

How the U.S. Almond Industry Exported Its Way to Domination of the World Market

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History of Almond Production

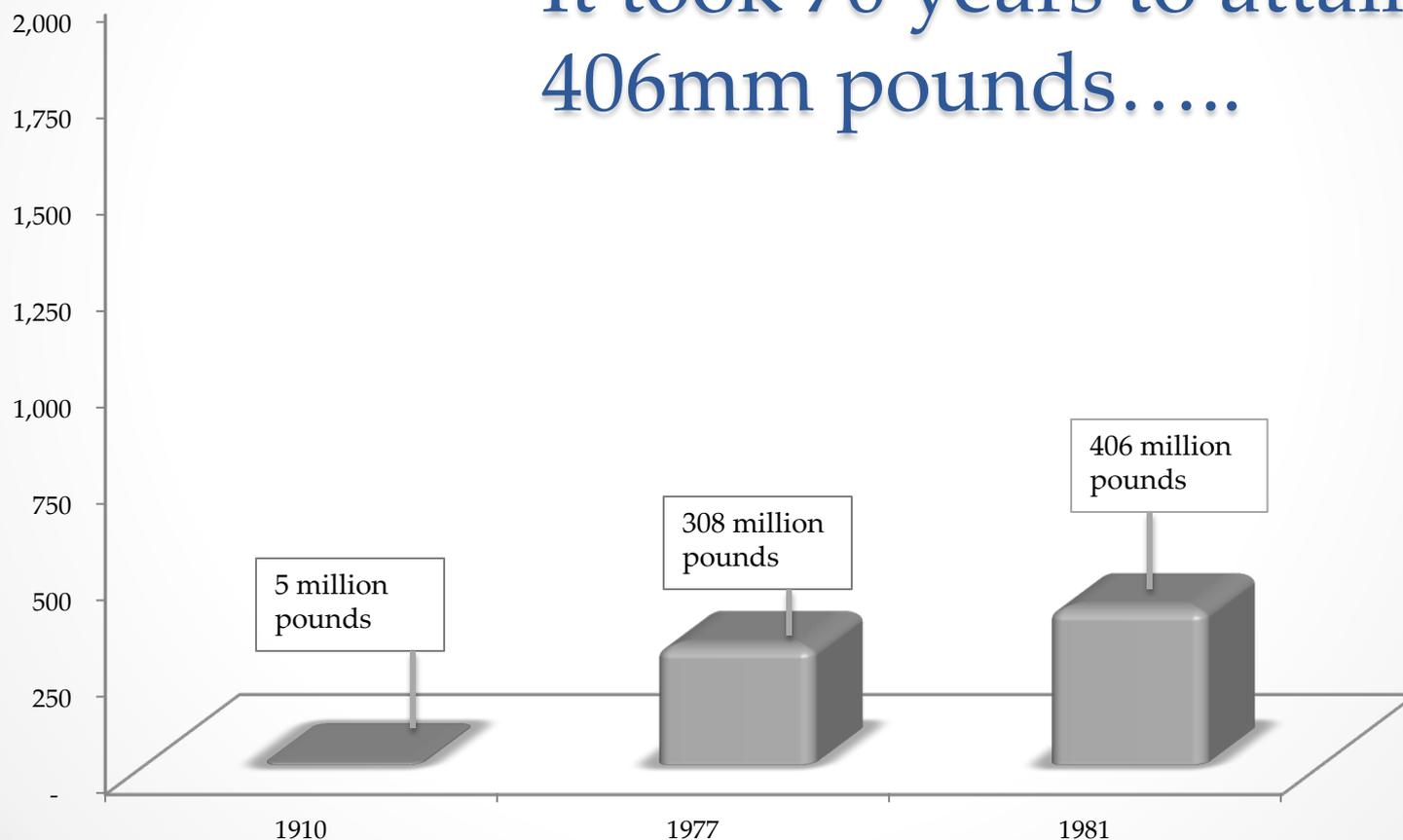
- Almonds have a long history before appearing in California
 - The Bible first mentioned international almond trade nearly 4,000 years ago
 - ... “Put some of the best products of the land in your bags and take them down to the man as a gift—a little balm and a little honey, some spices and myrrh, some pistachio nuts and almonds. ”
 - Climate surrounding the Mediterranean was ideal, beginning in Israel, Turkey
 - Spread westward into Greece, Italy, Spain and North Africa ~ 350 B.C.
- California production began in the 1840-1850's
- 1860 - almond orchards existed from Los Angeles to Yuba City
- Today the California almond industry produces over 80 percent of the world supply, California's largest food export!



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History of California Almond Production

millions pounds

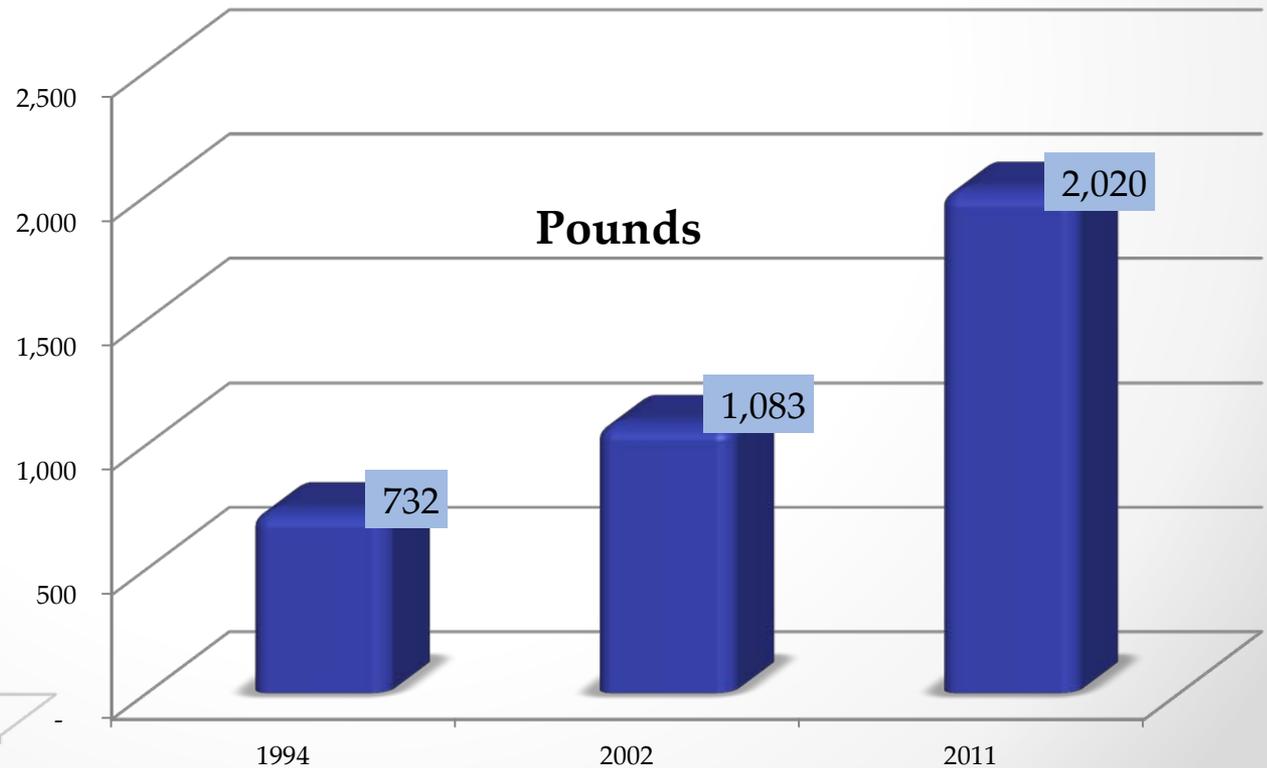
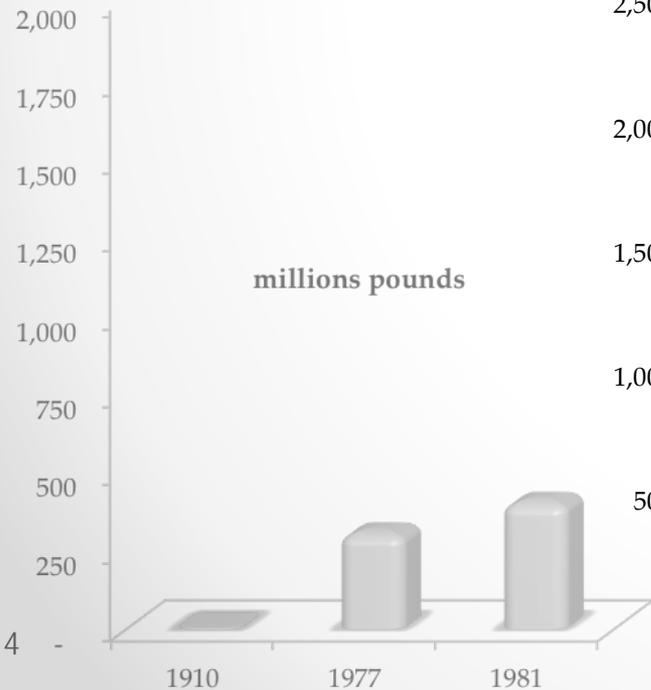


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History of California Almond Production

But in the following 30 years the industry grew by 1.6 billion pounds.

It took 70 years to attain 406mm pounds.....



Blue Diamond's History

- 1910; 230 growers form the California Almond Growers Exchange
- Today the cooperative numbers more than 3,000



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The name has since evolved to Blue Diamond Growers, a brand that has become synonymous with quality almonds worldwide.



Blue Diamond's Future



Blue Diamond has led the industry since inception. Today we are the global leader in growing, processing and marketing almonds and almond ingredients.



Blue Diamond Charters New Territory

1960's – Japan

Japan Today



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Blue Diamond Opening Markets...

India 1970's



India Today



Blue Diamond Opening Markets...



China
1975



China Today



Blue Diamond Opening Markets...

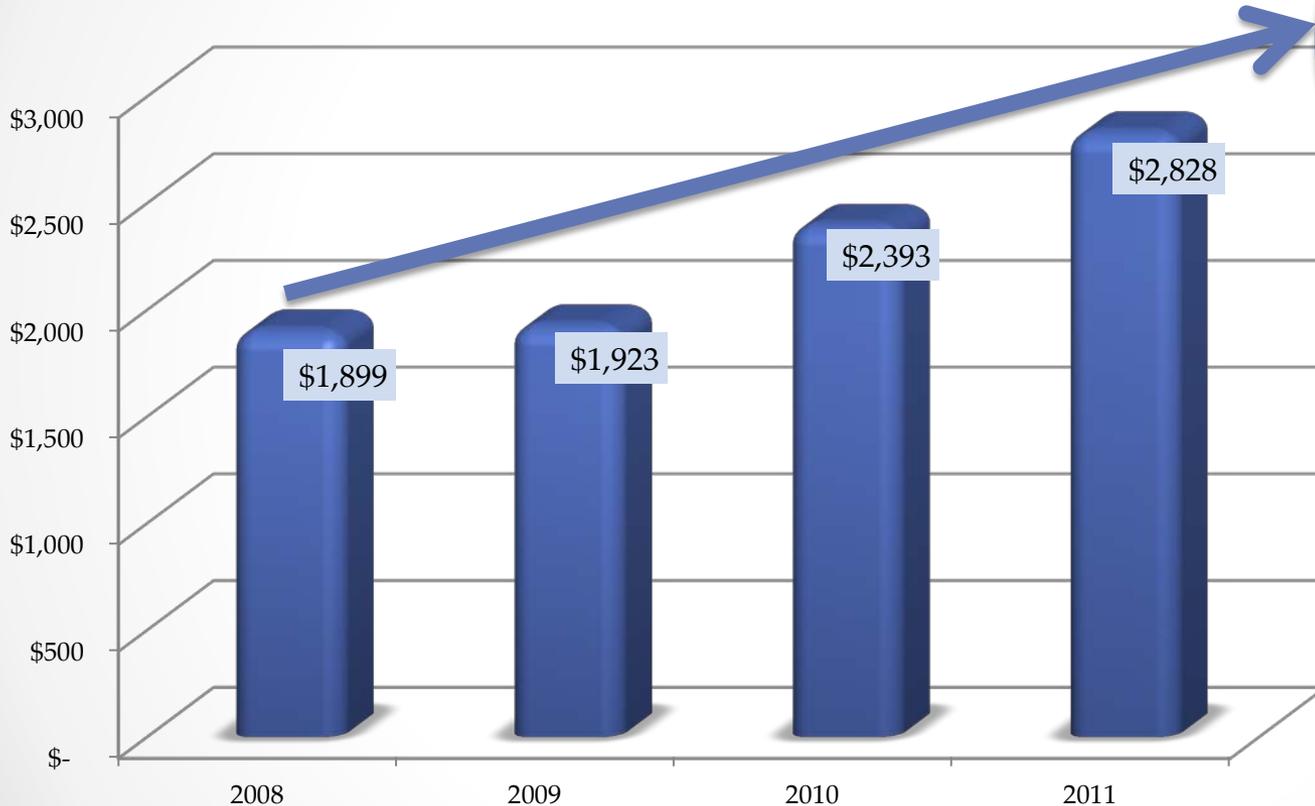


Two Faces of
Modern Day
Turkey



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California Almond Industry Export Value

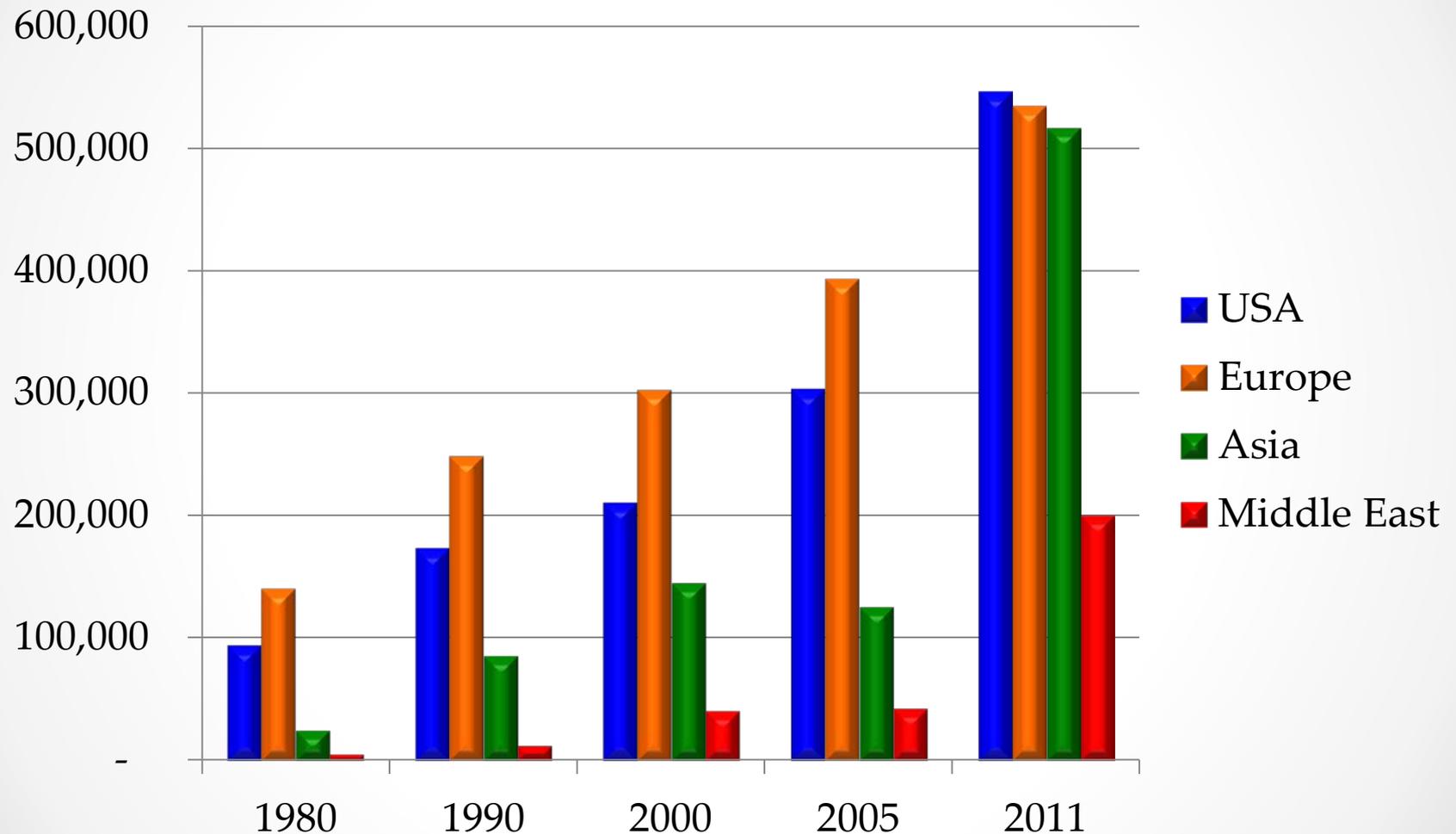


49% Growth
Between
2008 - 2011

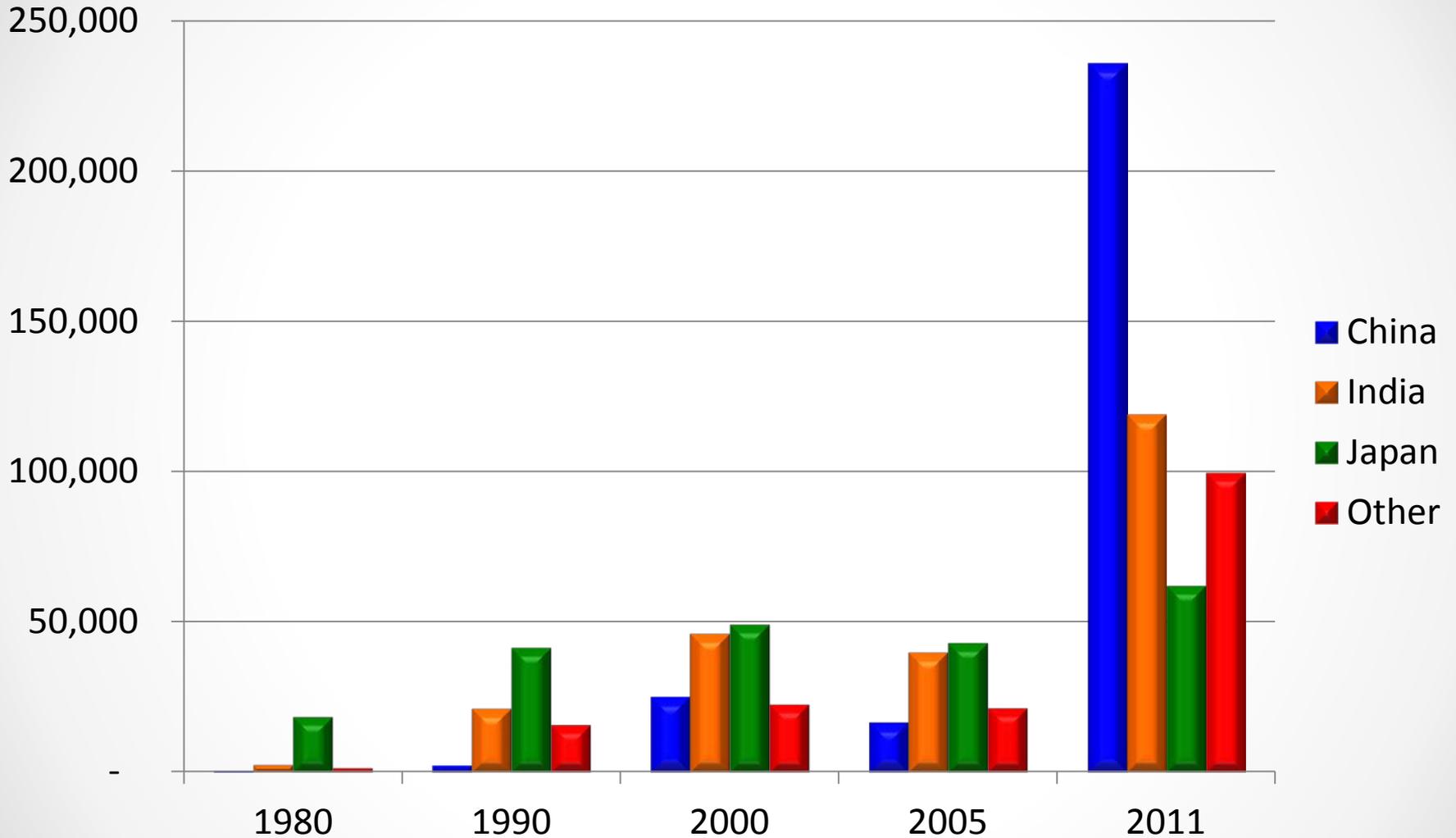
50,000 Jobs
Are
Generated
by the
Almond
Industry



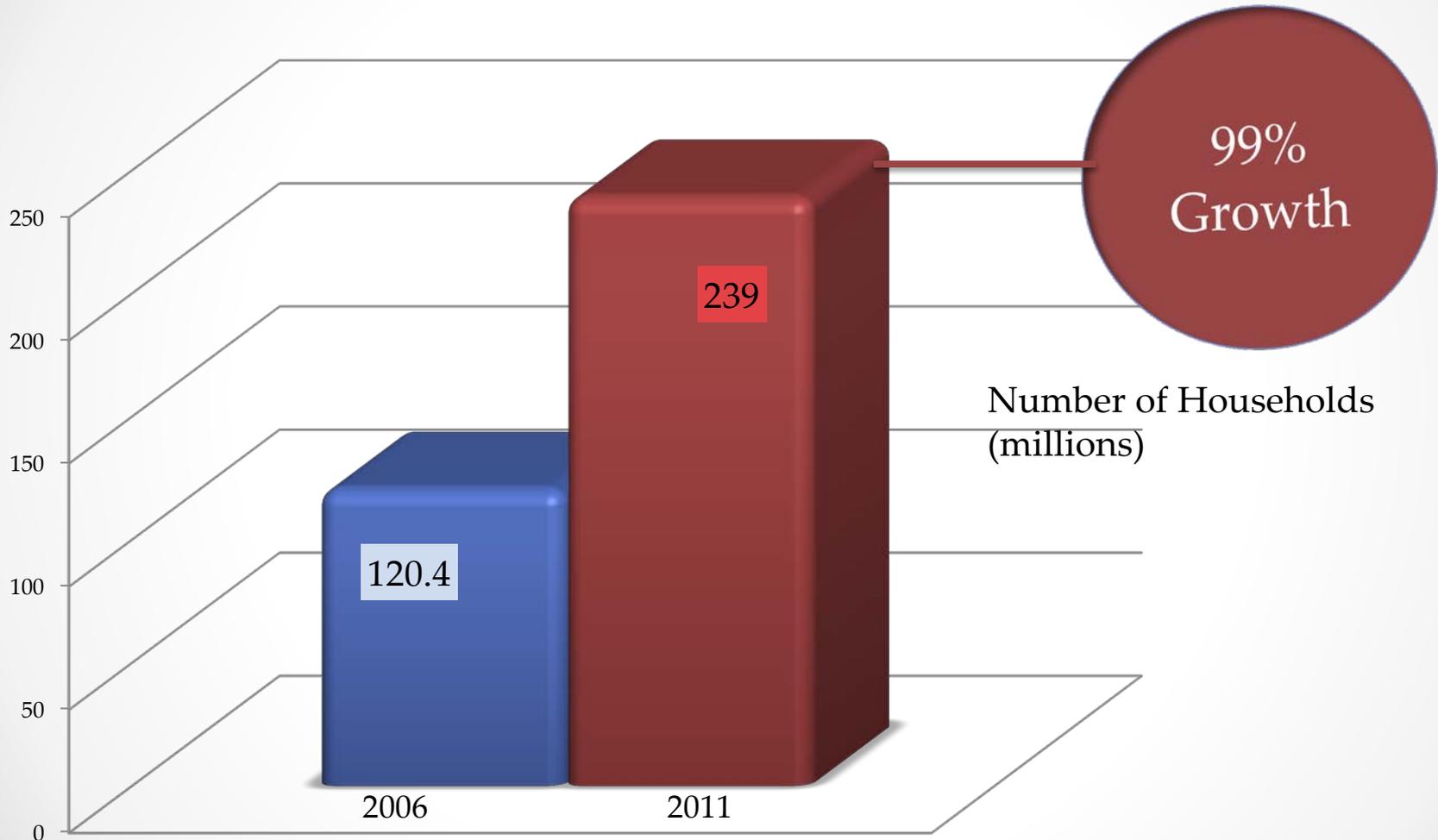
California Almond Exports Over The Years



Growth in Asia



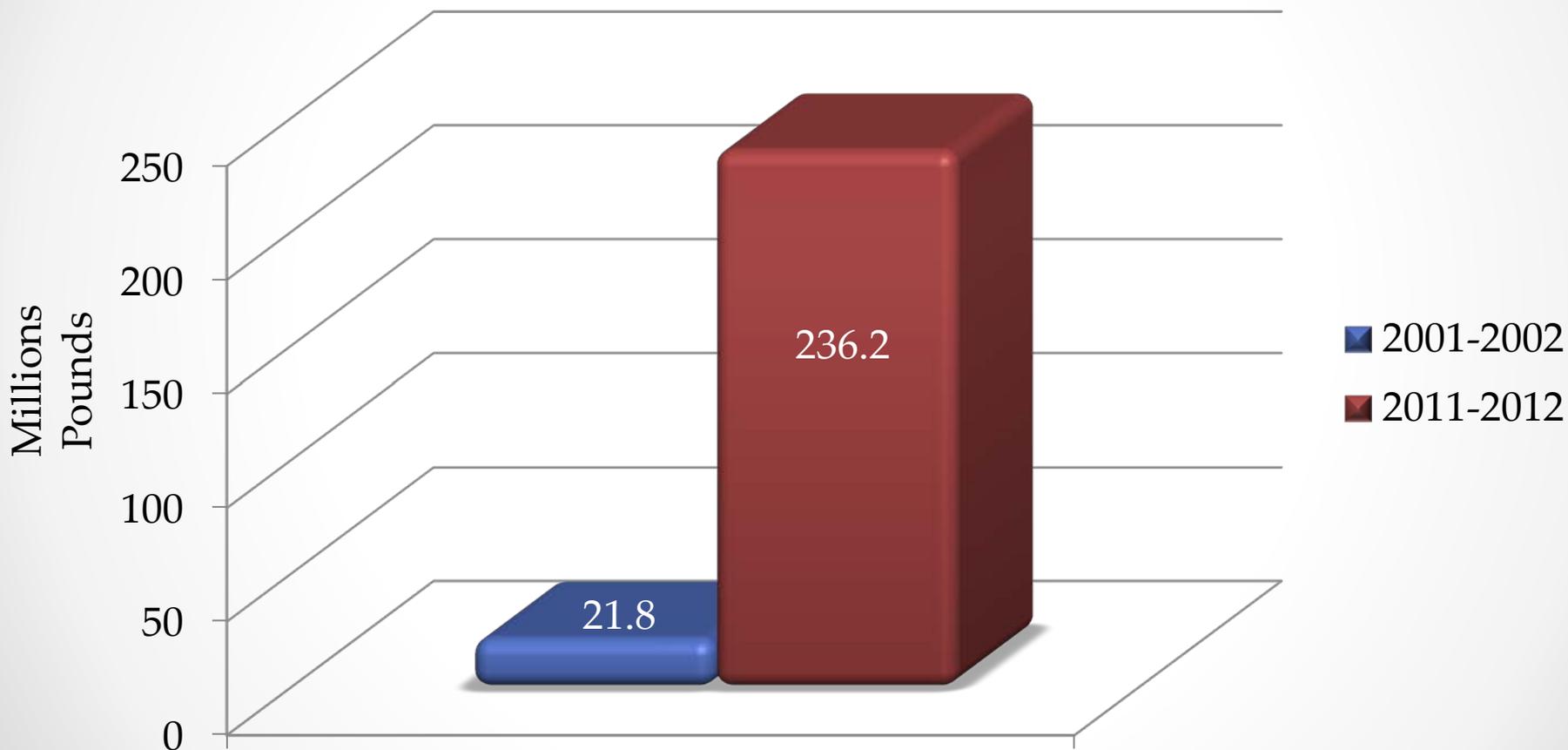
China's Rapidly Growing Middle Class



News: July 2002 – Today The California Almond Board Reported 21.8 Million Pounds of Almonds Exported to China for the Current Crop Year



Almond Shipments to China Have Grown Nearly 1000%



How...

- Requires long-term perspective
 - Available supply
 - Global reach
 - Long-term investment
- Understand and respect different cultures
 - Be “in” the market
- The economics (e.g., middle class) must be in place
 - Purchase habits change as consumer behavior evolve
- Know and use resources
 - FAS
 - USTR



Lessons Learned...

- Find and work with trusted partners
 - Agents
 - Customers
- Be aware of obstacles
 - In-Geo competition
 - Restraints of Trade
 - Tariff
 - Non-Tariff
- Have a great product!!!
 - Blue Diamond and the California almond industry have been growing together for over 100 years

