

All About Australian Almonds

10 Facts About Australian Almonds

A new booklet created by the Almond Board of Australia highlights 10 key facts about Australian almonds, encompassing the global almond supply and demand outlook, an overview of the Australian industry, and its relative position. Including:

1 World consumption is at an all time high and has more than doubled over the past decade at price levels attractive to both consumers and growers

Consumer demand for almonds has increased globally. This trend is expected to continue due to increased awareness of the positive health message and rapidly growing demand from developing markets.

Worldwide almond consumption has more than doubled over the past decade, with consumption growth averaging 9% per annum during this period.

2 Developing countries such as India, China and the Middle East are driving almond consumption growth

Almonds are in high demand in many developing countries and Australia is well positioned to service these markets.

3 Global almond supply, restricted by limited access to suitable growing conditions, will not meet future demand driven by population growth

Almonds are commercially produced in very few locations around the world, requiring a Mediterranean climate: cold winters during dormancy and warmer summers to develop the nut. Producing areas are further restricted by the need for suitable land and water availability.

4 Australia has a long-standing track record of successfully marketing increased tonnages into rapidly expanding domestic and international markets

Australia has successfully marketed increasing almond tonnages into both existing and newly established markets.

Key to this success is an understanding of the importance of building strong customer relationships, both in Australia and around the world. These relationships have been further strengthened by targeted marketing initiatives.



5 Australia will become the world's second largest almond producer as existing plantings mature

Australian almond plantings have increased more than seven-fold over the past eight years to a current total of 27,300 hectares.

Future production increases will occur as these young plantings reach maturity, bringing productive capacity up from 36,000 tonnes to 80,000 tonnes by 2015.

6 Australian almonds are enjoyed by more than 40 countries around the world

Almonds are now Australia's third largest horticultural export, totalling \$120 million in 2008-2009. Almonds are a significant contributor to the recent growth in Australian horticultural exports.

60% of the Australian almond crop is exported to more than 40 countries around the world. Continued export growth is anticipated with heightened international recognition of Australian almonds, combined with Australia's increasing ability to service this demand.

7 Australia is world competitive in both quality and cost

The importance of quality is recognised throughout the entire supply chain, from nursery to grower through to processor/marketer, with professional on-farm management practices, biosecurity and quarantine, and implementation of

industry quality standards and testing programs.

Australia's product quality and counter-seasonality allows access to higher priced market segments.

8 Almonds are one of Australia's most high value, efficient and environmentally friendly water converters

Historically almonds have a demonstrated track record of producing a high value return per megalitre of water applied. Sophisticated irrigation systems ensure that water application matches tree requirements and minimises environmental impact. Irrigation technology used throughout the industry is of the highest standard and latest design, with in excess of 90% of plantings under drip irrigation.

9 Almonds are a valuable contributor to the Australian economy

The Australian almond industry contributes significantly to the economic wellbeing of regional towns throughout Victoria, South Australia and New South Wales. The industry directly employs over 1,200 people in regional Australia, with additional indirect employment of a further 5,000 people.

10 Almonds are a healthy, versatile, natural food that has been consumed around the world since ancient times

Demand for almonds has been strong for thousands of years. They were a valuable commodity on the "Silk Road" between Asia and the Mediterranean, into Greece, Turkey and the Middle East.

Across the centuries, people have enjoyed the taste of almonds. One of the most popular ways of eating almonds is in its natural form. Almonds offer a unique matrix of nutrients and have been clearly linked with improved heart health.

This brochure is available from the Almond Board of Australia by contacting admin@australianalmonds.com.au or phone 08 8582 2055.