found to have approximately 20 per cent fewer metabolisable calories than originally thought. A handful of 30g servings has just 138 calories versus the 173 calories listed.

Based on consumer demand and increases in new product introductions, a continual rise in healthy almond snack products can be expected. The wide range of almond forms and flavour possibilities is why European consumers rate almonds as being the most versatile compared to other nuts. Growing consumption and a broader range of snacking occasions is changing how manufacturers can take advantage of this category to increase snacking sales. ■

THE PROOF IS IN THE PUDDING

EU3 Snack Nut Category Value Sales

September 2013–August 2014

	UK			France			Germany			Total EU3		
	Sales* (€MM)	**Change vs. YAG**	**Category Share**	**Sales (€MM)**	**Change vs. YAG**	**Category Share**	**Sales (€MM)**	**Change vs. YAG**	**Category Share**	**Sales (€MM)**	**Change vs. YAG**	**Category Share**
Total Nuts	**€ 422.6**	**5.0%**	**n/a**	**€ 447.1**	**6.9%**	**n/a**	**€ 952.6**	**16.0%**	**n/a**	**€ 1,822.3**	**11.0%**	**n/a**
Peanuts	€ 146.8	-0.4%	34.7%	€ 122.1	3.9%	27.3%	€ 227.9	10.4%	23.9%	€ 496.8	5.4%	27.3%
Cashews	€ 91.2	9.3%	21.6%	€ 87.6	7.9%	19.6%	€ 143.2	16.3%	15.0%	€ 322.0	11.9%	17.7%
Pistachios	€ 36.8	-3.7%	8.7%	€ 87.0	0.9%	19.5%	€ 82.1	11.9%	8.6%	€ 205.9	4.1%	11.3%
Almonds	**€ 33.0**	**23.0%**	**7.8%**	**€ 42.8**	**29.0%**	**9.6%**	**€ 64.8**	**16.9%**	**6.8%**	**€ 140.6**	**21.8%**	**7.7%**
Walnuts	€ 18.4	6.6%	4.4%	-	-	-	€ 114.6	14.4%	12.0%	€ 133.0	13.2%	7.3%
Hazelnuts	-	-	-	€ 11.8	10.5%	2.6%	€ 44.5	13.2%	4.7%	€ 56.3	12.7%	3.1%
Mixed Nuts	€ 52.0	4.8%	12.3%	€ 81.3	7.6%	18.2%	€ 91.5	23.4%	9.6%	€ 224.8	12.8%	12.3%
A/O Nuts	€ 44.4	11.8%	10.5%	€ 14.4	3.4%	3.2%	€ 184.0	23.1%	19.3%	€ 242.8	19.5%	13.3%

Source: 2014 EU3 IRI Snack Nut Performance Analysis.

INDUSTRY RECOGNITION

prca AWARDS 2013

PRCA AWARDS 2013 WINNER

Evaluation

AWARD

Porter Novelli

ORGANISATION NAME

How a Handful of Almonds Helped Jane to Snack Happy

ENTRY

12 | 11 | 2013

DATE

PRCA DIRECTOR GENERAL

WHAT'S NEXT?

THERE'S STILL A LOT OF

And although top-of-mind awareness of almonds improved 2% points since 2012, it remains low overall at 7%.

Almond Awareness: First Mention					
	2007	2010	2012	2014	Change vs. YA
UK	5%	6%	6%	9%	+3%
Germany	2%	1%	1%	3%	+2%
France	1%	6%	8%	9%	+1%

Source: 2013 EU3 AAU.

Continue to communicate about the benefits of snacking almonds

Drive Almond Snacking. Identifying the Opportunity

Emphasize good vs. bad fat & nutrient density messages to overcome weight-gain concerns

Provide more compelling reasons to choose almonds as a snack

2015

BRING. IT. ON.

Molly Spence, ABC

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North America Update

- December 2014

AMERICANS ARE CHANGING THE WAY THEY EAT…

“Cultural shifts don’t happen overnight. They build slowly—a sip of coconut water here, a quinoa purchase there, and suddenly the American diet looks drastically different than it did 10 years ago.”

–Coca-Cola CMO


A NATION
OF GRAZE

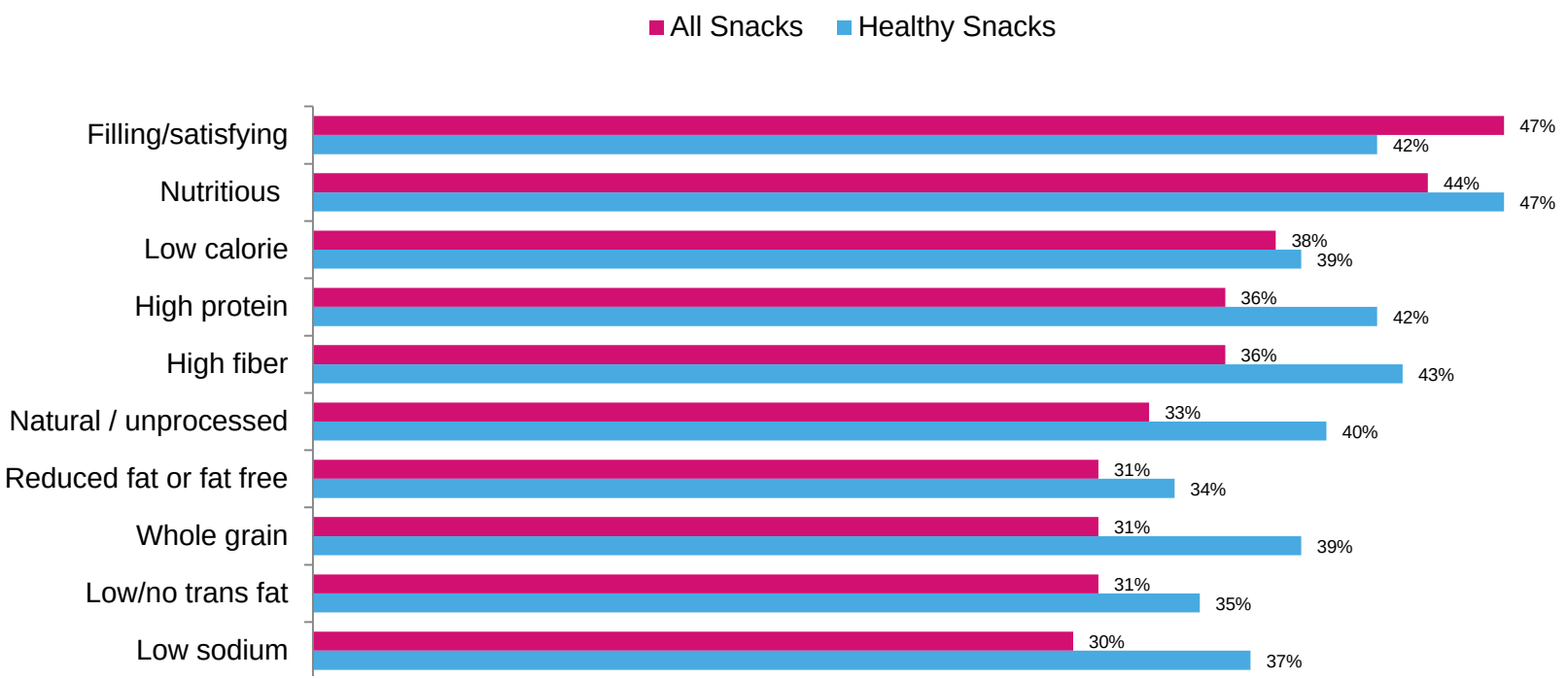
“97% of Americans report eating at least one snack each day, and 40% report consuming three to four snacks per day.”

“North Americans snack an average 2.3 times per day, up from 1.8 times per day in 2008.”

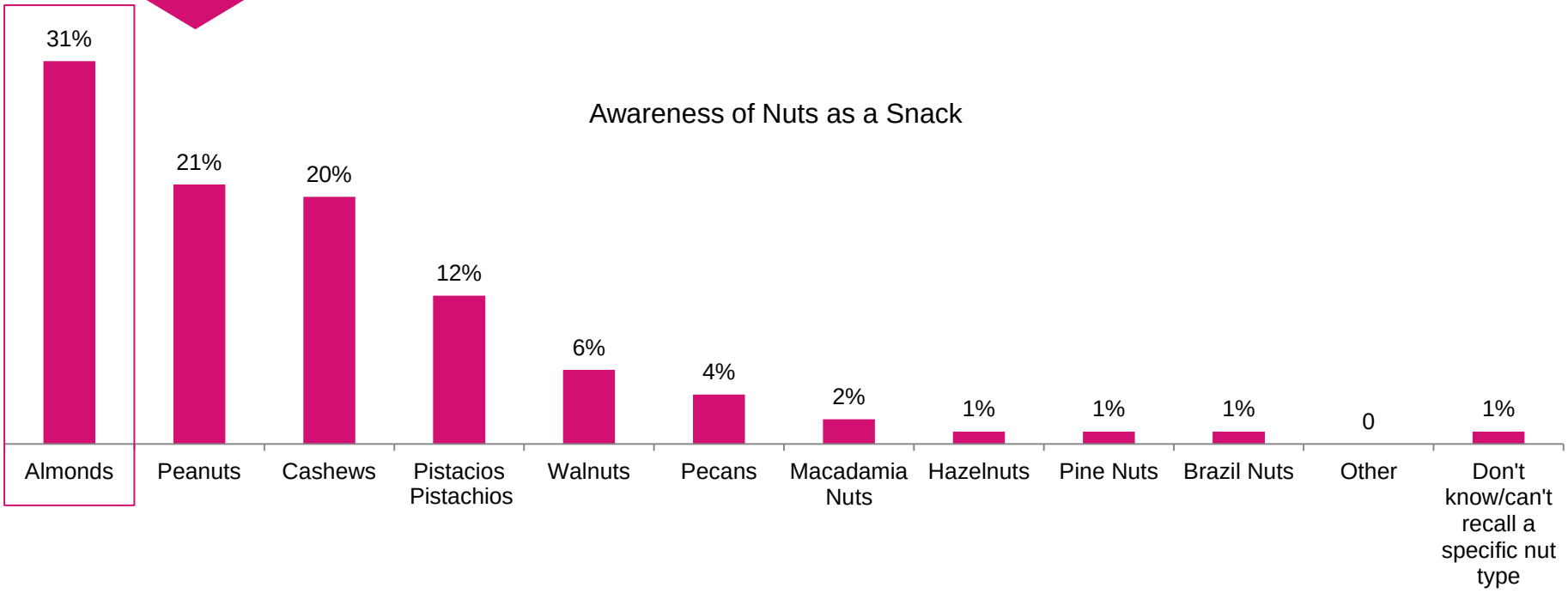

THE LINE
BETWEEN A
MEAL AND A
SNACK IS
BLURRING

4.4 Food and beverage choices per SNACKING occasion

What are people looking for in a snack?



Almonds are the #1 nut associated with snacking



there is huge POTENTIAL

Total Snack Food Occurrences
354+ billion

Salty and Sweet Snacks, Including Nuts
113 billion

31%

Nut Snack Occurrences
40 billion

11%

Almond Snack Occurrences
5.3 billion

1.5%


CRUNCH ON

Ellen DeGeneres
@TheEllenShow

I finally figured out the secret behind all of Andy's energy. It's California Almonds. ellen.tv/1cxwju2

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People

Good Housekeeping

SHAPE

SHEKNOWS PARENTING

A HALF-HOUR WITH...

ALISON SWEENEY

After two decades on *Days of Our Lives*, the actress, author and busy mom talks family, staying fit and saying goodbye to Salem.

ONE LIFE TO LIVE

TRICKS OF THE TRADE

BE PREPARED

DYNASTY

GUIDING LIGHT

BE YOUR BEST FRIEND

PASSIONS

SET A GOAL

THE BOLD AND THE BEAUTIFUL

GET OUTSIDE

SASSY SAMI

BE A PROUD PARENT

LIVE FOR LOVE

STAND YOUR GROUND

TAKE TIME FOR YOURSELF

glow

CANADA'S BEAUTY EXPERT

HOME BEAUTY & STYLE HEALTH & FITNESS CONTESTS VIDEOS

ALISON SWEENEY: THE STAR TALKS FITNESS AND EATING HEALTHY

MARCH 07, 2014

Glow met up with Alison Sweeney, the busy mom and host of *The Biggest Loser*, at the New York Palace Hotel. We chatted about her recent gig as spokesperson for the Almond Board of California, as well as how she stays motivated, fit and happy.

On the pressures to be slim as an actor and in shape as a fitness personality

"I was able to push the skinny-actress thing a long time ago. For me now, it's all about being healthy. Being slim is a byproduct of being healthy."

A typical day

"I work out for 45 minutes to an hour. I do cardio four or five days a week and one day of strength training. Almost every day, I have oatmeal or Greek yogurt for breakfast. I'll mix in blueberries, agave nectar, cinnamon and slivered almonds. Lunch will be a salad with fish or chicken, with a dressing I make myself with lemon juice, olive oil and vinegar. In the afternoon, I'll have a snack, like an apple and some almond butter. I try to make sure that I have fruit after a workout. At dinner, I usually have chicken, fish or shrimp, maybe some quinoa, lots of vegetables. I do eat red meat once in a while."

On staying on track

"I was telling Jillian [Michaels, trainer on *The Biggest Loser*] how I was snacking late at night. She told me, 'It's not that you don't have willpower; it's that your body is tired.' You're mixing up the sign 'I must go to sleep' with 'I need sugar to keep going.' I remember feeling so relieved in learning that. I think that a lot of our instincts are being misread because

redbook

Fun • Fabulous • Affordable

Your 2014 fresh start!

Get healthy: Easy new habits that feel so good

Lose weight: Magic meals for a speedy

Alison Sweeney's "no-diet" diet

Drop 5 pounds fast and keep going!

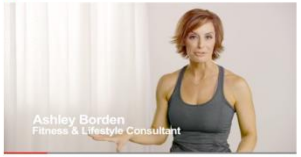
Canadian Living

California Almonds @almonds · Apr 28

Check out these exercise tips from #LifeSquad member @ashleyborden: ow.ly/w83hx

Expand

YouTube



Ashley Borden - Life Squad

Quick tips from Ashley Borden, celebrity personal trainer and fitness expert for the Life Squad. Brought to you by California Almonds.

FOX NEWS

metro

The Daily Meal

All Things Food & Drink

U.S.News & WORLD REPORT

usnews.com

HUFF POST #NOFILTER

p| NEWS SANTÉ

ALISON, LA FORME ET LES AMANDES

Rien ne semble arrêter Alison Sweeney, l'animatrice de *Mon plus grand cauchemar*, au New York Palace Hotel. Nous y avons discuté de forme physique, de motivation, de bonheur et de son nouveau livre de poche paru pour l'Almond Board of California.

La pression d'être mince quand on est connue...

« Je me suis débattue il y a longtemps de cette idée que les actrices doivent être minces pour jouer dans le haut écran. Days of our Lives depuis 1996. Pour moi, ce qui compte aujourd'hui, c'est d'être en santé. En vieillissant, on est de plus en plus conscientes de l'importance de la santé. »

Une journée type...

« Je m'entraîne de 45 à 60 minutes par jour. Je fais du cardio quatre ou cinq jours par semaine et de la musculation quatre fois par semaine. Presque chaque matin, je déjeune avec du gruau ou du yogourt grec, naturel [Alpina ou Yoplait], avec des bleuets, du nectar d'agave, de la cannelle et des amandes en lamelles. Le midi, j'opte pour une salade avec du poisson ou du poulet, et une vinaigrette maison. Je fais mon vinaigrette avec de l'huile d'olive. Dans l'après-midi, je prends une collation, comme une pomme et du beurre d'amandes. Le soir, je mange du poisson ou des crevettes, parfois avec du quinoa, et toujours avec beaucoup de légumes. Je mange de la viande rouge à l'occasion. »

Rester sur la bonne voie...

« J'ai récemment confié à Jillian [Michaels, formatrice de *Qui sera le plus fort?*] que je prenais des collations tard le soir. Elle m'a dit : "Ce n'est pas parce que tu n'as pas de volonté, c'est parce que ton corps est fatigué. Il t'envoie un signal pour te dire d'aller te coucher, mais toi, tu le confonds avec le besoin de sucre pour rester éveillée." J'ai été tellement soulagée d'entendre ça! Je pense que beaucoup de nos envies sont mal interprétées parce qu'il y a une telle abondance de nourriture disponible par rapport à la quantité que nos corps sont génétiquement conçus pour ingérer. On a devant nos têtes en tout temps ces aliments. Tourner les choses positivement, voilà la meilleure attitude à adopter. »

Better Homes and Gardens

Good Housekeeping

Health

spry

What Do Our Favorite Food Bloggers Always Have In Their Fridge?

They've convinced us to add pickled jalepenos, anchovies, and coconut milk to our grocery list.

"Almonds *live* in my refrigerator at all times! Not only do they last longer, it ensures there's always a quick and delicious snack that I can grab on the go." — *Gaby Dalkin, What's Gaby Cooking*

Low-Cal Comfort Food Recipes

by Spry Contributor | March 24, 2014

These nostalgic classics have all of the comfort for a fraction of the calories.

Email Print Like 3 Pin it Tweet 3

Jun 20, 2014 **News & Views**

5 Sneaky Ways to Beat Sugar Cravings

January 30, 2014 | By Tina Haupert

Pin it Tweet +1 Like 1.8k

A lot of us struggle with sugar cravings—myself included. In the past, my cravings were so out of control, they wreaked havoc on my mind and body. I was tired, cranky, and dealing with acne breakouts—it wasn't pretty.

Since then, I've managed to gain control over my sugar addiction, but from time to time, I fall into patterns of overdoing it on sweet treats (who doesn't?). Instead of letting these occasional dessert binges take over my life again, I fight back with a few key strategies, which ultimately prevent my cravings from spiraling out of control.

Here are some of the ways I cut sugar from my diet, and I hope they help you, too!

Schedule treats

For me, this means delaying any sort of sweet treat until after dinner. If I start with sugary snacks in the afternoon, for example, I end up craving them for the rest of the day. This works for me, but maybe planning an ice cream outing twice a week or a cookie splurge on Friday afternoons might work for you. One of my favorite low-calorie treats are these gluten-free almond brownies, which have fewer than 250 calories each and are oh-so-chocolaty!

ZUCCHINI NOODLES & GRILLED SHRIMP

by Gaby Dalkin, BHG Contributing Food & Lifestyle Editor

Ingredients:

Lemon Basil Dressing:
- ½ cup sliced almonds
- 2 cups packed basil, stems removed
- 2 garlic cloves
- 1 shallot
- ¼ tsp. red pepper flakes
- ½ cup olive oil
- 1 tbsp. red wine vinegar
- 1 lemon, zested

Zucchini Noodles and Grilled Shrimp:
- 1 pound shrimp (26–30 count, peeled & de-veined)
- 5 medium zucchinis
- Kosher salt and freshly cracked black pepper
- ½ cup halved cherry tomatoes

Directions:

1. In a blender combine ¼ cup sliced almonds and the remaining ingredients for the Lemon Basil Dressing. Pulse on medium until smooth, and season with salt and pepper.
2. Place the remaining almonds in a skillet over medium high heat and toast until golden brown. Remove from heat and set aside.
3. Heat one tablespoon of olive oil over medium high heat. Add shrimp, season with salt and pepper, and cook for 6–8 minutes until pink. Add two tablespoons of the Lemon Basil dressing and toss to combine. Transfer shrimp to a bowl.
4. Cut zucchini into thin, noodle-shaped strips and sauté for 1–2 minutes over medium heat until just tender. Season with salt and pepper, and then add two tablespoons of the Lemon Basil dressing. Turn heat off.
5. Toss shrimp with the zucchini noodles and cherry tomatoes. Top with toasted almonds and serve.

whatsgabycooking.com

WHAT'S gaby COOKING

Carrots 'N' Cake

Men's Fitness

Men's Journal

HUFFPOST HEALTHY LIVING

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Health

Weight Loss Tips from Celebrity Trainer Gunnar Peterson: Think Like a Boy Scout

2. Weight Loss Tip: Always Have Some Healthy Protein with You

"I always stock my kitchen and office with almonds. Just a handful has the crunch, fiber and protein that keep me full and satisfied during the day."

Gunnar Peterson
@Gunnar
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#DefensiveEating=Filling up on a nutritious snack like almonds b4 a summer party! Takes the edge off! More tips: ow.ly/wiXF1 (ad)

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June 19 at 9:15am
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A handful of almonds are an easy, convenient way to power up before a workout - "Rules to Live and Die(t) By" in the words of our friend, Gunnar Peterson. More easy tips here: http://ow.ly/x4coD

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Countdown to summer begins NOW!Grab a handful of #almonds before you hit the gym for a quick, nutritiuos boost: ow.ly/wiXFL (ad)

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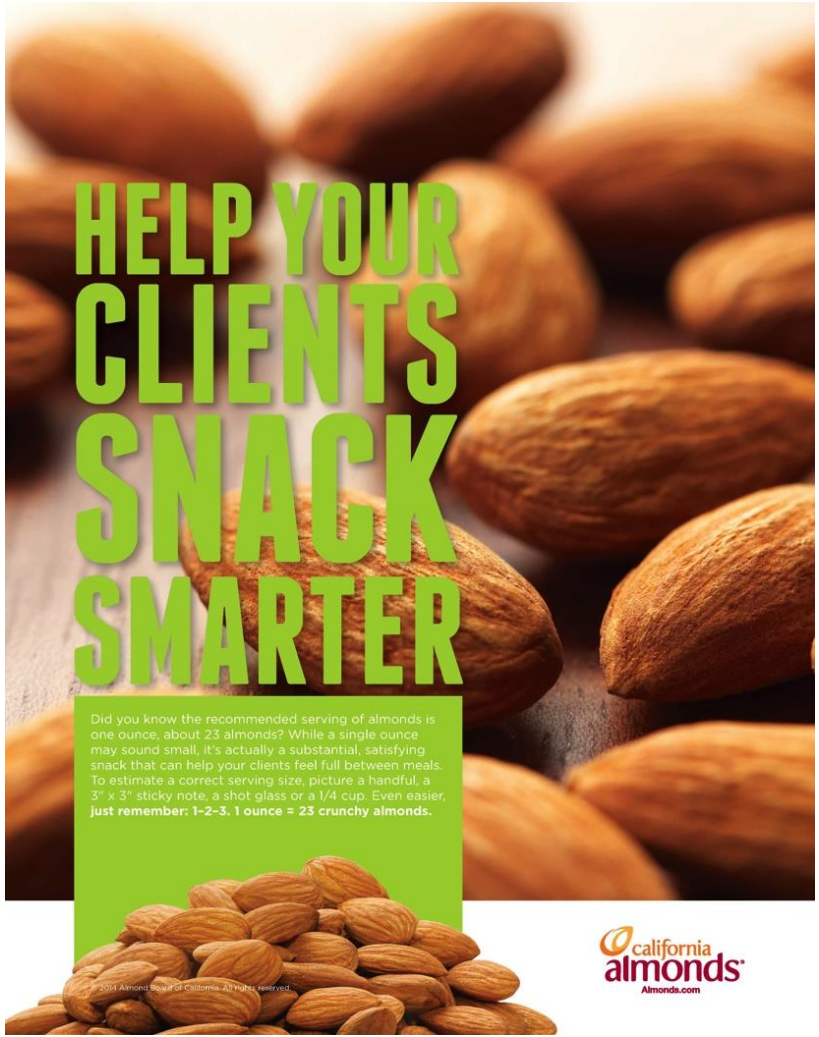

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WHAT LETS YOU BRING COUNTLESS FLAVORS TO LIFE?

[ALMONDS, OF COURSE.]

These days as snack-happy consumers reach for almonds in record numbers, they're craving more flavorful ways to enjoy them, too. By adding your spicy touch to their tasty, crunchy, heart-healthy nutrition, almonds can be indispensable to your next snack-aisle success. Learn more about the essential almond at **Almonds.com/snacking.**

california almonds
Almonds.com

Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

WHAT LETS YOU MIX IN INSTANT IRRESISTIBILITY?

[ALMONDS, OF COURSE.]

Because when you're creating snacks consumers clamor for, no ingredient gives you the ability to add more goodness than almonds. They're tasty and crunchy, and they provide 6 grams of energizing protein. What's more, almonds deliver heart-healthy nutrients, making them indispensable to snacks that'll love consumers back. Learn more about the essential almond at **Almonds.com/snacking.**

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Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

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THE WAY PEOPLE CONSUME MEDIA IS SHIFTING.

*"Media consumption is no longer sequential. Today's brands can't just focus on **where** someone is—**consumers are on all types of media at all times.**"*

-Anna Kassoway, Crowdtap's CMO


DUAL SCREEN,
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PURPOSE


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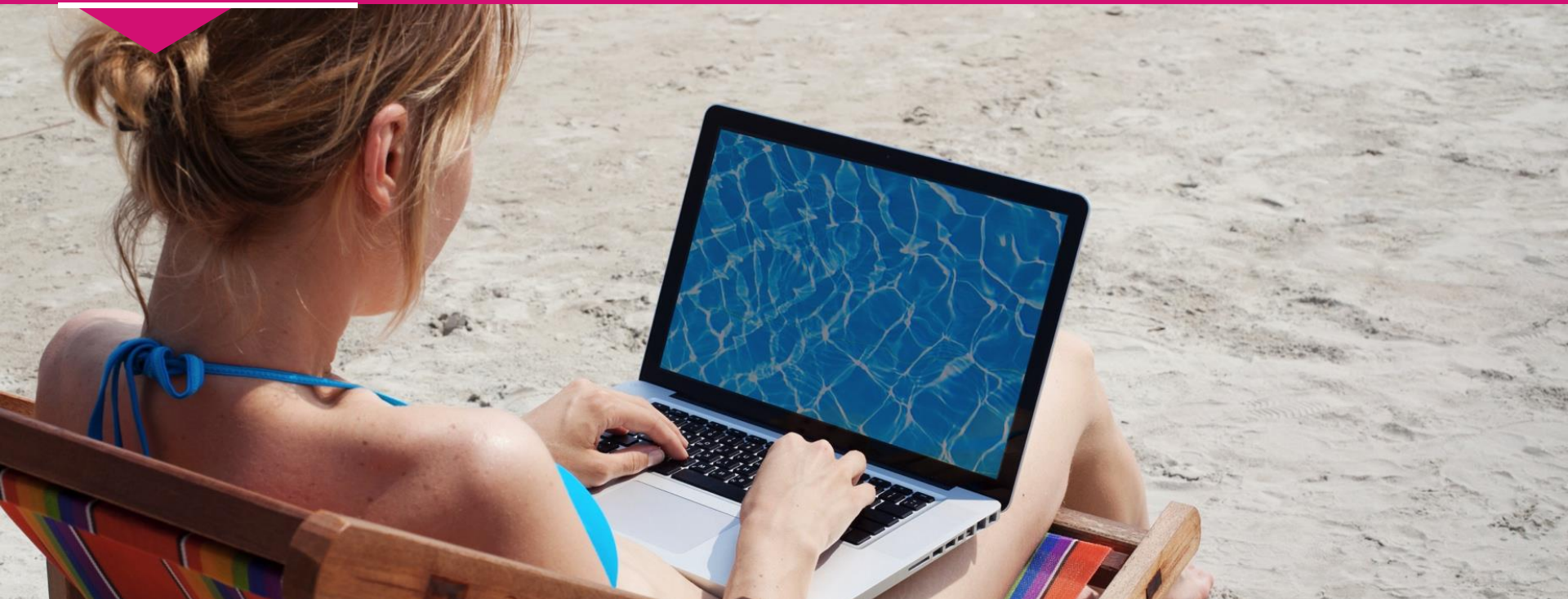
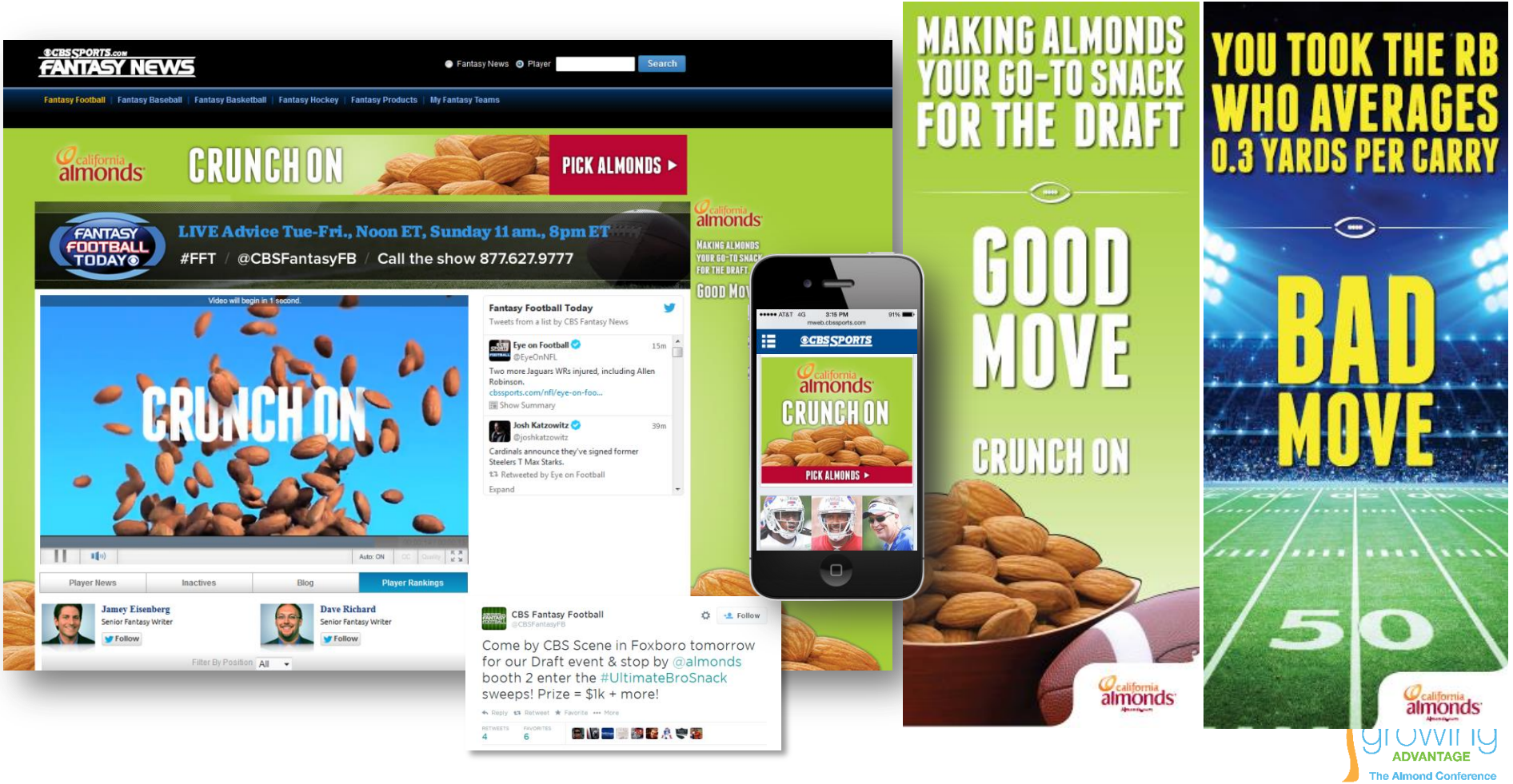
EXPECTATIONS: INFORMATION WHERE AND WHEN THEY NEED IT





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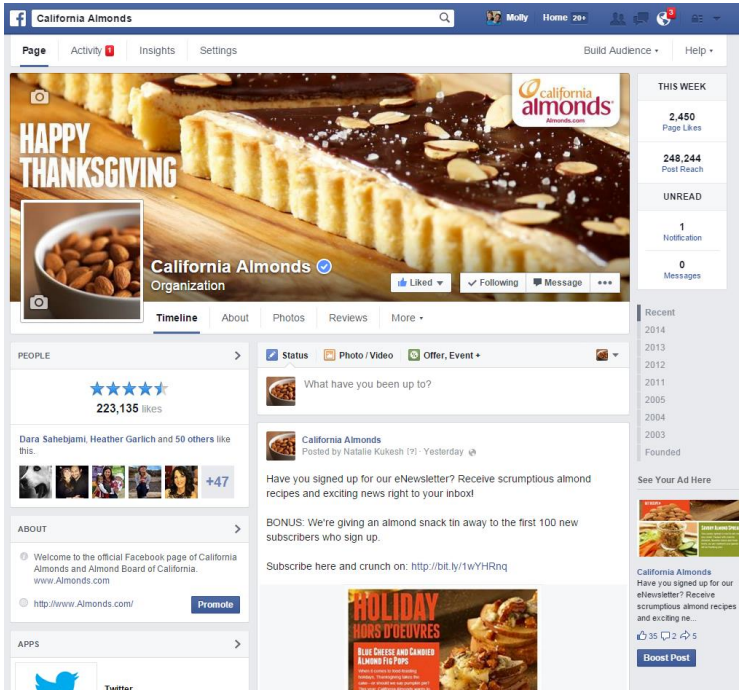
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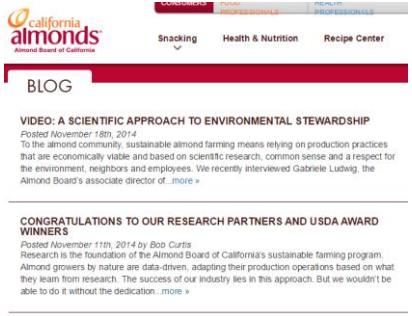
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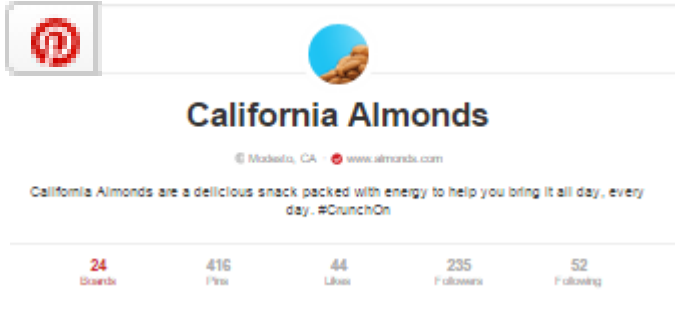
VIDEO: A SCIENTIFIC APPROACH TO ENVIRONMENTAL STEWARDSHIP
Posted November 18th, 2014
To the almond community, sustainable almond farming means relying on production practices that are economically viable and based on scientific research, common sense and a respect for the environment, neighbors and employees. We recently interviewed Gabriele Ludwig, the Almond Board's associate director of...more »
CONGRATULATIONS TO OUR RESEARCH PARTNERS AND USDA AWARD WINNERS
Posted November 11th, 2014 by Bob Curtis
Research is the foundation of the Almond Board of California's sustainable farming program. Almond growers by nature are data-driven, adapting their production operations based on what they learn from research. The success of our industry lies in this approach. But we wouldn't be able to do it without the dedication...more »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California Almonds are a delicious snack packed with energy to help you bring it all day, every day. #CrunchOn
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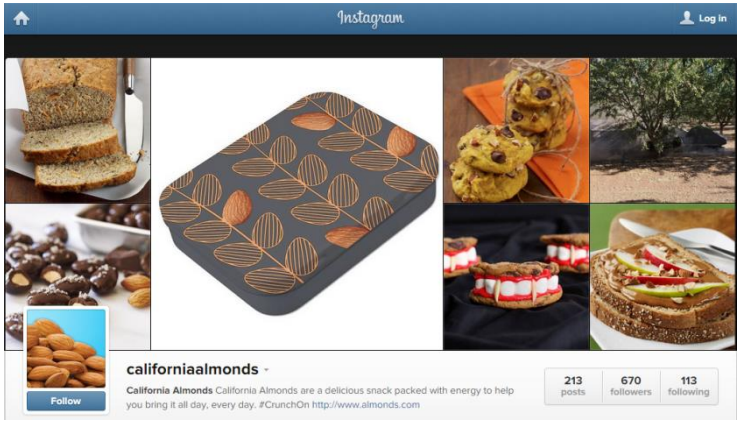
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HEALTHY PEOPLE • HEALTHY PRODUCTS • HEALTHY PLANET

In 2009, the U.S. dairy industry announced a commitment to reduce greenhouse gas emissions 25% by 2020 and laid out a plan to reach the goal.

SBRC
SUSTAINABLE BEEF RESOURCE CENTER
Safe, affordable beef through socially and environmentally responsible practices

In 2010, the U.S. beef industry formed the Sustainable Beef Resource Center, which provides ranchers with economic rationale and tools to adapt more sustainable practices.

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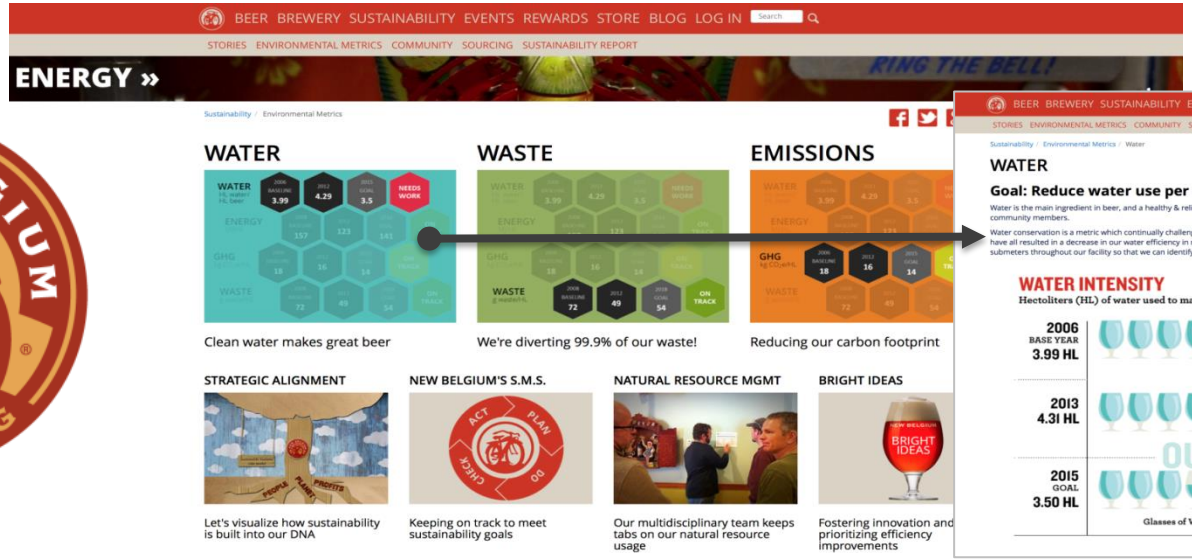
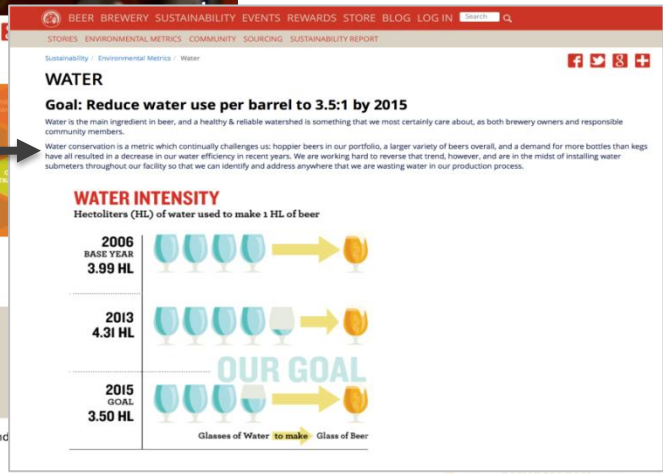
COMPANIES ARE RISING TO THE OCCASION TO CULTIVATE TRUST WITH THEIR consumers






We are in
a time of
transition


We are at
the top of
our game


growing
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