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**GLOBAL  
DEMAND**

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**TITANIUM**

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R**

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**GROUP**

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**NICKEL**



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**STEEL**

**■ - BASF**  
We create chemistry

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**THANK YOU COBALT SPONSOR**



A blue rounded rectangle containing the COBALT logo, the BeeHero logo, and the text 'The Almond Conference'. The COBALT logo is written vertically in white on the left side. The BeeHero logo consists of a yellow circle with a black center, followed by the text 'BeeHero' in bold black. Below the BeeHero logo, the text 'The Almond Conference' is written in white.





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**GLOBAL  
DEMAND**

**#1**

Double down on core markets -  
India and the U.S.

**#2**

Develop long-term growth markets  
like Turkey, Morocco and Indonesia.

**#3**

Increase ingredient and  
innovation opportunities.

**#4**

Tell our health and environmental  
stewardship story.





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Half  
the Calories  
of Regular Potato Chips

Lay's

WOW!

ALL THE TASTE  
FAT FREE

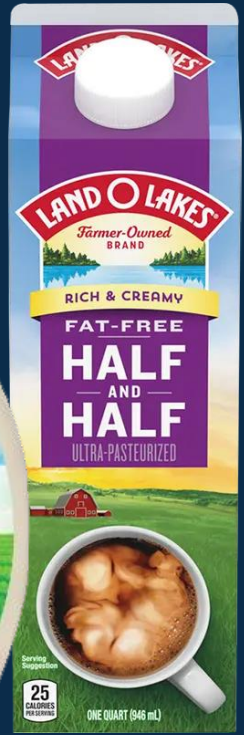
Original

POTATO CHIPS

NET WT. 5.02 OZ (142g)







## Eating Olestra Linked to Lower Cholesterol and Fat Intake

While no 'magic bullet,' fat substitute may be an indicator of a healthier lifestyle





TREND



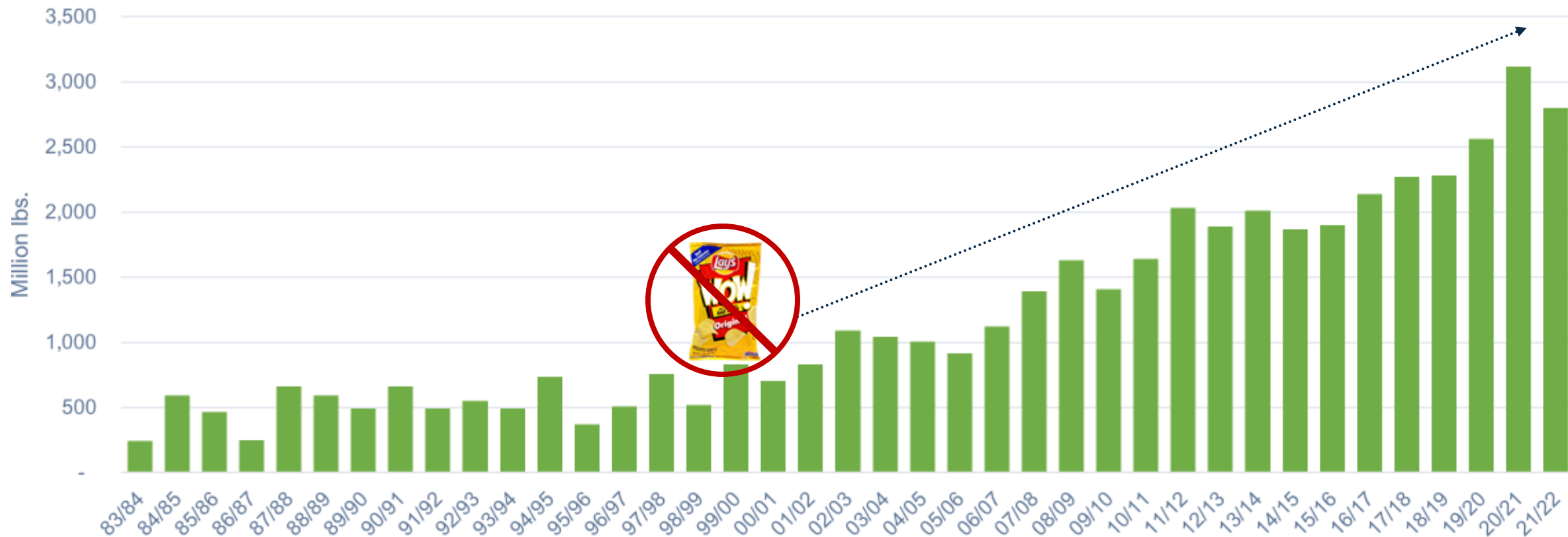
TIMELESS

TRASH





# CROP SIZE





**TREND**

**TIMELESS**





# TREND

# TIMELESS





# TREND

# TIMELESS





**TREND**

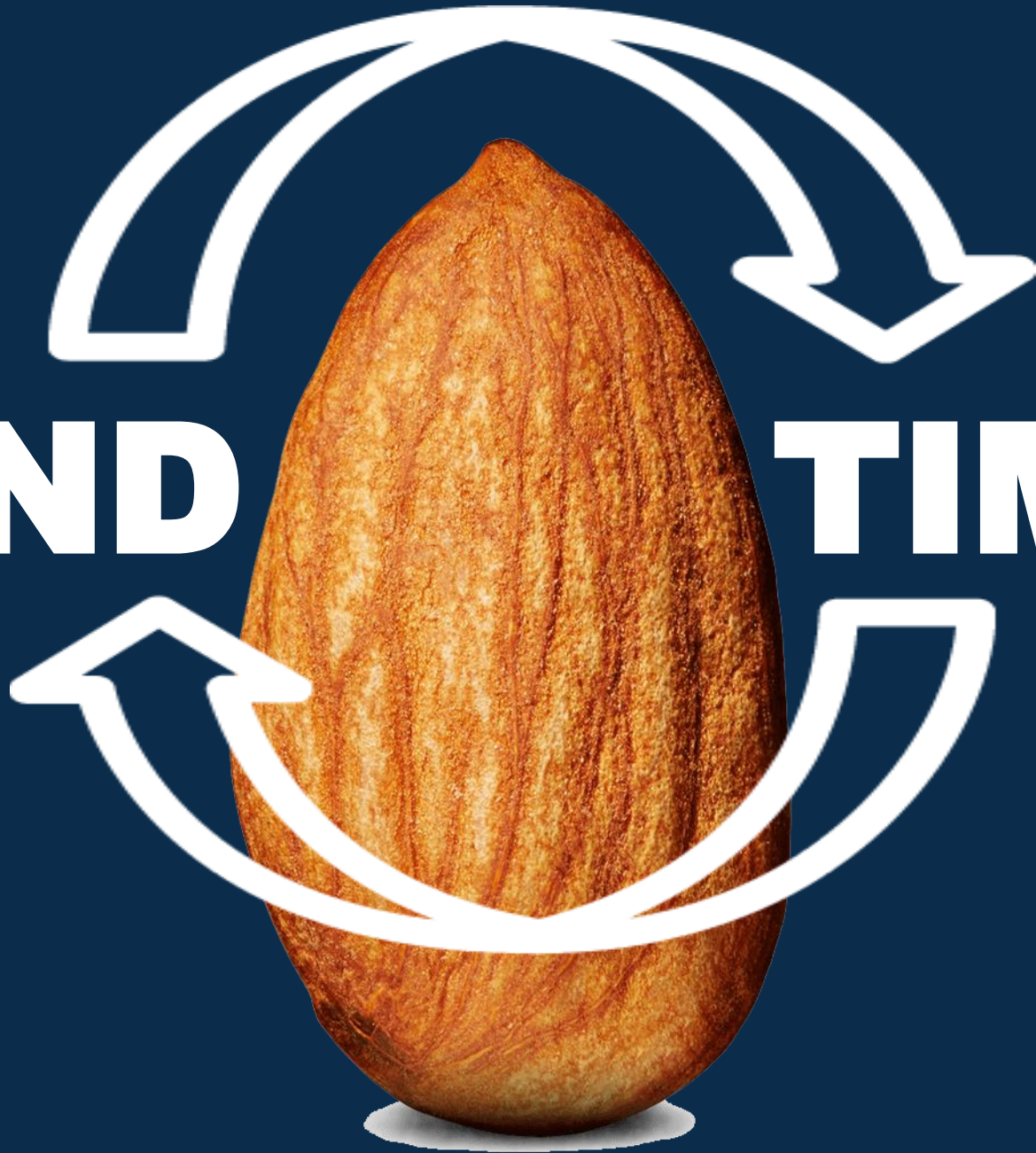
**TIMELESS**





**TREND**

**TIMELESS**





**PRIORITIZATION**

**INNOVATION**

**STEWARDSHIP**

**HEALTH**

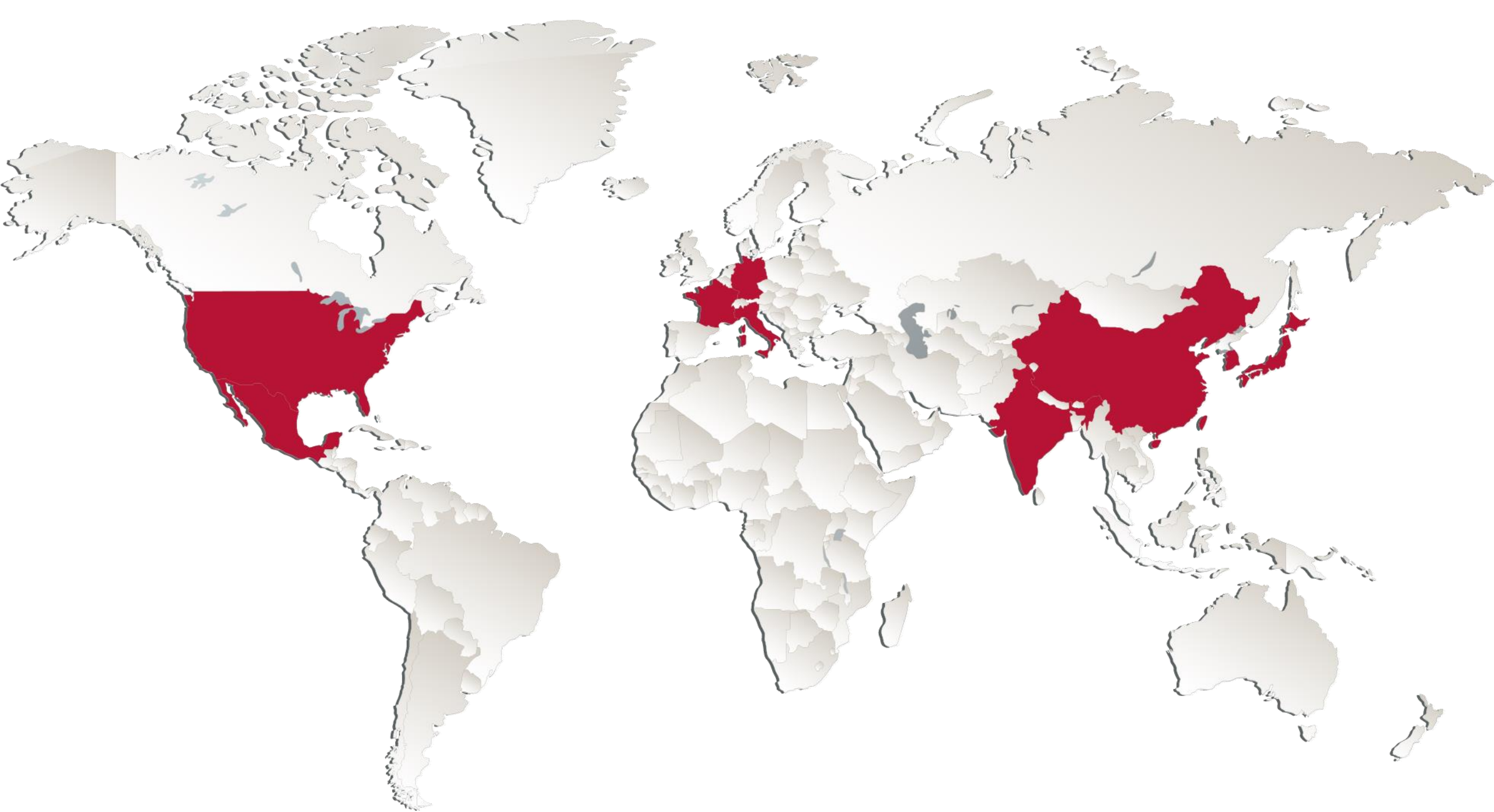
$$2.7 \div 8.2 = 0.3$$

**BILLION  
ALMONDS**

**BILLION  
PEOPLE**

**LBS  
ALMONDS**







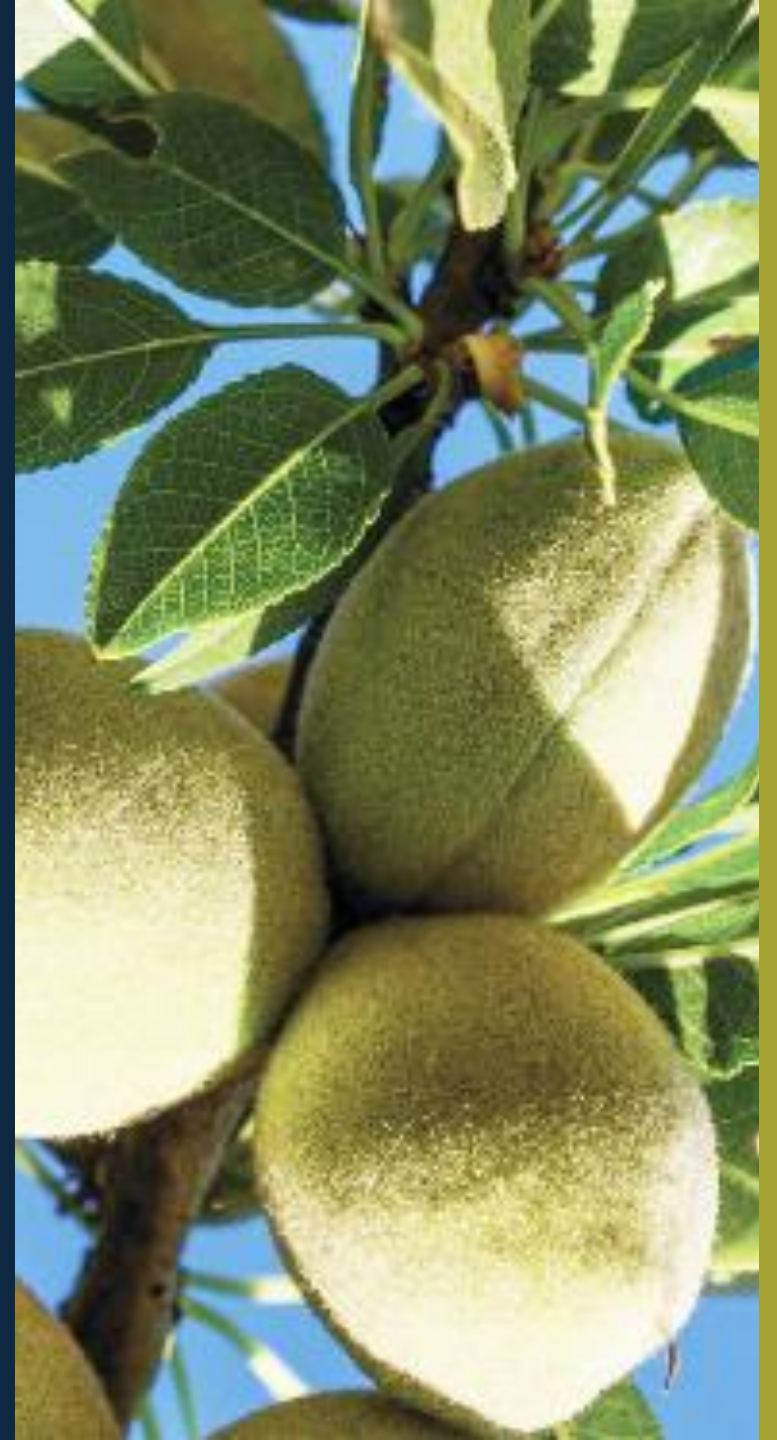
**EMILY FLEISCHMANN**

Vice President of Global Market  
Development at Almond Board  
of California



**CRAIG DUERR**

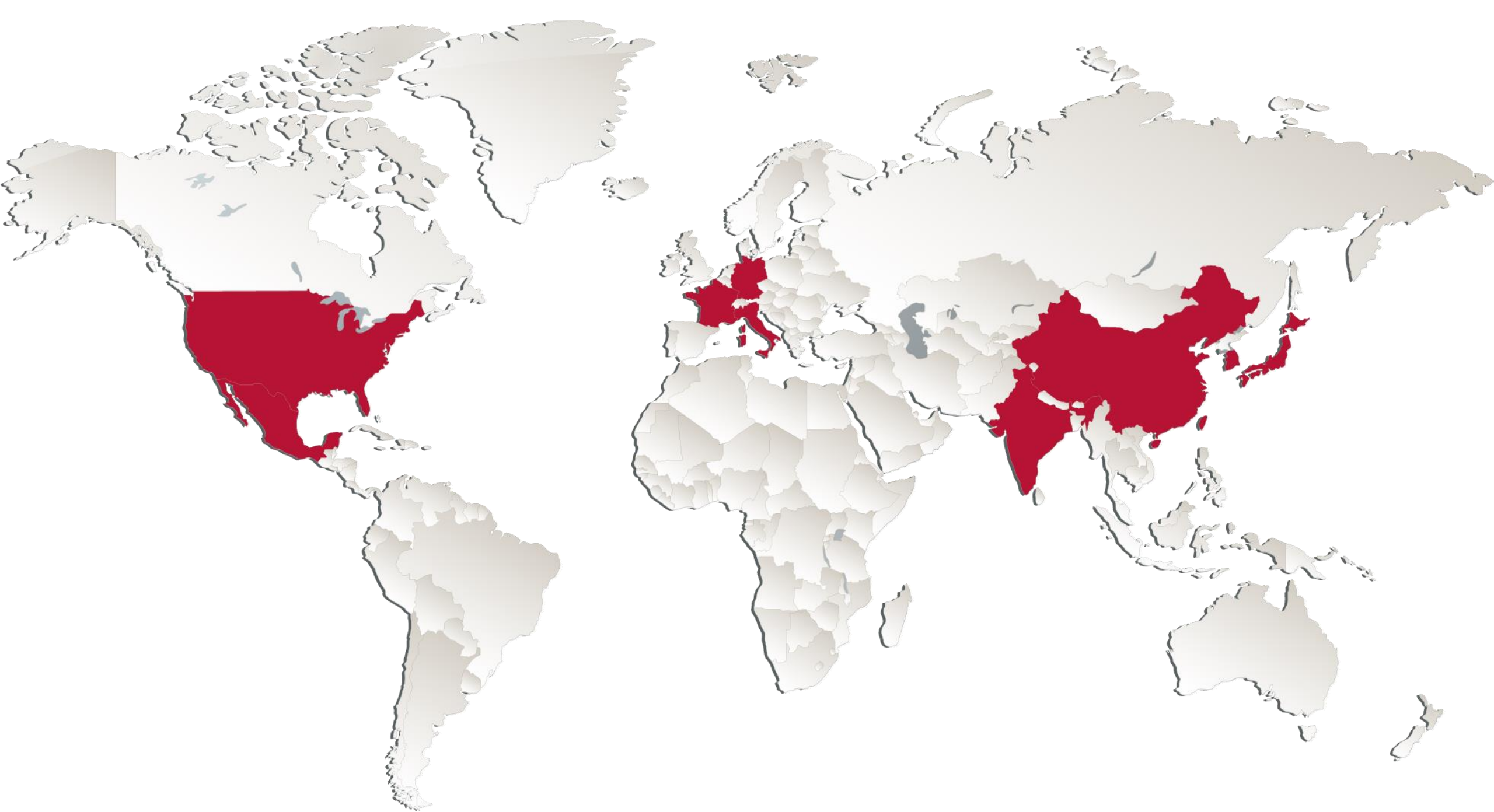
VP Global Sales and Marketing  
at Campos Brothers Farms





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**INDIA**





# UNITED STATES





# GERMANY







# TURKEY



# MOROCCO



# INDONESIA







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Hot Wheels

RESCUE HEROES

Enchantimals

LE Gleemerz

Fisher-Price

MEGA BLOKS

MATTTEL

Barbie

MEGA CONSTAUX

American Girl

Little People

Angelina Ballerina

THOMAS & FRIENDS



# 14,000







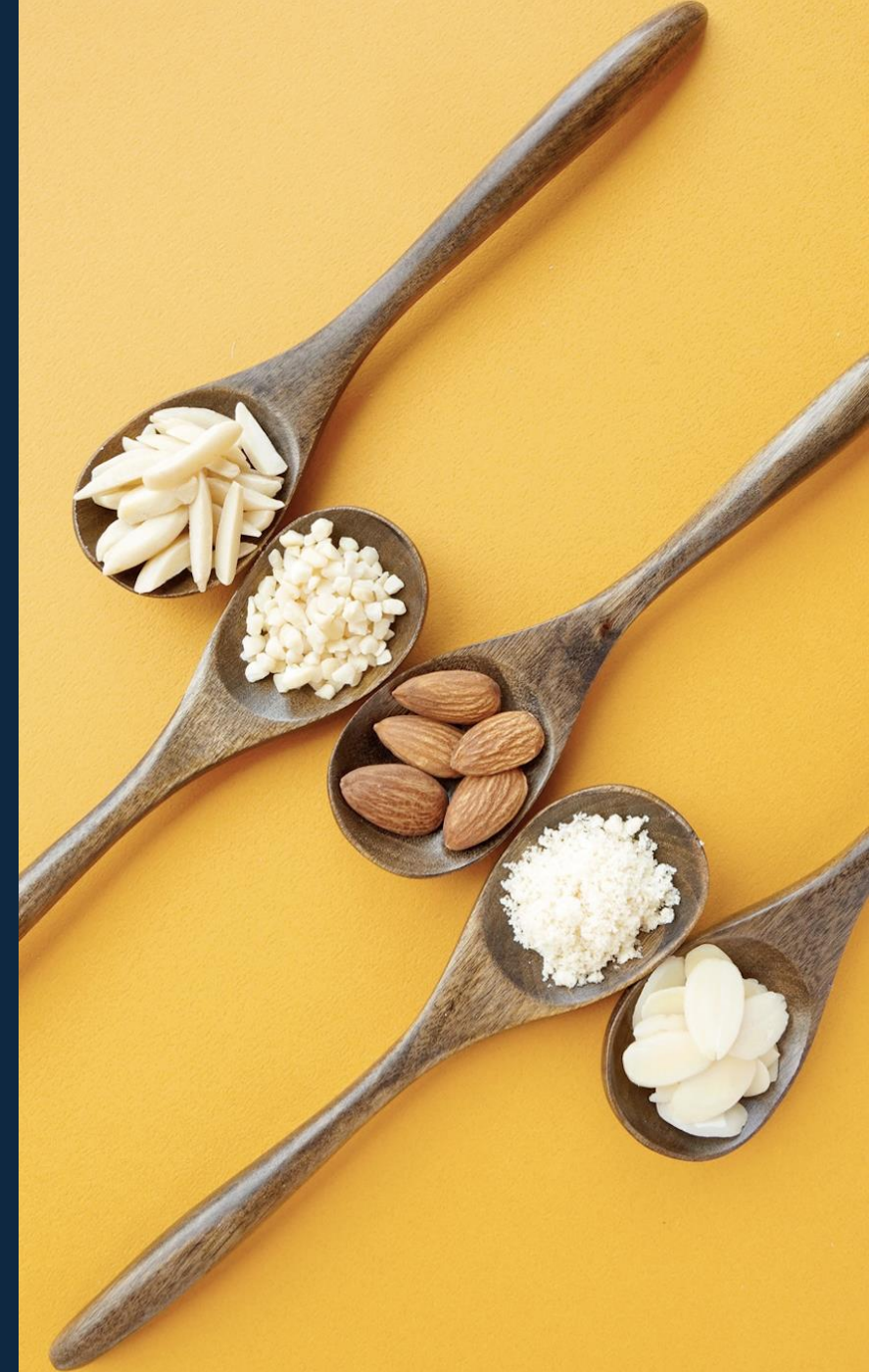
**HARBINDER MAAN**

Associate Director of Trade  
Marketing and Stewardship at  
Almond Board of California



**GABBY CHAVARRIA**

Director of New Product  
Development at Harris Woolf





# 14,000



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*Inspiring Innovation*





“ABC’s Innovation White Paper is a great contribution to the entire industry and a pioneer in the industry. We are very grateful for such an initiative to help the industry’s development.”

– CFNA CHAIRMAN CAO

“Developing an Innovation White Paper is itself innovative.”

– INC CHAIRMAN

**TMAILL**







GARAGE  
RULES!

GUSTO

EXIT

WASHROOMS DOWNSTAIRS

The  
G  
E





Culinary Institute  
of America

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HULL

A close-up photograph of a walnut on a branch. The walnut is partially open, revealing its internal structure. The outermost layer is the hull, which is a light brown, papery material. Inside the hull is the shell, which is a darker brown, textured material. The kernel is visible inside the shell, and it is a light brown, textured material. The woody biomass is the part of the walnut that remains after the hull and shell are removed, and it is a dark brown, woody material. The background is a blurred green and blue, suggesting an outdoor setting.

SHELL

KERNEL (INSIDE)

WOODY BIOMASS



**DANIELLE VEENSTRA**

Sustainability Lead  
at Almond Board of California







**CONSUMER  
BEHAVIOR**



**MEDIA  
NARRATIVES**



**POLICY +  
REGULATIONS**



**CPG  
DEMANDS**



**FARM  
REALITIES**

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Carbon Footprint  
Cradle-to-manufacturing-gate

**1.03**  
kg CO<sub>2</sub>e/kg

Blue Water Usage  
On Farm

**2.3K**  
L / kg (scarcity adjusted)

Deforestation Risk

**MEDIUM**

Impact Details

	On-Farm GHG Emissions	Blue Water Usage	Labor Risk	Processing	Biodiversity	Animal Welfare
Coffee	Yellow	Green	Red	Yellow	Green	Red
Black Tea	Green	Red	Green	Green	Red	Green
Green Tea	Yellow	Green	Orange	Yellow	Green	Orange
Vanilla Latte	Green	Red	Green	Green	Red	Green
Cappucino	Green	Yellow	Green	Green	Yellow	Green
Americano	Yellow	Green	Yellow	Yellow	Green	Yellow
Herbal Tea	Orange	Orange	Green	Orange	Orange	Green
Instant Latte	Green	Red	Green	Green	Red	Green

**0.671 kg CO<sub>2</sub>e/kg**  
view data source >

Export ↗

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Everything you get with a handful of

# Almonds

Everything you get with a handful of **Almonds**

**Getting the most out of every drop**

- 33% more water used in almond orchards in the 1990s-2010s
- 15% less water needed by 2025
- Four crops for every drop: almonds, grapes, pistachios, and walnuts
- Reducing the water needed to grow other food crops

**Building biodiversity**

- Growing more than 400 crops
- Helping honey bees
- Environmentally friendly pest management

**No food waste here**

**Why California?**

Almond trees store a lot of carbon

**Climate smart farming**

**Health and nutrition**

**No food waste here**

**Why California?**

Almonds are a great source of nutrients and antioxidants. Here's how many almonds you need to get your daily intake of:

- 1 almond for 10% of your daily protein
- 1 almond for 10% of your daily fiber
- 1 almond for 10% of your daily vitamin E
- 1 almond for 10% of your daily magnesium
- 1 almond for 10% of your daily potassium
- 1 almond for 10% of your daily iron
- 1 almond for 10% of your daily calcium
- 1 almond for 10% of your daily zinc
- 1 almond for 10% of your daily phosphorus
- 1 almond for 10% of your daily selenium
- 1 almond for 10% of your daily copper
- 1 almond for 10% of your daily manganese
- 1 almond for 10% of your daily boron
- 1 almond for 10% of your daily niacin
- 1 almond for 10% of your daily thiamine
- 1 almond for 10% of your daily riboflavin
- 1 almond for 10% of your daily vitamin B6
- 1 almond for 10% of your daily vitamin B12
- 1 almond for 10% of your daily folate
- 1 almond for 10% of your daily choline
- 1 almond for 10% of your daily inositol
- 1 almond for 10% of your daily pantoic acid
- 1 almond for 10% of your daily biotin
- 1 almond for 10% of your daily pantoic acid
- 1 almond for 10% of your daily niacin
- 1 almond for 10% of your daily thiamine
- 1 almond for 10% of your daily riboflavin
- 1 almond for 10% of your daily vitamin B6
- 1 almond for 10% of your daily vitamin B12
- 1 almond for 10% of your daily folate
- 1 almond for 10% of your daily choline
- 1 almond for 10% of your daily inositol
- 1 almond for 10% of your daily pantoic acid
- 1 almond for 10% of your daily biotin

Everything you get with a handful of **Almonds**

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**No food waste here**

**Why California?**

Almond trees store a lot of carbon

**Climate smart farming**

**Health and nutrition**

**No food waste here**

**Why California?**

8.5"x11" one-pager

36"x24" poster

# PRIDEFUL CALIFORNIANS

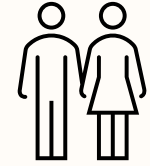


**26%**  
OF THE STATE  
POPULATION



**7,700,000**  
CALIFORNIAN ADULTS

**60%** FEMALE  
**40%** MALE



**51y/o**  
MEDIAN AGE



MAKE  
SUSTAINABLE  
CHOICES



ENGAGE  
WITH THEIR  
COMMUNITY



VALUE  
WHAT  
THEY EAT



PURSUE  
ONGOING  
EDUCATIONAL  
OPPORTUNITIES



POLITICALLY  
ACTIVE



HEAVY USAGE  
IN DIGITAL,  
SOCIAL MEDIA,  
& RADIO





## WATER DOES NOT GROW ON TREES.

That's why Californian almond farms get the most out of every drop: the kernel, which we eat. Its woody shell, which is used as bedding in stables. The soft outer shell that becomes nutritious animal feed, saving water for fodder crops. And the tree that stores tons of carbon every year.

**Mandeln.**  
DIE MUTTER ALLER SNACKS.



## THE ONLY PART OF AN ALMOND TREE THAT CALIFORNIAN FARMERS DON'T REUSE: ITS SHADOW.

**Mandeln.**  
DIE MUTTER ALLER SNACKS.



## MORE RECYCLING. LESS EMISSIONS.

Almonds are grown in a shell, protected by a hull, on a tree – and nothing goes to waste. Putting Mother Nature's gifts to good use helps significantly offset the carbon emissions of growing almonds.

**Mandeln.**  
DIE MUTTER ALLER SNACKS.



## ENERGY FOR YOU. AND OTHER BUSY BEES.

**Mandeln.**  
DIE MUTTER ALLER SNACKS.





**IF Innovation Forum**  
events and insight for sustainability

 <p><b>FLORIAN SCHATTENMANN</b> Cargill CTO and Vice President of Research &amp; Development and Innovation</p>	 <p><b>JEAN C. BUZBY</b> US Department of Agriculture (USDA) Food Loss and Waste Liaison, Office of the Chief Economist</p>
 <p><b>RAVIN DONALD</b> Frontier Co-op Executive Vice President of Operations</p>	 <p><b>ASHLIE BURKART</b> Germin8 Ventures Chief Scientific Officer</p>
 <p><b>JOSEFINA EISELE</b> Global Roundtable for Sustainable Beef (GRSB) Director for Latin America</p>	 <p><b>JOSETTE LEWIS</b> Almond Board of California Chief Scientific Officer</p>

Josette Lewis, ABC's Chief Scientific Officer, and Danielle Veenstra, a third-generation almond farmer and ABC's Senior Manager, Global Stewardship + Impact come together to talk about the almond industry's zero waste efforts and research exploring how almond hulls, an agricultural byproduct, may have promising uses in food and beverages.



# Harnessing California's spirit of innovation for on-farm climate change solutions at scale

Secretary Karen Ross, California Department of Food and Agriculture

Dr. Josette Lewis, chief scientific officer, Almond Board of California

Allison Jordan, vice president of environmental affairs, Wine Institute

See all

Event by: Almond Board of California

Event format

In-person

Event duration

1 hour 30 minutes

Language

English

Thursday, September 26, 2024

12:30 PM - 02:00 PM EDT

440 West 33rd Street, Suite #100  
New York, NY 10001  
United States

Private event



Register now



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# Healthy eating is evolving

## WHERE IT STARTED

### One Size Fits All



## WHERE IT WAS

### Niche Diets



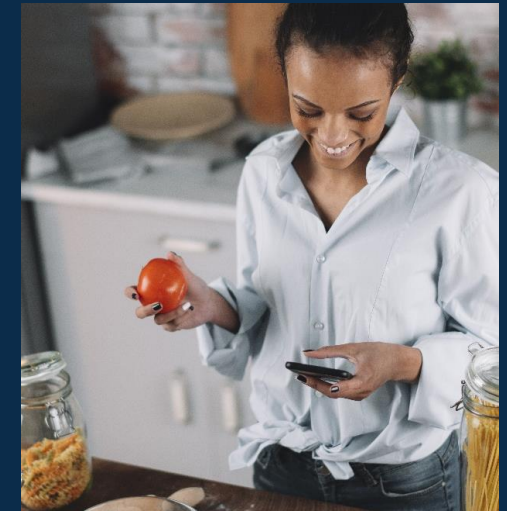
## WHERE IT IS

### Healthy as a Lifestyle



## WHERE IT'S GOING

### Personalized Health



- Calorie Counting
- Absence of Negatives
- Meal Replacement

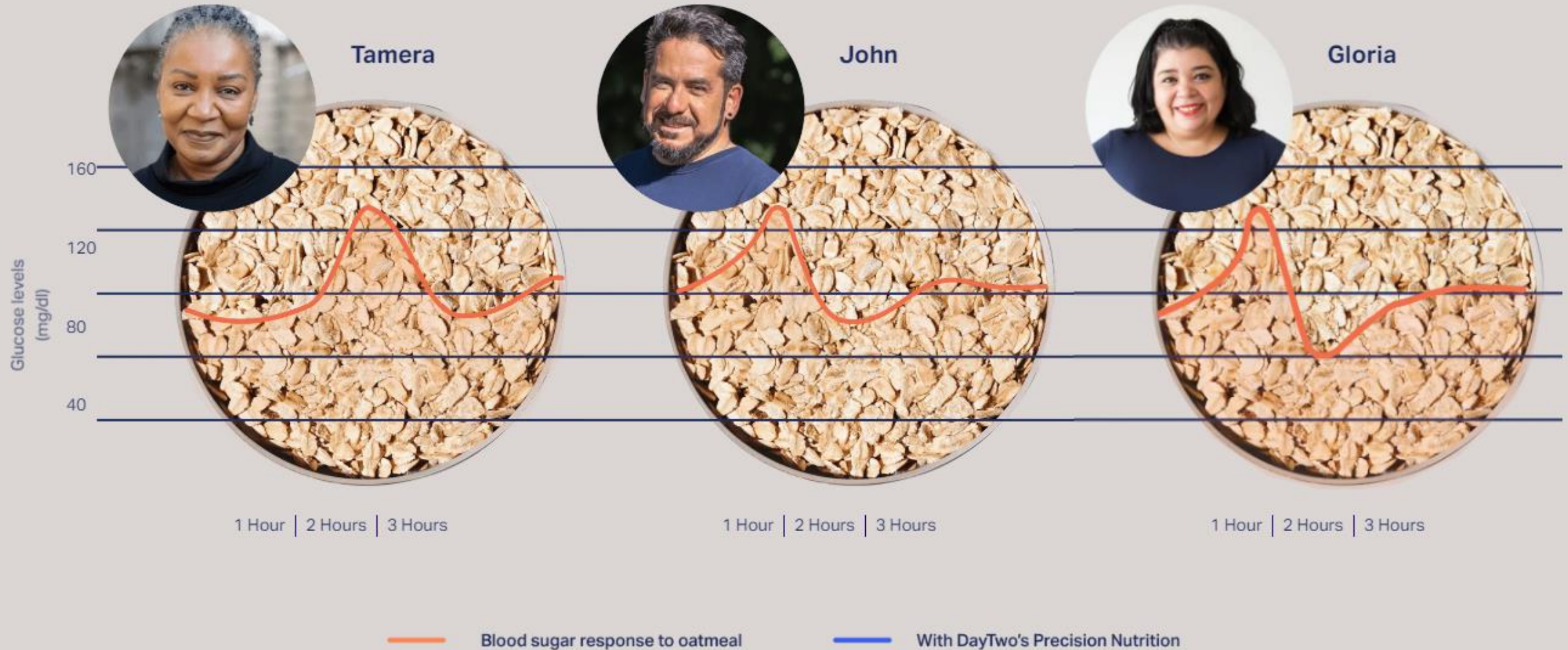
- South Beach
- Atkins
- Keto

- Intuitive Eating
- Managing Stress
- Activity Tracking

- Managing Macros
- Tracking Nutrients
- Feeding the Gut



# People respond differently to the same foods.















**DARIELA  
ROFFE-RACKIND**

Europe  
Global Health



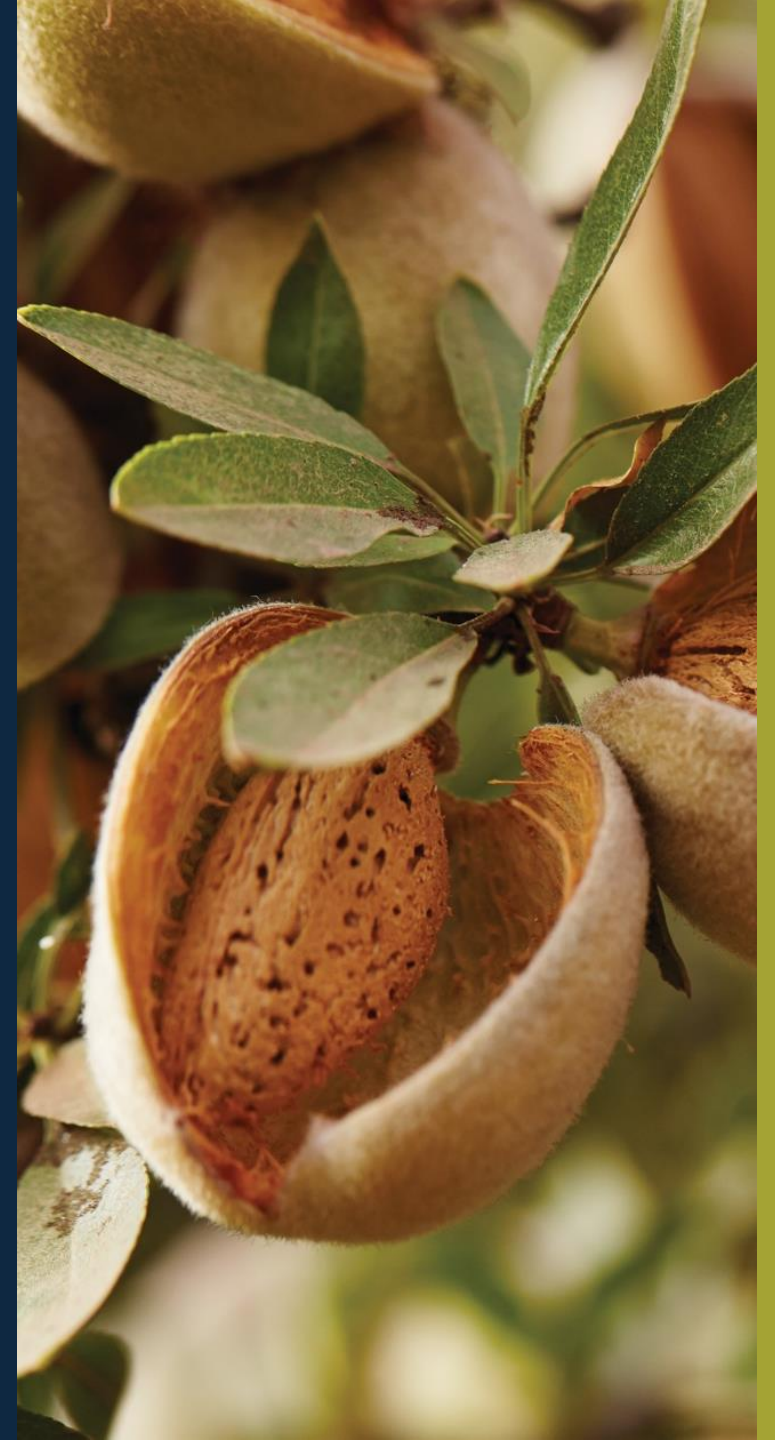
**LAURA  
MORIN**

U.S.  
China  
Mexico



**SUDARSHAN  
MAZUMDAR**

India  
Japan  
South Korea



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# Consensus achieved between Cardiometabolic Roundtable experts

## CONSUMING ALMONDS DAILY:

- Does not result in weight gain; associated with slight weight loss
- Reduction in LDL cholesterol levels
- Reduction in diastolic blood pressure
- Improvements in blood sugar (among Asian Indians with prediabetes)
- Increase in beneficial gut bacteria (prebiotic effect)





17°C

2024

IPL Auction 2025

HT Photo Contest

Crick

HT Premium

## The power of almonds to improve cardiometabolic health

By Anoop Misra

Sep 22, 2024 09:00 AM IST



Read Now

This article is authored by Dr Anoop Misra, chairman, National Diabetes Obesity and Cholesterol Foundation.



Almonds are a powerhouse of nutrients.

Almonds have been an important part of Indian culture and traditions for millennia. Recent clinical research indicates that incorporating almonds into one's daily diet can improve diet quality and yield health benefits. The recent dietary guidelines by the Indian Council of Medical Research (ICMR),

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### Here is why your go-to snack should be almonds



**R**esearchers discovered that incorporating almonds into a low-calorie diet can not only help you lose weight but also improve your cardiovascular health. The study was published in the journal *Obesity*.

When it comes to weight reduction, most folks get a good idea: while they're high in protein, they're also heavy in fat, which often puts people off. However, recent research from the University of South Australia indicates that when average calorie intake is kept low, almonds can help you lose weight at the same time.

Researchers showed that when average calorie intake is kept low, almonds can help you lose weight at the same time. Almonds are a high-protein snack that is good for your heart, gut, and skin—and they offer the most fiber and vitamin E of any nut.

**Nuts, like almonds, are a great snack. They are high in protein and fiber, along with being packed with vitamins and minerals. Also, they have a high fat content which people associate with increased body weight.**

Almonds are a high-protein snack that is good for your heart, gut, and skin—and they offer the most fiber and vitamin E of any nut.

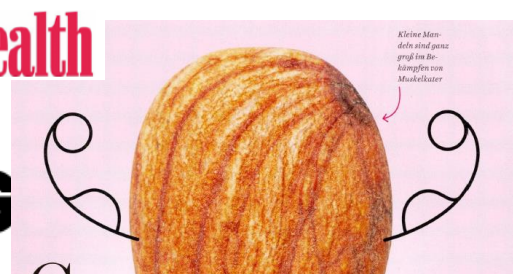
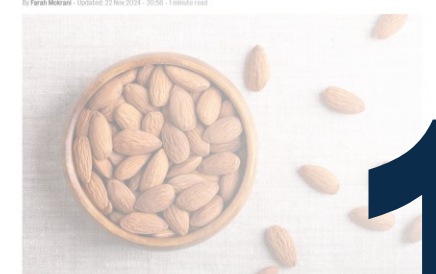
**The Times of India**

# People Women's Health

Just 1 ounce of almonds a day has these impressive benefits for your gut, heart and skin

Almonds are a high-protein snack that is good for your heart, gut, and skin—and they offer the most fiber and vitamin E of any nut.

## Almonds named the healthiest food in the World: The ultimate superfood



**G**ut, heart, and skin: Almonds are a high-protein snack that is good for your heart, gut, and skin—and they offer the most fiber and vitamin E of any nut.



**Almonds** rank near the top of just about every nutritional scientist's list when it comes to nuts that offer great health advantages. For one, Tobias says they contain more fiber than any other nut—a whopping 12.9 grams in a single cup. Fiber can lower your risk of cancer and type 2 diabetes and aid in weight control.

Almonds are also rich in vitamin E, "which promotes skin health, a strong immune system, and supports vascular function," says Amy Goodson, a nutritionist and author of *Goodson's Diet* in Dallas. And a 2017 study published in *Obesity* found that almonds can help you lose weight at the same time as a low-calorie diet.

# 14,000

# MEDIA HEADLINES

근육 지키려면, 매일 '아몬드' 드세요

운동 후 근육 통증과 손상을 줄일 수 있어

이 한다면 꼭 챙겨 먹어야 할 식품이 있다. 바로 아몬드다.

Recent Developments in Nutrition' 저널에 실린 연구에 따르면, 매일 두 줌의 통종과 근육 손상을 줄이고 근육 성능을 향상시킬 수 있다고 한다.

이는 경도 비만 성인을 대상으로 진행되었으며, 이들은 주당 1-4시간의

**Donna moderna** **Sivamani Study**  
Change your skincare routine with an Almonds snack



**California almonds**

UN'AGGIUNTA DELICATA AI TUOI GESTI QUOTIDIANI DI BELLEZZA

La porzione di 30g di mandorle (circa 25 mandorle) è ricca in:

- 15g di fibre
- 15g di proteine
- 15g di grassi sani
- 15g di vitamine e minerali

**Nuts for DOMS**  
Nuts can help reduce fatigue, ease recovery



**Best foods to eat for radiant, ageless skin and what to avoid, according to nutritionists**

**NATIONAL GEOGRAPHIC**

**Sports Illustrated**

**in Sanders amps up with the help of a ke...**

Time has incorporated almonds into...

# TIME

HEALTH • EXERCISE & FITNESS

## What to Eat Before and After Your Workout

8 MINUTE READ



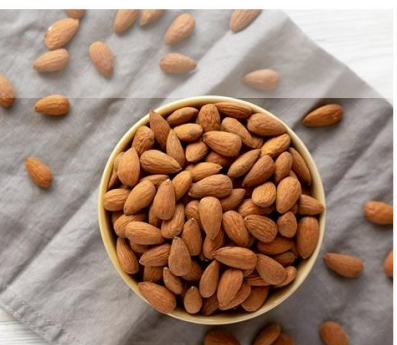
SCIENCE

## Nuts are surprisingly great for your health. But which are the best?

Experts say that certain nuts offer surprising advantages—including a lower risk of cancer, better cognitive function, and even a longer life.

By Daryl Austin  
October 16, 2024

VOGUE TODAY





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# USA TODAY



## Deion Sanders on all things football ahead of Super Bowl LVIII

NFL legend and now college football coach Deion Sanders stops by Radio Row to talk about his latest partnership with California Almonds ahead of Super Bowl LVIII.

# Sports Illustrated

## Deion Sanders amps up recovery efforts up with the help of a key ingredient

Coach Prime has incorporated almonds into this regimen for a winning combination



## The Real-Life Diet of Deion Sanders, Who Tries to Stay Away from KFC These Days

Coach Prime told GQ about eating until he's satisfied (but not full), keeping almonds on hand, and why he doesn't eat soul food every day anymore.

# ESPN







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# Tapping into the Olympic spirit

**Mettez**  
la fatigue  
**à l'amande**

6g  
de protéines  
naturelles  
par poignée



A purple and yellow graphic with a starburst and a bowl of almonds.

**Hockey**  
**Subaquatique**

Marquer un but au fond d'une piscine, palmes aux pieds.



A photograph of a person in a scuba mask and fins underwater in a pool, with a blue and red puck and a hockey stick nearby.



A large pile of almonds on a white surface, set against a yellow background.

L'énergie naturelle des amandes vous permet de...



A hand holding a white bowl filled with almonds, with purple lightning bolts and stars around it.

Faire du vélo la tête en bas  
les jambes en l'air

**Vélo**  
**Artistique**



A person performing a bicycle stunt, riding the bike upside down with their legs in the air.





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# COLLEGE FOOTBALL 25



SPORTS

**EA Sports College Football 25, among most anticipated sports video games in history, hits the market**

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# SMOOTHIE KING X ALMONDS



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