

Final Report

Australian almond industry communications program 2019-2023

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Delivery partner:

Almond Board of Australia

Project code:

AL18001

Project:

Australian almond industry communications program 2019-2023 (AL18001)

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Public summary

The ABA is responsible for the development and implementation of the Australian Almond Industry Plan which relies heavily on the development of required knowledge and technologies delivered by Hort Innovation-funded research outputs. The ABA's Industry Strategic Plan ensures outputs are incorporated/implemented as part of strategies within objectives to deliver valuable outcomes for industry participants.

With a near 20-fold increase in plantings since 2000, the almond industry has emerged into a horticultural powerhouse for Australian food production as its most valuable export crop. Sales will almost exceed \$1 billion within the 2022-23 season and production has scaled to new heights reaching 143,805 tonnes (kernel weight equivalent). As more investment has occurred on farm across the four main growing regions, so has the need to communicate with stakeholders throughout the supply chain. From the farm gate to the consumer plate, the ABA Communications program has focused on ensuring all those associated with the industry are as informed as possible, across all aspects of the industry.

The focus of much of Hort Innovation's Almond R&D program, funded with matching Commonwealth contributions, is around developing production systems better suited to Australian soils, weather conditions, improved varieties and rootstocks, and pests and diseases, rather than emulating the Californian production model developed for their conditions. During the life of AL18001 the Almond Board of Australia has delivered a communications program to participants from across the supply chain and has in place mechanisms to contact 98% of producers, 100% of processors and all major marketers covering 99% of almonds sold.

Apart from representation of all sectors on the ABA Board of Directors, the ABA has Committees that provide quarterly forums for consideration of risks and opportunities and to take new knowledge and technologies and incorporate them holistically into best practice. The Committees cover Plant Improvement; Water; Pollination; Production; Processing and Market Development. All areas where there are currently funded research projects.

These industry committees often provide the reference group for R&D projects and the secretariat for these committees is provided by ABA staff. These ABA staff are well placed to produce best practice articles distributed as part of the communication project, but also to promote new knowledge and technologies at Board and Committee meetings, field days, research forums, conferences, regional meetings and in day-to-day liaison with producers, processors, marketers and industry suppliers.

The type of information and best format to present the content is being continuously monitored and reviewed by ABA staff and Committee members. This drives the evolution of the communication program as well as monitors new developments within communications.

The ABA is also the trusted compiler of industry statistics, collating planting surveys from growers and statistics the marketers provide on the quality, varietal yield, product type and sales data, for the ABA to aggregate on a confidential basis and regularly publish from an on-request timeframe as well as in monthly, quarterly and annual publications.

Keywords

Australian Almond Industry Communications Program

Introduction

AL18001 “Australian Almond Industry Communications Program” continues from projects AL0814, AL11005 and AL16000. During this period these projects have evolved regarding communication technologies and types of information provided as the industry has developed and faced new threats and opportunities. The focus has been on improving best practices in the orchard through gathering, collating and publishing information in a timely manner to increase decision making opportunities for industry participants across the supply chain, including prospective investors, who the ABA had expected to add 10,000 hectares to our industry footprint during the life of this project (the actual increase was more than 15,000 hectares by 2022.)

The linkages to other projects continue to be a strength of this program. Our industry development team liaises with researchers to extend their research outputs through field days and day to day communication with growers. The Communication and Industry Development staff operate as a team to produce and disseminate best practice, statistics, and other information sought by industry stakeholders that cover the spectrum from small sole operators to large corporates. The ABA has the experience and industry knowledge to build this project on the strong trust gained over the execution of past projects.

The network of contacts that provide information extends internationally where we have access to the Californian and Spanish research, production, and sales data. Between Australia and these two countries we produce 90.45% of world almond production.

The ABA has a comprehensive database that has been kept updated through direct requests and knowledgeable industry contacts in each producing region. The ABA database is key to an effective communications program and is also critical should implementation of the Biosecurity Management Plan be required as was the case mid-2022 when varroa mite was discovered in northern NSW and reduced access to beehives during the pollination season.

Industry plantings and new entrants to Australian almonds continues to increase. For these reasons industry communications remains a high priority as highlighted in Hort Innovation’s Australian Almond Strategic Investment Plan 2022-26 (Outcome 3, KPI 1).

The almond industry communications program was conducted by the ABAs skilled and dedicated staff. A thorough understanding of the almond industry gives ABA staff a holistic approach to the communications program. The quality of publications, presentations and communications has been widely recognized and commended. ABA staff work as a cohesive team to deliver the communications project and are frequently seeking feedback and evaluation to further improve the effectiveness of the strategies implemented.

The program has been led by incoming ABA CEO Tim Jackson who has more than 40 years’ experience in the communications field in both journalism, public relations and broadcast. He is supported by a capable team and when gaps have been identified the ABA has sourced appropriately qualified assistance, like Commshake Media who specialise in ag-communications.

Methodology

The projects primary communication channels included:

- Designing and delivering a quarterly, 28-32 page, full colour publication that focuses on technical and industry issues and distributes this electronically on the ABA website to approximately 1000 industry participants across Australia. The magazine explored levy funded R&D content of relevance to growers and explored other areas of interest to growers including the continual importance of sustainability and showcased key personnel within the industry. The In the Nutshell publication was converted to a e-magazine during the life of the project. This was facilitated through digital software that allowed videos to be embedded in the publication. The software also provided great analytical capabilities and highlighted articles of highest engagement and readership demographics.
- Design and deliver a monthly e-newsletter highlighting R&D projects and industry issues of relevance. The publication must have the ability to be uploaded onto the industry website in a downloadable format. The Almond Bytes monthly updates have proven a key communication tool to flag upcoming events and resources for industry stakeholders. A review of the publication during the life of the project resulted in a strong focus on keeping the articles brief for time poor readers but ensuring there were links to more details where possible. Once again, embedding video was a positive innovation for the publication.
- Update and maintain R&D sections of the industry website based on the deliverables produced in the communications program.
- Design and delivered best practice fact sheets to assist with grower education.
- Deliver at least one YouTube video per year on research project outcomes. The ABA has its own You Tube Channel for this purpose.
- Maintain and update industry social media channels and develop an annual social media strategy which must clearly link to the broader industry R&D strategic plan and the annual communications strategy. The ABA had two purpose specific Facebook pages – one for the consumers and another specifically for industry stakeholders. While the first was used to promote healthy eating and myriad of benefits of eating almonds regularly, the second was a critical time saving communication tool during various emergencies faced in the latter stages of the project. Updates on the beehive lockdowns and also the various major storm and flooding events during 2022 were appreciated by stakeholders.
- Plans to deliver a grower forum in each producing region annually proved difficult during the pandemic social distance laws and this activity was taken on-line. These will be used to focus on issues of industry importance as well as providing the opportunity to feature R&D outcomes.
- Produce 6 press releases per year and do follow up print and electronic media where requested. Media Monitoring data indicated that in 2022 alone the ABA featured in articles around the world almost every day for the year. Beehive movements dominated activities in the latter part of the project.
- A communications plan for the project.

The Australian Almond Industry database developed by the ABA contains confidential information that is not available to outside parties. The ABA has more than 231,000 followers on Facebook (up from 80,000 at the start of the project).

The ABA staff regularly produce briefing notes on key issues for the consideration of Board and Committee members in meetings, used also as a source of information for briefing other industry members when they return to their regions or organisations.

The almond industry in Australia is a vibrant, cohesive and rapidly expanding industry with high levels of private and corporate investment. This brings with it an expanding demand for information provided one to one and tailored to each stakeholder. The ABA has become very skilled at delivering this. A major stakeholder seeking information from the ABA is Hort Innovation. Through this project the ABA endeavored to provide the range of information that supports the HIA Board and staff.

Title of role and name of persons employed via funds from this proposal:

- CEO, Tim Jackson, gathering best practice knowledge and technologies, writing articles and briefing notes, developing video concepts, publications approval, presentations to industry stakeholders including regional forums, project supervision, and report writing.
- Publications Manager, Jane Kuerschner, co-ordinating and writing content for In a Nutshell, Fact Sheets, and Almond Bytes.
- Commshake design, lay-out and distribution of publications.
- Market Development Manager, Joseph Ebbage, writing articles on the trade projects and market research, presentations to industry stakeholders and input into IT technologies.
- Finance Manager, Shannon Harkins, account management, financial reporting, and input into IT technologies.
- Finance Officers, Meshu Shah and Kimberley Burden, finance function of accounts payable and receivable.

Title of role and name of persons employed by ABA but not funded via funds from this proposal:

- IDM, Deidre Jaensch manages extension programs and oversees the gathering of best practice knowledge and technologies, writing articles and briefing notes, developing videos, and presentations to industry stakeholders.
- IDO, Joshua Fielke, gatherer of best practice knowledge and technologies, writing articles and briefing notes, developing videos, and presentations to industry stakeholders.
- IDO, Peter Jealous and Ben Wiblin, gatherer of best practice knowledge and technologies, writing articles and briefing notes, developing videos, and presenting to industry stakeholders.
- Experimental and Demonstration Orchard Co-Managers, Anthony Wachtel and Melissa Macfarlane, gatherers of best practice knowledge and technologies, input into articles and briefing notes, and presentations to industry stakeholders.

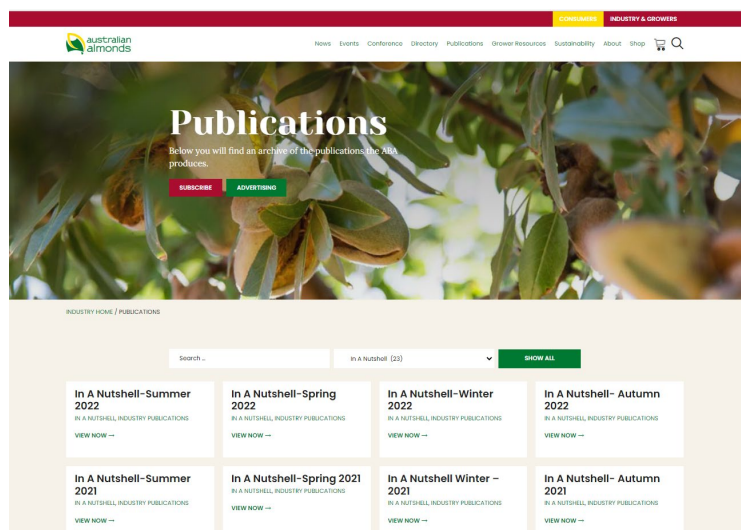
Results and discussion

The Australian Almond Industry Strategic Plan developed by the ABA needs the knowledge and technologies that Hort Innovations R&D program delivers to implement the Plan's strategies. In this process the Communication project is an integral part of a broader program to achieve industry adoption of improved practices. Being a communication project, it is aimed at all industry stakeholders. The audience for the various project outputs is very wide and includes:

- Current growers, processors, and marketers.
- Potential investors in the industry.
- Researchers.
- Input suppliers: beekeepers; water authorities; fertiliser and chemical companies and retailers, machinery manufacturers, irrigation companies.
- DAWR / DFAT Agriculture Counsellors.
- Finance industry.
- Partner Organisations: Hort Innovation Directors and staff; Australian Nut Industry Council, Plant Health Australia; Australian Honey Bee Industry Council; Frucom, International Nut Council, the Almond Board of California, the Almond Board of Spain, FSANZ, APVMA, European Commission, Food Safety Standards India, other RDC's and IRB's.
- State and Commonwealth government staff.

Access of In the Nutshell publications can be found in the Australian Almonds website publications section. AQ search option has been included to streamline the publications required:

[Publications Archive - Australian Almonds](#)



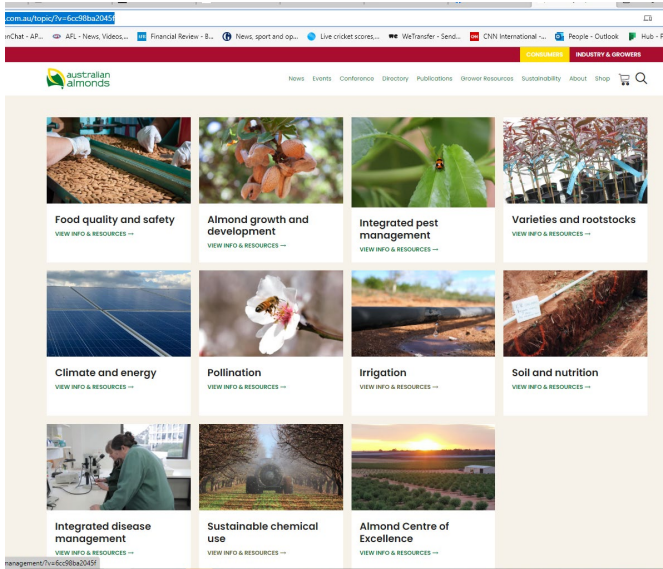
- The Grower Resources section of the website features a range of Fact Sheets and other resources like videos and tools produced to assist growers. Below is an example within the Irrigation section:

[Irrigation - Australian Almonds](#)

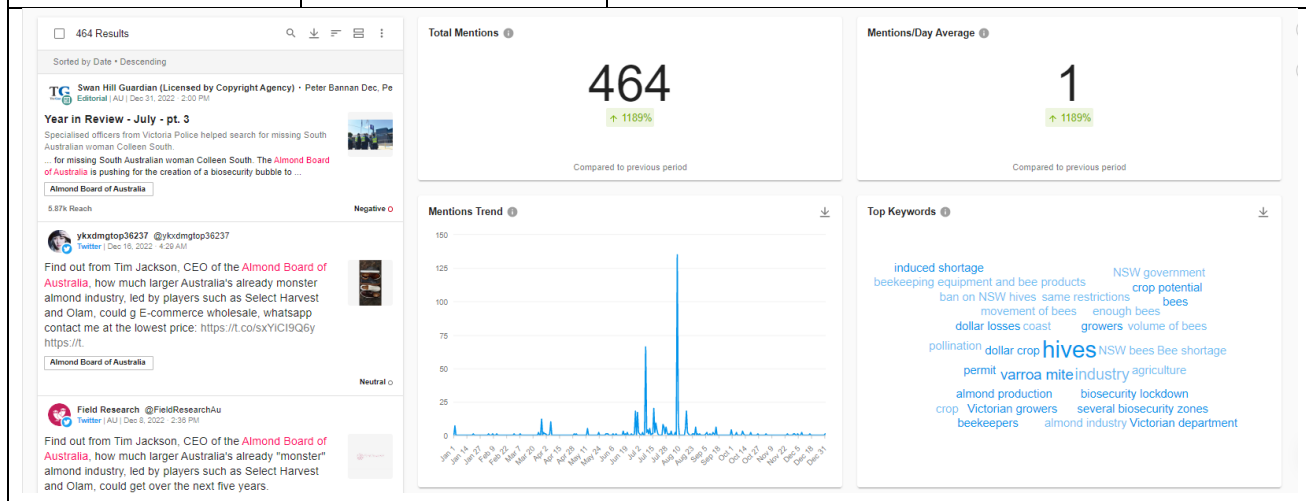
Outputs

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Table 1. Output summary

Output	Description	Detail
Communication Outputs	Quarterly industry magazine “In the Nutshell” along with monthly e-blasts, fact sheets, You Tube videos and social media presence.	Link to In the Nutshell publications: Publications Archive - Australian Almonds See appendix 1 for examples of Almond Bytes monthly newsletter on industry events and issues. Link to Facebook pages: Consumer - (2) Australian Almonds Facebook Industry - (2) Almond Board of Australia Loxton SA Facebook You Tube channel: Australian Almonds - YouTube
Grower Forums	Meetings in person and online have been staged throughout the project. Covid restrictions hampered the ability to stage in person meetings, but this was compensated by the on-line activity.	See Appendix 1.
R&D Section on ABA website	Constantly update content noting new develops to Hort Innovation backed almond R&D projects.	Link to ABA website - Industry Topics Archive - Australian Almonds 
Updated database of industry participants.	The ABA database is a confidential resource that underpins the many communication functions it can deliver to stakeholders.	The ABA database began undergoing a modernization process during the project period, this should allow for greater tailoring of messages across all sectors. It is also aimed to remove some of the manual processes that are undertaken to complete grower and planting surveys as well as deliver region specific messages for growers and stakeholders.
Briefing notes on industry issues for use by ABA Board and Committees.	ABA staff prepare summaries of committee meetings as well as key issues like biosecurity	See appendix 2 for example of board paper excerpts.

	incursions, market developments or R&D requirements.	
Annual communications strategy/calendar	Annual comms plan roll out designed around publication dates and issues of the day.	The annual communications strategies covered a wide range of topics and issues. In the past 18 months of the project, the communications resources have been focused on an unprecedented range of emergency events including storm damage to orchards, beehive security due to varroa incursion in NSW and flooding. Our ability to draw on industry data and statistics allowed the ABA to manage a plethora of enquiries and provide accurate insights into the magnitude of the problems faced and quantify potential losses. Amid that activity the team still managed to meet its publications commitments as well as devise a communications strategy around an industry-wide best management practice portal that focuses on integrating sustainable practices into all on farm activities. The demands on our communication resources were so stretched that outside assistance was required given that since December 2021 our communications officer was on maternity leave and then returned part time. Enlisting the support of Commshake Media has offset the loss to some degree while other members of the ABA team have also helped cover shortfalls.
A monitoring and evaluation plan linked for Hort Innovation objectives.	Ongoing internal and independent monitoring of media activities were conducted in accordance with our commitment to continual improvement. This meets the Objective 3 Strategy, keeping growers informed on project developments as well as critical events that impact their business.	As per Milestone 102, an M and E plan was executed. Ongoing discussions were held periodically to evaluate the effectiveness of ABA communications. Surveys at the ABA Conference, along with internal feedback and liaising with directors and Commshake Media ensured the frequency and dispersion/circulation met expectation. Meltwater Monitoring provided data analysis to cover the dispersion/circulation of ABA commentary on the issues of the day. As the Meltwater graphics below show, in the past year the Almond Board of Australia has been mentioned in articles around the world, averaging more than once a day, although the bee biosecurity issue was a very busy period.

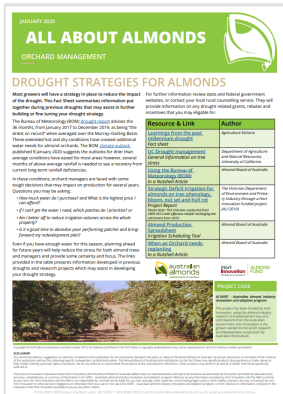


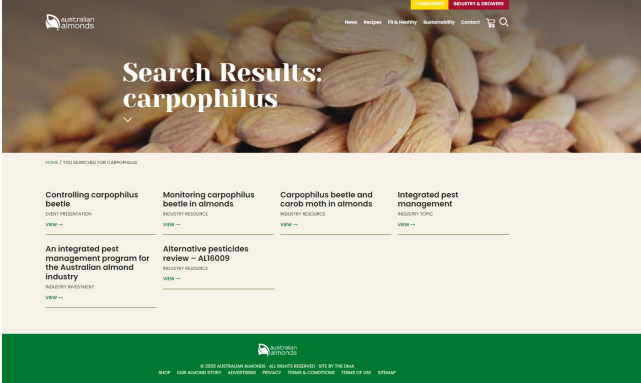
Outcomes

The Almond Board of Australia communications plan served a wide range of purposes over the life of this project. In the early days, the primary focus was on educating industry stakeholders of the results and ongoing developments of Hort Innovation fund projects. However, closed interstate borders during the Covid-19 pandemic and then for Biosecurity quarantining of NSW beehives ensured that the communications resources were pushed to provide regular updates to ensure stakeholders were aware of the latest developments in accessing labour, harvest transport and beehives.

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Deliver knowledge and technologies to Australian almonds growers in a timely manner.	Outcome 3, improved capability and an innovative culture in the Australian almond industry. Strategy 1: Deliver extension and communication capabilities and business insights to support positive change in the areas of productivity and demand. Also, Outcome 1, Strategies 8 and 10: Enhance the understanding of the impacts of climate change on almond production systems; and provide co-ordination for crop protection regulatory activities with the potential to impact plant protection.	With more than 30 almond R&D projects underway, the ABA Communications Program is a critical part of the education and adoption process in keeping growers and marketers abreast of the latest findings and technologies. Driving adoption of sustainable practices throughout the supply chain requires an ongoing communications strategy. Participating in biosecurity measures that protect production required clear, timely communication with stakeholders.	The ABA website features a range of Fact sheets and resources that demonstrate the adoption of new technologies and growing practices. Industry Topics Archive - Australian Almonds The ABA has launched Hort360 BMP portal for growers to benchmark their on-farm activities with the long-term view of recognising sustainable growing as best management practice. Sustainability - Australian Almonds The NSW varroa mite incursion that started in June 2022 has had major ramifications on the pollination security of Australian growers and the ABA role in this incursion has included communicating with stakeholders involved in the response, as well as back to growers on the likely impacts on farm.
See Sustainability section of ABA website.			

		CONSUMERS	INDUSTRY & GROWERS
		News Events Conference Directory Publications Grower Resources Sustainability About Shop	 
The Australian Sustainable Almonds Program looks to document and communicate the results of 20 years of work across a broad range of sustainability issues. Our program is built on the all-of-horticulture sustainability framework.			
The core objectives of our Australian Sustainable Almonds Program are to enhance an industry-wide program of continuous improvement, allow growers to identify areas of improvement and provide credible data to manage, report and support our industry's place within our broader community.		The program has a comprehensive range of areas upon which we are collecting information and preparing guidance:	
		• Biodiversity and ecosystem management • Human nutrition • Regional and national community value • Carbon value and greenhouse emissions • Water use efficiency • Soil health • Bee health and pollination • Renewable energy • Bio-mass utilisation • Pest and disease management • Food safety and traceability • Biosecurity from exotic plant pests and diseases • Packaging and recycling	
Over the next few years these areas will be reviewed and reported to our community.		WATER MANAGEMENT BEE HEALTH	
Being part of broader industry development program aimed at implementing the almond industry's SIP.	Outcome 1: Increasing profitability, efficiency and sustainability through innovative research and development. Outcome 3: Improve capability and innovation to maximise investments in productivity and demand.	KPIs include increased water usage efficiency, improved high health beehives in orchard, developing resources from the integrated pest and disease management projects.	Drought Fact Sheet on better water management. See below:  The work done on orchard hygiene by the IPM team has had a major influence on reducing incidence of carpophilus beetle. • See website below

			
You searched for carpophilus - Australian Almonds			
Remain flexible to focus on issues that emerge and require concerted effort to address.	Outcome 3 – Strategy 2: Provide opportunities for the required levels of engagement across the almond industry to innovate through trusted relationships.	The ABA team fosters relationships through government, industry, and media to ensure messaging is accurate and timely.	An accurate, updated database is a critical component of meeting this aim in times of crisis like storm damage, flooding and varroa mite incursions.
Providing a transparency on levy fund expenditure by providing ongoing communication on R& D projects.	This is core to Outcomes 1, 2, 3 and 4. Projects across these outcomes are linked to the ABA integral relationship Hort Innovation and the management of grower levies.	A strong relationship with Project leaders at Hort Innovation and the various ABA Committees where R & D projects are identified, along with the advisory mechanism in place to prioritise Project spending in collaboration with Hort Innovation.	A range of documents are produced and co-badged with Hort Innovation to provide the critical link to levy fund usage.
Keeping growers and stakeholders informed of current news and events within the almond industry.	Outcome 3, Strategies 2 and 3.	Demonstrated growth in co-operation within industry and across industries, leading the business and industry innovation.	The industry circulates a range of updates on industry events both here and in California. This covers issues like global pricing, supply-demand influences, sustainability innovation and beehive movements. Facebook, e-blasts, Almond Bytes and direct mail are all used to communicate, along with the ABA website news section.

Monitoring and evaluation

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent have growers been aware of Best Practice, research, and event information?	The major communication tool for research findings is the quarterly magazine where researchers are provided with an opportunity to publish updates of their work. Event information is distributed monthly through Almond Bytes monthly, e-blasts as required and Facebook. • Copies of AlmondBytes through the past four months can be viewed on Appendix 4.	An opportunity to add SMS direct to grower messaging for event reminders and report publications is being explored. Transforming the website to be more phone friendly will also be a feature of the next upgrade.
To what extent have industry adopted best practice, consumed research reports and attended events?	The appetite for face-to-face meetings has been strong since the Covid-19 restrictions were lifted. A record attendance at the 2022 Conference and record numbers at the previous R& D Forums and 2018 Conference suggests that messaging has hit the right segments. A range of online productions during the pandemic featuring more presentations on R& D projects drew large crowds highlighting the interest and appetite to improve knowledge on farm. It also served as a wonderful resource for those who could not attend the live events. These events were linked to our website and promoted through subsequent e-blasts and Almond Bytes where and when applicable. E.g., Managing wet stockpiles was one that has been accessed in more than one season during the project life due to ongoing issues with rain-plagued harvest periods. Our new e-magazine platform Joomag also allowed us to monitor the readership of all articles within In the Nutshell. • See Appendix 2 for the readership analytics.	Attendance online for webinars and in more recent times field days has been strong. Working collaboratively with industry leaders by staging events on site has provided the broader almond growing community with access to some of the latest innovation and generate food for thought about adopting new technologies and methods. There is a clear demand for direct access to recognised experts in the world of almonds, so facilitation of more on-line or in-person presentations is being considered. Our research post conference last year showed that the presentations provided by our two in-bound experts from California were rated one and two for value.
To what extent has the project met the needs of almond industry levy	The industry continues to be provided with a purpose-built publication that focuses on the issues of the day and R& D projects listed as top priorities. These priorities are drawn	There is always room for improvement in showcasing the positives

payers?	from our working committees which include a broad range of growers and all marketers. Feedback is constantly sought from growers, directors and other stakeholders. A comprehensive Communications Calendar and Plan was produced annually and acted as a guide around staying relevant and regular with communications that pertained remained relevant to rate payers and their investment. • See Appendices 5-8 for annual comms plans.	of the industry and ensuring misconceptions in the general public around the industry are addressed.
To what extent were the target engagement levels of industry levy payers achieved?	Grower feedback has been positive. We have 612 Follows on our industry specific Facebook page, and 231,000 on a Facebook page for consumers. Analytics on quarterly and monthly on-line publications provided accurate insights into the readership and shelf life of publications. • See Appendices 2-3 for examples of level of analytics available.	There has been feedback that the website can be difficult to navigate to access resources. An updated design is planned for 2023.
Have regular project updates been provided through linkage with the industry communication project?	Stats through Mail Chimp and the new Joomag platform have upgraded our analysis on readership, time readers spent on publications and articles, and identified key issues of interest. See appendix link to a report that demonstrates the level of detail available from one edition of In the Nutshell quarterly e-magazine. • See Appendices 2 and 3 for analytics on In the Nutshell and Almond Bytes.	Increasing tailored messaging will be one of the key aims of the refined database once it is launched on the new platform.
Did the project engage with industry levy payers through their preferred learning style?	Out of necessity the comms project had to go online utilizing webinars and video which broadened the accessibility of events. Covid travel restrictions ensured this became a normal part of life. The feedback received was that while there is room for improvement the convenience of on-line events was appreciated. Experience over a longer period of time is that face to face, hands-on events are the most effective for growers. It facilitates interaction and side-bar conversations that add value.	There is a commitment to revert to face to face events where possible while live streaming and recording to ensure a broader audience is captured.
How accessible were extension events to industry levy payers?	General consensus of these events has been positive. In an industry with less than 200 growers, participation rates despite the large geographical footprint remain strong. Link to analysis summary of events: https://www.dropbox.com/s/x94n6ct6opxgyaf/Appendix%20-%20Extension%20activities%20analysis%20-%20Nov20%20to%20Aug22.pdf?dl=0	The potential to live stream face to face events is being explored for such events, to acknowledge the broad area the industry covers and the travel imposition that is prevalent.
What efforts were made to customise communications to better engage with target audience(s)?	Via Joomag, database messaging was refined to growing regions during both covid and then the varroa incursion when borders were locked restricting beehive movements. We were able to relay State specific information to target audiences.	We see this to have more potential by refining communications to growers depending on varieties, soil types or region. Our new database will be linked

		to our planting survey data which will allow us to provide even more detailed filtering to ensure the most relevant information is reaching growers. This will also be extended to SMS messaging as well as email.
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Appendices

Appendix 1 – Extension activity comms report

Appendix 2 – Joomag analytics of In A Nutshell

Appendix 3 – Analytics on Almond Bytes

Appendix 4 – Almond Bytes for variation period

Appendix 5 – Comms plan 2019

Appendix 6 – Comms plan 2020

Appendix 7 – Comms plan 2021

Appendix 8 – Comms plans 2022

Appendix 9 - Press releases and 2022 conference coverage internal and external – see below



Almond Conference makes successful comeback

Over 550 people flocked to the 2022 Australian Almond Conference for three days of networking, presentations and exhibitions in Adelaide recently. The conference – which was the first since 2018 due to Covid-19 – was held at the Adelaide Convention Centre in early October and attracted people from all over Australia – and the world.

The world's leading almond agronomists David Doll and Professor Patrick Brown flew in from overseas to be among the keynote speakers to discuss how to do more with less on farm.

Updates on the various aspects of the industry's extensive research and development program including integrated pest and disease management, whole of orchard recycling, water efficiency and growing almonds on heavy soils were among the many issues covered. Australian Almond Board of Australia Chief Executive Officer Tim Jackson said in his 'State of the Industry' address that despite the recent challenges of Covid-19, Varroa mite, increase of input costs, storms and challenging weather, almond growers remained in a strong position to feed the world.

Mr Jackson said the 'plant-based food phenomenon' is helping drive demand along with the fact that as a growing proposition the non-perishable attributes of almonds and returns per megalitre used were attracting more investors to the industry.

"We are working toward zero waste as an industry and are well advanced," he said.

"To think that every piece of almond harvested is used. It changes the whole discussion around water use. With every kernel grown there is also a shell and a hull. Not that long ago they were considered waste. Today we are seeing innovative ways to utilise every part of the fruit grown, including energy, fertiliser and even furniture. It is an exciting time to be involved in an industry that is embracing its sustainability responsibilities."

"We aimed to provide delegates with as much information as possible but ensure we kept it as relevant as possible to growers of all sizes."

Mr Jackson said the Market Update by the industry's processors including of, Select Harvest, Nut Producers Australia and Almondco gave growers the latest insight into the challenges currently be addressed around the world.

The half year ABA Position Report unveiled at the conference, showed that China has continued to emerge as a key component of the export program making up more than 40% of all exports.

Exports, overall, were back on track with last year's record levels but domestic consumption was down.

The Almond Board launched a new purpose-built portal to assist growers benchmark their on-farm practises. Growers will be invited to sign up for the free service.

Mr Jackson said the portal would be an integral tool to help growers, processors and the industry in formalising what is going on a ground level and also meet consumer demands.

Mr Jackson said the support of sponsors, key stakeholders and service providers had ensured the conference broke all records. Attendance was up 40% on the previous best and trade exhibits up 25%.

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National Almond Conference kicks off

Over 500 almond growers, industry experts and business stakeholders will converge on the Adelaide Convention Centre for the National Australian Almond Conference this week.

The first day of presentations will take place on Tuesday, October 11, followed by a Gala Dinner, while a second day of presentations will kick off on Wednesday, October 12.

Usually held every two years, the conference hasn't taken place since 2018 due to Covid-19, but is now back in business giving almond growers from across the country the opportunity to network, learn from a range of industry experts and peruse over 50 exhibitions.

World-renowned speakers from the US David Doll and Patrick Brown will lead a 50-strong list of speakers and panelists who will educate attendees over two days of presentations.

Almond Board of Australia Chief Executive Officer Tim Jackson said the program contained a number of international speakers and was designed to assist growers do more with less.

"There is an expectation from consumers that growers produce food sustainably so the conference will showcase how our industry is meeting those expectations," he said.

"Growers have been doing it tough with increased costs of production, 10-year low global pricing, heavy rain, hail damage and reduced beehive numbers, so it will be great opportunity to get together for the first time in four years and compare notes."

"We are a growing industry, so many of the new entrants will be experiencing a conference for the first time."

For more information about the conference or to request photographs contact Almond Board of Australia Communications Manager Jane Kuerschner by emailing jkuerschner@australianalmonds.com.au.

To view the conference program visit here: <https://viewer.joomag.com/australian-almond-conference-program/0288763001664345137>

Almond Board of Australia ABN 31 709 079 099

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EDMs



Registrations for the 2022 Almond Conference at the Adelaide Convention Centre October 10-12 are now open. [Register Now!](#)

The event is focused on delivering key information on growing almonds and access to some of the world's leading authorities.

Two of the industry's leading agronomists - the Almond Doctor David Doll and Californian-based guru Patrick Brown have both agreed to attend the conference. Their key focus areas is managing inputs in the most effective way. Everyone is facing the same challenges around do the same with less, so David and Patrick will be available to discuss grower problems during the conference.

To assist with access, the conference will for the first time feature a Speakers' Corner, where grower members can book a one-on-one chat with guest speakers like David and Patrick. We look forward to seeing you there.

The conference will also be offering a discounted registration fee for ABA members, so the time is right to also become a 2022-23 member. Building a detailed membership database is a critical tool in communicating on a range of issues and challenges. [Become a member.](#)

If you're interested in sponsoring this event, please view the 2022 Sponsorship Prospectus or contact us at events@australianalmonds.com.au for more information.

[AAC Prospectus 2022 Interactive spreads final copy](#)

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The 2022 Australian Almond Conference is just a few weeks away and the Almond Board of Australia is excited to present a stacked line-up of experts and guests over the two days of presentations.

The aim of the Conference in 2022 – titled 'Growing together' – is to bring together as many stakeholders as possible after the unprecedented impact COVID-19 has had on our industry. The Conference program delivers on a wide range of topics from farm gate to plate, and helps growers understand how to 'do more with less'.

Early bird tickets still available!

The early bird ticket special is open until Friday, September 23! Full registration includes two days of presentations, entry to our welcome function and a seat at the always-popular Gala Dinner. GET IN QUICK - Tickets are selling fast!

[Register here](#)



Get in quick to secure your spot as a Sponsor or Exhibitor at the 2022 Australian Almond Conference. There are a range of sponsorship packages that offer unique opportunities to align your brand with this successful industry event.

If you would like to confirm your sponsorship/exhibition participation, please complete the online booking form below. Registrations will close on 29 July 2022.

We look forward to you joining us as we all get back together.

[AAC Prospectus 2022 Interactive spreads final copy](#)

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Official program now available!

The 2022 Australian Almond Conference is just around the corner, and the official program is now available.

For the first time ever, the conference will feature concurrent sessions meaning there is more content on offer than ever before, with dozens of presentations and panels meaning there is sure to be something to peak everyone's interest.

There will also be opportunities to meet a range of experts and get face-to-face knowledge and advice on a range of topics.

The full program is available below, so have a flick through and start planning your time at the conference now!



MEMBER OFFER

As a current Almond Board of Australia member, we are excited to invite you along to our 2022 Australian Almond Conference at a discounted price. Plus if you register for this year's conference before Friday, September 9, you will also receive an early bird special.

Conference pricing:
Registering By Friday, 9th September (Early Bird):
 Full Registration (Member) - \$400
 Full Registration (Non-Member) - \$470
 Day Registration - \$220ea

Registering After Friday, 9th September:
 Full Registration (Member) - \$500
 Full Registration (Non-Member) - \$570
 Day Registration - \$270ea

This year's event will feature expert speakers, including David 'The Almond Doctor' Doll, Patrick Brown, from California, plus panels on sustainability, presentations on irrigation, BeeFriendly Farming, the health of almonds, export marketing and much more.

After years of uncertainty due to Covid-19, we are thrilled to present this conference once more and cannot wait to reconnect with people throughout the industry.

To secure your spot visit: <https://australianalmonds.com.au/events/events-growing-together-2022-australian-almond-conference>



The 2022 Australian Almond Conference agenda is officially available for viewing, with a stacked line-up of experts and guests set to grace the Grand Stage and the Experts' Forum stage over the two days of presentations. The aim of the Conference in 2022 – titled 'Growing together' – will be bringing together as many stakeholders as possible by delivering a Conference program that educates, facilitates, collaborates and celebrates a wide range of issues from farm gate to plate, and helps growers understand how to 'do more with less'.

We thank all of our wonderful sponsors for supporting this event and look forward to coming together to present the conference after a lengthy break.





The 2022 Australian Almond Conference is just a month away and the Almond Board of Australia is excited to present a stacked line-up of experts and guests over the two days of presentations.

One of the conference's most prestigious guests is David 'The Almond Doctor' Doll, who will present on 'Balancing costs with yield'. Click on the video below to hear from David ahead of next month's conference.



The aim of the Conference in 2022 – titled 'Growing together' – is to bring together as many stakeholders as possible after the unprecedented impact COVID-19 has had on our industry. The Conference program delivers on a wide range of topics from farm gate to plate, and helps growers understand how to 'do more with less'.

Early bird tickets extended!

The early bird ticket special has been extended to Friday, September 23! To register and to view the full line-up of speakers follow this link: <https://australianalmonds.com.au/events/growing-together-2022-australian-almond-conference/>. Full registration includes two days of presentations, entry to our welcome



Were you snapped?



The 2022 Australian Almond Conference is all done and dusted and what a massive few days it was.

The Almond Board of Australia would like to thank of our attendees, all of the speakers and panellists for sharing their time and valuable knowledge and to all of our sponsors, in particular a huge thank you to our major sponsors Haifa Group and Stoller Australia Pty Ltd for their ongoing support of the event.

And to all of the exhibitors, who put on such impressive, interesting and worthwhile displays, we cannot express our appreciation enough to everyone who chose to be apart of this event.

Many of you would have seen photographer John Kruger around the place over the three days capturing a lot of great moments, from the presentations to the glitz and glam of the red carpet at the Gala Dinner.



The Australian Almond Conference is here!

The 2022 Australian Almond Conference is finally here! Today will kick off with our Annual General Meeting at 4pm, before the official Welcome Function begins at 6pm. Tomorrow's registrations will begin at 8am, with the official opening starting at 8.30am.

We look forward to seeing all our registrants either today or tomorrow. Anyone who was unable to make it to this year's conference can follow along through our social media channels (links available at the bottom of the email). To have a look at the list of speakers, exhibitions and event details click on the program below.



Program



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- SA Farmer, November 2022

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Almond conference makes successful comeback

WORDS HUGH SCHUITMAKER

METHODS for minimising Riverland almond production waste and increasing international exports were key aspects of a major industry conference in Adelaide recently.

Over 550 people attended the 2022 Australian Almond Conference, held over three days last month at the Adelaide Convention Centre.

Leading international almond agronomists David Drell and University of California Professor Patrick Brown were among keynote speakers at the event, and discussed how to do more with less on local farms.

Updates on aspects of the industry's research and development program, including integrated pest and disease management, whole-of-orchard recycling, water efficiency and growing almonds on

heavy soils were also among the issues covered in the state of the industry address. Almond Board of Australia chief executive officer Tim Jackson said despite the recent challenges of Covid-19, various rain, an increase of input costs, storms and challenging weather, Riverland almond growers remained in a strong position to feed the world.

"We aimed to provide delegates with as much information as possible, but ensured we kept it as relevant as possible to growers of all sizes," Tim said.

Tim said a "plant-based food phenomenon" had driven further demand for almonds in overseas markets.

"As a growing proposition the non-perishable attributes of almonds and the returns per negative used are attracting

more investors to the industry," he said.

"We are working toward zero waste as an industry and are well advanced."

"To think that every piece of almond harvested is used... changes the whole discussion around water use."

"With every kernel grown there is also a shell and a hull. Not that long ago they were considered waste, but today we are seeing innovative ways to utilise every part of the fruit grown, including energy, fertiliser and even furniture."

"It is an exciting time to be involved in an industry that is embracing its sustainability responsibilities."

Tim said a market update from processing companies including Aft, Select Harvest, Nut Producers Australia, and Almondco provided an insight into current export opportunities.



The half year ADA Position Report, unveiled at the conference, showed China continued to emerge as a key component of the almond export program, receiving more than 40 per cent of all exported almonds.

"Overall exports were back on track with last year's record levels, but domestic consumption was down," Tim said.

The Almond Board of Australia also launched a new purpose-built portal at the event, aimed at assisting growers benchmark their on-farm practices.

Tim said the portal, which is free to

use, would be an "integral tool to help growers, processors and the industry in formulating what is going on at ground level, and also meet consumer demands."

Tim said attendance for the conference had been 40 per cent higher than the event's previous best, with trade exhibits also increasing by 25 per cent for this year.

Doctor Michelle Wirthensohn was awarded a Contribution to Industry Award at the conference's gala dinner, while John Dird was posthumously inducted as a hall of fame member.

ADOVE Almond Board of Australia's market development manager Joseph Elabage and industry development officer Josh Fialla with board member Luke Stockel. PHOTOS: supplied



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Australian Almond Conference makes successful comeback for 2022 | PHOTOS

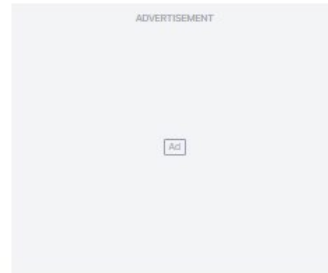
Updated October 20 2022 - 12:10pm, first published October 19 2022 - 12:30pm



📷 Patrick Brown, from the University of California, and David "The Almond Doctor" Doll, taking part in a lively Q and A, fielding questions from the audience during the 2022 Australian Almond Conference this month. Picture by John Kruger

A SURGE towards plant-based foods is helping counter the pressures from a global pandemic and rising input costs for the Australian almond industry.

It was one of the messages to emerge from the 2022 Australian Almond Conference where more than 550 people gathered for three days of networking, presentations and exhibitions in Adelaide recently.



[Australian Almond Conference makes successful comeback for 2022 | PHOTOS | Stock Journal | SA](#)

• Tree Crop, December/January 2023

NEWS

2022 Almond Conference a success

Over 550 people flocked to the 2022 Australian Almond Conference for three days of networking, presentations and exhibitions in Adelaide recently.

The conference – the first since 2018 due to COVID-19 – was held at the Adelaide Convention Centre in early October and attracted people from all over Australia – and the world.

The world's leading almond agronomists **David Doll** and Professor **Patrick Brown** flew in from overseas to be among the keynote speakers to discuss how to do more with less on farm.

Updates on the various aspects of the industry's extensive research and development program, including integrated pest and disease management, whole of orchard recycling, water efficiency and growing almonds on heavy soils were among the many issues covered.

In his 'State of the Industry' address, Australian Almond Board of Australia CEO **Tim Jackson** said despite the recent challenges of COVID-19, Varroa mite, increased input costs, storms and other challenging weather, almond growers remained in a strong position to feed the world.

He said the 'plant-based food phenomenon' is helping drive demand – along with the fact that as a growing proposition, the non-perishable attributes of almonds and returns per hectare used were attracting more investors to the industry.

"We are working toward zero waste as an industry and are well advanced," Mr Jackson said. "To think that every piece of almond harvested is used."

Mr Jackson said the portal would be an integral tool to help growers, processors and the industry in formalising what is going on at ground level and help meet consumer demands.

He said the support of sponsors, key stakeholders and service providers had ensured the conference broke all records. Attendance was up 40% on the previous best and trade exhibits up 25%.

Dr **Michelle Wirthensohn** was awarded a 'Contribution to Industry Award' at the Gala Dinner, while **John Bird** was posthumously inducted as a Hall of Fame member.

It changes the whole discussion around water use. With every kernel grown there is also a shell and a hull. Not that long ago they were considered waste.

"Today we are seeing innovative ways to utilise every part of the fruit grown, including energy, fertiliser and even furniture. It is an exciting time to be involved in an industry that is enhancing its sustainability responsibilities."

"We aimed to provide delegates with as much information as possible but ensure we kept it as relevant as possible to growers of all sizes."

Mr Jackson said the market update by the industry's processors including off, Select Harvest, Nut Producers Australia and Almondco, gave growers the latest insight into the challenges currently being addressed around the world.

The half year ABA Position Report unveiled at the conference showed that China has continued to emerge as a key component of the export program, making up more than 40% of all exports.

Exports overall were back on track with last year's record levels, but domestic consumption was down.

The Almond Board has launched a new purpose-built portal to assist growers benchmark their on-farm practices. Growers will be invited to sign up for the free service.

A packed session signalled a welcome return of the Australian Almond Conference.

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2022 ALMOND CONFERENCE

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GROWING TOGETHER

Positive outlook at Almond Conference

The numbers for the long-awaited Almond Conference showed that people had really been waiting for it – a record 550 delegates attended over the three days at the Adelaide Convention Centre.

Held in early October, it had been postponed for over a year by Covid, like many other events in the tree nut sectors, but it was held with an atmosphere of a high degree of optimism for the future.

The South Australian Minister of Agriculture, Claire Steven, officially opened the conference then it was into the state of industry in a wide-reaching presentation by the Almond Board of Australia's (ABA) CEO Mr Tim Jackson, his first conference in that role.

Mr Jackson covered all the topics of relevance to delegates: the industry 'in a nutshell', global consumer megatrends, issues negatively affecting the industry, the ABA's Strategic Plan to combat them, the positive economic and social impact of their industry here in Australia, R & D and innovation and the projects currently underway, bees, water and market share country. He concluded by telling delegates how they can be more involved in the decision making through advisory committees, the Strategic Investment Advisory Panel and the ABA board itself.

What was pointed out at the start was the need to increase demand for Australia almonds as the investment in almond orchards continues.

"In 2021 there were 3,500 hectares of almond orchards, in 2021-22 there are 60,000 hectares and by 2026-27 it is predicted there will be 75,000 hectares of almond orchards established," he told the conference.

The good news he said that the plant-based food phenomenon was driving demand and more consumer awareness of health and wellness, and sustainability would help in targeting existing, emerging and new markets.

Mr Jackson's presentation set the scene for the speakers following, with the topics being addressed by panels and keynote speakers.

The outgoing (see page 36) CEO of Select Harvests, Mr Paul Thompson gave delegates food for thought when he spoke about the need to re-engage consumers to think differently and the importance of clarity in the marketing messages.

He said the industry needed to view success as not just profit, referring to its social licence to operate, and that industry needed to consider what, how and where it communicated.

"Our story has to address people, planet and profit."

Professor Patrick Brown from the University of California in Davis talked about managing markets in tough times – that is when prices are rising and prices are low.

AUSTRALIAN NUTGROWER SUMMER 2022



Almond Industry Hall of Fame – John Bird

The success of Australia's almond industry is recognised worldwide and the late John Bird played a key role in establishing that reputation – this was recognised when John was inducted into the Almond Industry Hall of Fame at the recent conference.

From the presentation at the ABA Conference dinner...

Through board scale orchard expansion, John Bird helped take a thriving boutique industry and set it on a path to international prominence supplying more than 50 export markets. His big picture mindset and visionary developments underpinned a business philosophy that had a profound impact on the trajectory of the Australian almond industry.

During his time Australia almond production increased from about 4,000 tonnes annually at the turn of the century to about 80,000 tonnes, making almonds Australia's most valuable horticultural export commodity. John's vision for an internationally competitive Australian almond industry together with his financial, managerial and trading skills, was a key driver behind Australia becoming the second largest almond industry in the world.

John started in the nut trade in 1986 as a Financial Controller with Jorgenson Waring Australia. Trading in nuts and dried fruits, Jorgenson Waring sourced product from numerous countries and while John knew little about nuts and dried fruit at that time, he excelled in the trading environment.

Following his promotion to Managing Director of Jorgenson Waring Australia in 1988, annual sales of the company grew to \$110 million. While homegrown almond product was limited initially, through a joint marketing arrangement with Riverland Almonds and Select Harvests under the Allinga brand, the volume of Australian almonds traded increased substantially, highlighting the potential for significant growth of almond production in this country.

AUSTRALIAN NUTGROWER SUMMER 2022



The Bird family were present to receive the plaque to honour John Bird's entry into the Almond Industry Hall of Fame.

John Bird was appointed CEO of Select Harvests in 1998 and soon after implemented a new business model establishing a processing and marketing division. To provide the necessary investment required for more extensive orchard projects, the company formed a strategic alliance with Timbercorp Limited to develop and manage almond orchards for investors which resulted in over 40,000 acres of new almond orchards. It was the dawn of a new era for Australian almonds raising production to global significance. By 2004, Select Harvests Limited managed around 65% of Australia's almond orchards and was in the top five growers internationally.

John shared his enthusiasm and expertise as an active member of the Australian Almond Growers Association setting the Almond Industry Marketing Committee on solid foundations, and later leading the newly structured Almond Board of Australia as Chairman from 2007 to 2009.

In the latter part of his career John had broadened his involvement in the almond industry as Sales Manager of Bright Light Australian Almonds, Non-Executive Director of Langdon Group, Director of 1DAY Pty Ltd Agribusiness Consultancy, and Director of Almond Investors Limited.

John passed away in 2015, aged only 56. He will be remembered with much admiration by his nut industry colleagues and friends in Australia and internationally.

John Bird was inducted into the Australian Almond Industry Hall of Fame in October, 2022.

35

ABC SA Country Hour

18/10 – California almonds – starts roughly 9 minutes from the start.

https://www.abc.net.au/radio/programs/sa-country-hour/sa-country-hour/14083592?utm_campaign=abc_radio&utm_content=link&utm_medium=content_shared&utm_source=abc_radio

17/10 – Patrick Brown – starts at the 17 minute mark

https://www.abc.net.au/radio/programs/sa-country-hour/sa-country-hour/14081548?utm_campaign=abc_radio&utm_content=link&utm_medium=content_shared&utm_source=abc_radio

13/10 – Almond awards – starts at the 14 minute mark

https://www.abc.net.au/radio/programs/sa-country-hour/sa-country-hour/14077868?utm_campaign=abc_radio&utm_content=link&utm_medium=content_shared&utm_source=abc_radio

12/10 – Select Harvests – starts at the 33 minute mark

https://www.abc.net.au/radio/programs/sa-country-hour/sa-country-hour/14077552?utm_campaign=abc_radio&utm_content=link&utm_medium=content_shared&utm_source=abc_radio

11/10 – cross from the conference on the opening day – starts at the 13 minute mark

<https://www.abc.net.au/radio/programs/sa-country-hour/sa-country-hour/14075480>

Landline's Rural News segment on 30/10 featured Paul Thompson – scroll to the 28 min mark

<https://iview.abc.net.au/video/RF2204Q038S00>

In A Nutshell

Summer 2022

australian almonds

In A Nutshell

The Official Newsletter of the Australian Almond Industry



IN THIS ISSUE

- Almond Hort360 goes live
- California's sustainable mission
- Honouring John Bird
- Meet a Sustainability Champion

Patrick Brown and David Doll's expertise on show...

DYNAMIC DUO

Conference coverage from page 10



Successful comeback for conference



Almond Board of Australia Chief Executive Officer Tim Jackson addresses the 2022 Australian Almond Conference.

MORE than 550 people flocked to the 2022 Australian Almond Conference for three days of networking, presentations and exhibitions in Adelaide in October. The conference – which was the first since 2018 due to Covid-19 – was held at the Adelaide Convention Centre and attracted people from all over Australia – and the world. The world's leading almond agronomists David Doll and Professor Patrick Brown flew in to be among the keynote speakers to discuss how to do more with less on farm. Updates on aspects of the industry's extensive research and development program including integrated pest and disease management, whole of orchard recycling, water efficiency and growing almonds on heavy soils were among the many topics covered. Australian Almond Board of Australia Chief Executive Officer Tim Jackson said in his 'State of the Industry' address that despite the recent challenges of Covid-19, Varroa mite, rising input costs, storms and challenging weather, almond growers

remained in a strong position to feed the world. Mr Jackson said the plant-based food phenomenon is helping drive demand, along with the fact that as a growing proposition the non-perishable attributes of almonds and returns per megajoule used were attracting more investors to the industry. "We are working toward zero waste as an industry and are well advanced," he said. "To think that every piece of almond harvested is used – it changes the whole discussion around water use. "With every kernel grown there is also a shell and a hull. Not that long ago they were considered waste. Today we are seeing innovative ways to utilise every part of the fruit grown, including energy, fertiliser and even furniture. "It is an exciting time to be involved in an industry that is embracing its sustainability responsibilities. "We aimed to provide delegates with as much information as possible but ensure we kept it as relevant as possible to growers of all sizes." Mr Jackson said the Market Update

by the industry's processors including off, Select Harvest, Nut Producers Australia and Almondco gave growers the latest insight into the challenges being addressed around the world. The half-year ABA Position Report unveiled at the conference showed that China continues to emerge as a key component of the export program making up over 40% of all exports. Exports, overall, were back on track with last year's record levels but domestic consumption was down. The Almond Board launched a new purpose-built portal to assist growers benchmark their on-farm practices. Growers will be invited to sign up for the free service. Mr Jackson said the portal would be an integral tool to help growers, processors and the industry in formalising what is happening on a ground level and also meet consumer demands. He said the support of sponsors, key stakeholders and service providers had ensured the conference broke all records. Attendance was up 40% on the previous best and trade exhibits up 25%.

Expert advice on efficient farming



RENNOWNED almond expert David Doll spoke about the importance of operating properties efficiently and economically to hundreds of attendees at the recent Australian Almond Conference. Mr Doll, who attended the conference from Portugal, used his decades of experience and knowledge to share how growers can be more efficient by collecting the right data. He urged growers to collect a mix of 'backward looking' and 'forward looking' information. 'Backward looking' data includes the results of past activities and provides insights on how to operate in future, while 'forward looking' data allows for providing adjustments for in-season practices, such as irrigation and fertility.

Collecting this data through a range of methods helps focus efforts and ensures the relevant tasks are being taken care of, Mr Doll said. He shared what data he collects on his property, and how the information collected is used. Mr Doll said the most important step in becoming more efficient is identifying waste by categorising activities by 'actions that add value', 'actions that do not add value, but are necessary', and 'unnecessary actions'. He said 'unnecessary actions' can include over-irrigating, unnecessary pesticide applications, excessive driving to complete tasks, and collecting data and performing analysis that will not be used. Mr Doll showcased examples of how he has made his property

- Data David Doll collects:**
- Weather forecast and ETo estimates
 - Soil moisture data
 - Mid-summer leaf data
 - Soil samples
 - Satellite imagery
 - Aerial imagery
 - Hull analysis
 - Pressure bomb/chamber
 - Water meter data
 - Valve pressures
 - Various tree count data
 - Yield and yield parameters
 - Sap analysis
 - Activity progress.
- Data used for strategic decisions:**
- Weather forecast and ETo estimates
 - Soil moisture data
 - Mid-summer leaf data
 - Soil samples
 - Aerial imagery
 - Hull analysis
 - Yield and yield parameters.
- Data used for spot decisions:**
- Valve pressures (adjusted on the spot)
 - Pressure bomb/chamber
 - Activity progress, pest reports.
- Data not used regularly:**
- Satellite imagery
 - Various tree count data
 - Sap analysis.

more efficient by taking the audience through real-life scenarios, demonstrating how even a small change like moving a pump station to cut down on travel resulted in a significant saving. Mr Doll also spoke about farming in Europe and the different conditions and challenges faced by almond growers in Portugal, with the biggest concerns at his orchard associated with rain, pests and diseases, which have wiped out some years' crops. Battling pests is made more challenging by strict pesticide regulations, with more registrations being cancelled each year. Mr Doll's presentation will be made available online.



“The South Australian Government is proud to work closely with almond growers and is committed to working with growers well into the future.”



Minister for Primary Industries Clare Scriven, above, opens the 2022 Australian Almond Conference.

INSET: Almond Board of Australia Chairman Peter Hayes welcomed attendees to the first major industry event in three years.

Industry has 'bright future' - Minister

THE 2022 Australian Almond Conference was officially open by South Australian Minister for Primary Industries Clare Scriven. Ms Scriven said South Australia prides itself on its premium produce, of which almonds play a key role. She said the South Australian Government is proud to work closely with almond growers and is committed to working with growers well into the future. Ms Scriven touched on the Labor Government's connection with the Almond Board of Australia, with the Almond Centre of Excellence orchard officially unveiled by Labor seven years ago. She said she believes there is a "very bright future" for the industry and hoped to continue a strong relationship with the almond industry to see it continue to expand. Almond Board of Australia Chairman Peter Hayes also welcomed attendees to the conference at the Adelaide Convention Centre, expressing his joy of seeing the industry come together again after a forced break due to Covid-19.

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12 In A Nutshell - Summer 2022 Vol 23 Issue 4



Dynamic duo's knowledge shines

ONE of the highlights of the Australian Almond Conference was the Q and A session with Patrick Brown and David Doll, where attendees had the opportunity to ask questions of the two experts. Both highly-admired almond industry figures presented individually but came together on the final day to be asked questions by the audience, which was very well received by attendees. They both added their expert comments to the questions put to them by ABA's Josh Fiekie and often asked questions of each other. Topics put to the pair included getting potassium to trees, their thoughts on growing large canopies and proximity of plantings, and they also spoke about heavy rainfall conditions currently being experienced by Riverina growers.



Patrick Brown, left, and David Doll shared their expert industry insights in a special Q&A session.

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REDUCING the amount of water used to grow almonds, increasing environmentally friendly pest management tools and achieving zero waste in orchards are key objectives for the California almond industry, according to the Almond Board of California's (ABC) Chief Scientist. Josette Lewis outlined the ABC's mission to achieve a number of sustainable and environmentally friendly goals by 2025 when she addressed the Almond Board of Australia's recent conference. She spoke about the impressive take-up among California almond growers who are using a grower self-assessment tool as part of the California Almond Sustainability

Program, and other tools made available to growers to assist in further reducing the water used to grow almonds. Ms Lewis also spoke about the challenges facing the California almond industry when it comes to pollination. Four species of native bees have been listed under the state's endangered species act, with the California almond industry cited as a threat to native bees. However, foreseeing a potential problem, Ms Lewis helped establish the California Pollinator Coalition a year and a half ago. The move helped to confirm the industry's support for the protection of native bees.

"This was getting ahead of the story that says we are the reason these bees are declining and instead saying we are part of the solution," she said. "We can add habitats on our farms and build back the biodiversity systems. If you don't do that with farms you can't resource some of these populations because the Central Valley is predominately farmed and private land. So we have to be part of the solution and we're stepping up." Ms Lewis said an enjoyable aspect of her role is to advance the ABC's story of zero waste. "The zero-waste mold has two value propositions to our industry," she said.



Australia and California working together

THERE are many opportunities for the Australian and California almond industries to learn from each other, according to Josette Lewis, Chief Scientist from the Almond Board of California. "It's really great to see we share a lot of the same challenges," she said. "And while a lot of the learnings have been California sharing information that the Australian industry can take advantage of, I also think there's an opportunity for us to learn some things as well from the Australians. It's great to better understand the similarities and differences between our industries." Ms Lewis said it was clear conference attendees were there to learn and improve. "I think it's the same in California as it is in Australia (with a thirst

for knowledge)," she said. "It's interesting to see the two different stages happening at the same time. You see a pretty big exodus of what looked like growers to me to hear about production research and we have that same dynamic at our conference. We spend more money on the marketing of almonds and we're growing global demand, which I think Australia can clearly take advantage of. But the growers who come really want to know how do I solve the problems in my orchard? how can I be more efficient and more profitable?" "That's pretty much the same for us, so you get a lot of interest in those research panels so they can learn how to become a great grower." Ms Lewis said it was more

important than ever for growers to learn how to be efficient on their properties. "It's a tough time for our industry in terms of profitability because of a whole host of problems like Covid-19 and the threat of global recession that really impacts our markets," she said. "I'm hearing the same things here in Australia that growers are really feeling the pinch. It's a time maybe when you double down on efficiency and profitability, and less on pushing outward and upward and more on tending to the basics and I'm hearing a lot of those conversations here. I think it's a challenging time but still one where there's opportunity to make progress and that progress will still pay off in the future."

“We have to be part of the solution and we're stepping up ...”

- Almond Board of California's Josette Lewis



"One is a literal dollars and cents and getting more value from the products in our orchard ... the kernels are only a third of what comes out each year, so we need to get more value from the shells and the hulls, and biomass, that adds money back to the grower. It also has become an excellent sustainability story with whole of orchard recycling. I don't know how many reporters I've talked to who get really excited about some of the interesting and weird and wonderful things we can do with almond hulls in particular." Ms Lewis said the Almond Board of California will continue to work hard to achieve its sustainability and environmentally friendly goals.

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Family growers at heart of Californian industry

DESPITE Californian almonds being the biggest heavyweight in the world when it comes to almond production, small family growers are still at the heart of the industry, according to Almond Board of California (ABC) President Richard Waycott.

Mr Waycott flew all the way to Adelaide from California to address attendees at the Australian Almond Conference and to give a snapshot of the Californian almond industry. His presentation well and truly illustrated the enormity of the industry, from the size of the almond board staff to the acreage covered in California by almond plantings and the vast marketing campaigns promoting almonds happening globally.

Mr Waycott said almond plantings in California had increased significantly since 2015, but most orchards were still under 100 acres (40 hectares) and 90 per cent of the almond orchards belonged to family farms.

He said bigger companies would continue to invest heavily in almonds and account for more plantings in the future, but for now it was largely a family business.

Touching on current challenging weather conditions, Mr Waycott said California (along with other western states) was in its third year of the three multi-year drought in the last 20 years.

Other challenges facing Californian almond growers included increasing input costs associated with pollination such as rising beekeeper costs to maintain hives and declining honey



America's almond industry is forecast to produce a whopping four billion tonnes of almonds by 2030.

revenue, plus increased costs of irrigation, rising energy costs to pump, high labor costs around harvest, and a huge cost spike for fertilisers.

There were plenty of positives Mr Waycott touched on in terms of the demand for almonds and it being the front-runner in consumer preferences for plant-based options.

And despite the current drought conditions, the American almond industry is still forecast to produce over four billion pounds of almonds

by 2030, up from the current 2.9 billion pounds of almonds currently being produced (pictured).

The Almond Board of California is currently implementing marketing programs in 10 different countries, with each program specifically tailored to consumers based in each country.

During his visit to South Australia, Mr Waycott also participated in the Almond Board of Australia's Open Day at the Almond Centre of Excellence in Lorton, along with ABC Chief Scientist Josette Lewis.

Michelle's almond industry honour



Following over two decades of dedication to the Australian almond industry, Dr Michelle Wirthensohn was honoured with a Contribution to Industry Award.

Dr Michelle Wirthensohn was honoured with a Contribution to Industry Award at the Australian Almond Conference Gala Dinner for her hard work and dedication to the almond industry over the past two decades.

Almond Industry Hall of Fame member Andrew Lacey spoke to the crowd about Dr Wirthensohn's background and involvement in the industry, touching on how she came to work with almonds.

Dr Wirthensohn is currently the Program Leader of the National Almond Breeding Program based at the Waite Campus of the University of Adelaide and has dedicated much of her professional career to the study of almonds.

She joined the university's Almond

Breeding Program in 2000 after it was first started in 1997.

Dr Wirthensohn was recommended to the organisers of the program after she finished her Doctorate and she took up the position with much enthusiasm.

"The program's success was reliant on strong connections with overseas breeders, and Michelle helped establish great relationships with contacts abroad," Mr Lacey said.

"She worked with Waite and overseas researchers to complete the DNA profile of the almond, which has played a pivotal role in the breeding program, with the profile providing a much clearer path to what would assist the goals of the industry and make quick progress possible."

Mr Lacey said Michelle showed

immense dedication to the program and spent a significant amount of time overseas working on the research, and even took her family on longer stays.

"She has always given 100 per cent to the program for the benefit of almond growers and has played a pivotal role in the growth of the Australian almond industry," he said.

Dr Wirthensohn's legacy includes the varieties released by the program, including five self-fertile varieties, but also the new ones to be released in the future.

She will enter into a much-deserved retirement in July 2023 after over 20 years of incredible dedication and hard work.

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Hall of Fame for John Bird

THE success of Australia's almond industry is recognised worldwide – and the late John Bird played a key role in establishing that reputation. John's legacy was honoured at the Australian Almond Conference Gala Dinner when he was inducted into the Hall of Fame, posthumously. John's proud family members were in attendance to accept the honour on his behalf.

Through board scale orchard expansion, John helped take a thriving boutique industry and set it on a path to international prominence supplying more than 50 export markets.

His big picture mindset and visionary developments underpinned a business philosophy that had a profound impact on the trajectory of the Australian almond industry.

During his time Australian almond production increased from about 4,000 tonnes annually at the turn of the century to about 80,000 tonnes, making almonds Australia's most valuable horticultural export commodity.

John's vision for an internationally competitive Australian almond industry together with his financial,



managerial and trading skills, was a key driver behind Australia becoming the second largest almond industry in the world.

John started in the nut trade in 1986 as a Financial Controller with Jorgensen Waring Australia. Trading in nuts and dried fruits, Jorgensen Waring sourced product from numerous countries and while John knew little about nuts and dried fruit at that time, he excelled in the trading environment.

Following his promotion to Managing Director of Jorgensen Waring Australia in 1988, annual sales of the company grew to

\$110 million. While homegrown almond product was limited initially, through a joint marketing arrangement with Riveland Almonds and Select Harvests under the Allinga brand, the volume of Australian almonds traded increased substantially, highlighting the potential for significant growth of almond production in this country.

Up until the late 1980s South Australia had been the centre of the Australian Almond Industry but as the first Victorian orchards established in the 1970s and '80s reached maturity, the worth of the Sunraysia region for almonds was proven.

Almond production in this region was pioneered by the Blazey family, founders of Defender Farms. Following a company restructure and name change to Select Harvests Limited, new almond projects were established.

Select Harvests soon became the largest almond producer in the country, and there was more to come.

John was appointed CEO of Select Harvests in 1998 and soon after implemented a new business model



Oh, what a night!

THE almond industry's night of nights culminated in the conference's gala dinner, with a night of winning and dining enjoyed by the 450-plus attendees.

It was a magnificent backdrop for cocktails before the main event with the River Torrens and Adelaide Oval in full view.

Some of the industry's finest were celebrated, with the late John Bird receiving a Hall of Fame induction posthumously and Michelle Wirthensohn honoured as

a Contribution to Industry. John Bird's proud family were in attendance and were clearly moved by the video tribute to the almond industry powerhouse.

Michelle Wirthensohn was on hand to receive her award, with the announcement followed by a standing ovation from the crowd.

Attendees were entertained during the night by guest speaker Simon Kuestenmacher and musical duo Ben Whittington and Sarah Day.





How the industry is using the entire almond

The Closed Circle Economy

TAKING to the stage on the first day of presentations at the Australian Almond Conference was Select Harvests' Managing Director and Chief Executive Officer Paul Thompson who spoke about the industry's 'Closed Circle Economy'.

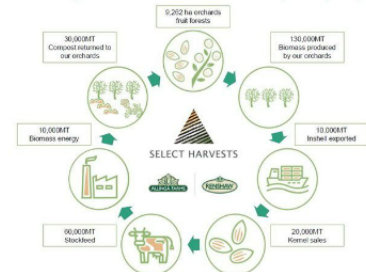
Mr Thompson, who is also an Almond Board of Australia director, shared Select Harvests' mission of 'maximising our resource use and financial return by utilising everything we grow'.

He said changing community values and expectations meant consumers have a desire to know products are grown in a sustainable and environmentally conscious way.

Throughout his presentation, Mr Thompson illustrated the ways in which Select Harvests operates in a closed circle economy by using every part of the almond down to using hulls as stockfeed, composting almond waste to return to the orchard and burning almond by-products to run steam turbines to produce energy.

He said not only is the closed circle economy method a significant win for sustainability but also a significant win in an economic sense for his company.

Mr Thompson outlined the specific co-waste projects being undertaken by Select Harvests and what benefits each method created for the company and the environment. The emphasis on the importance of sustainability, water efficiency and carbon neutrality were major themes throughout the conference with many speakers touching on the industry's push for accountability.



Above: Select Harvests' commitment to the closed circle economy is ensuring as much of the almond and its by-products as possible are used productively.

Below: Co-waste projects are using almond hulls to generate power, compost and fertiliser.



Consumers demand sustainability

CONSUMERS are becoming more aware and demanding action from companies when it comes to sustainability, according to Global Sustainability Manager Burcu Turkey from Off.

Ms Turkey, who travelled from Istanbul to present at the conference, spoke to the audience at the Australian Almond Conference about 'The almond trail – how do we adapt to consumer demands?'.

She said becoming a sustainable industry means offering traceability, sustainability and quality, starting in the orchard right through until the end product that is purchased by consumers.

A recent survey indicated 51% of millennials reported checking packaging for claims on sustainability, with plastic packaging becoming an emotive topic.

Ms Turkey said while off has made

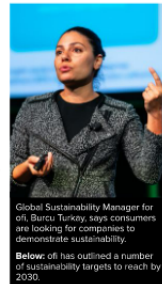
many commitments to sustainability – including beginning bee-friendly programs in the US and Australia, signing a large-scale renewable corporate power purchase agreement, and introducing whole-orchard recycling in the US – there were many other sustainability practices to be introduced.

A number of targets have been outlined for off to achieve by 2030.

Ms Turkey said it was important to outline off's goals to help create closer relationships with customers and to indicate to consumers that sustainability is a high priority for big businesses.

Off has launched a platform called 'AtSource' to help drive and monitor sustainability amongst producers, and to provide insights for agricultural supply chains.

For more information on the 'The Almond Trail' visit Sustainability in almonds (off.com).



Global Sustainability Manager for Off, Burcu Turkey, says consumers are looking for companies to demonstrate sustainability.

Below: Off has outlined a number of sustainability targets to reach by 2030.

2030 targets*



Taking Australian almonds to the world

ALMOND Board of Australia (ABA) Market Development Manager Joseph Ebbage provided a marketing update to conference attendees and how we're taking Australian almonds to the world.

Global almond production is still dominated by the US with 78 per cent of almonds grown in America, while Australia accounts for eight per cent of the world's production.

Australia's almond production is consistently growing with 124,499 tonnes grown last year compared to 79,901 in 2018.

It is forecast that Australian production will jump significantly to over 160,000 tonnes by 2024.

Mr Ebbage said challenges facing the Australian almond industry include freight, economic uncertainty, inflation, the war in Ukraine, energy and rising input costs.



Joseph Ebbage, the ABA's Market Development Manager.

Despite the ongoing challenges, the shipments for 2021-22 of Australian almonds was a record for the industry, with China being our major importer.

Mr Ebbage said the significant drivers of Australian almond consumption includes health, versatility and increasing industry sustainability practices.

Almonds remained the most frequently used tree nut ingredient in new products launched during 2021-22, according to Innova Market Insights.

The Australian almond industry is now setting its sights on Gen Y and Gen Z. It has become increasingly clear that younger consumers want to know how their food is being produced and want to know their food is environmentally conscious.

The rise of plant food will also be a major advantage to the industry with consumers gravitating towards plant milk alternatives in particular.

Mr Ebbage said after a significant break due to Covid-19, the Almond Board team is invested in getting back on the world stage by attending trade shows and marketing opportunities.

The ABA also showcased its new domestic 'Live the Almond Life' campaign aimed at engaging a younger generation of nut lovers.

Domestic 'Live the Almond Life' campaign showcased

LOU Martin, Almond Board of Australia Marketing Officer, gave a Domestic Marketing Update to conference attendees, and showcased the new 'Live the Almond Life' campaign.

Ms Martin outlined the campaign objectives of increasing the consumption of almonds with Gen Y and Gen Z consumer segments and increasing domestic shipping.

She said targeting this demographic is important for the future "health" of our domestic market. Consumption data shows we over-index with our older consumers and under-index with our younger consumers. Given health, physical and emotional wellbeing is becoming more important globally, we have positioned almonds as a nutritious and sustainable wholefood to drive consumption.

Consumer analysis was undertaken before the campaign was launched to better understand the target demographic. The study showed the following:

- Methodology**
- Conducted the study from 14th to 22nd August 2022 (pre campaign launch).
 - On-line study comprised 1,003 Australians aged 18-40yrs.
 - All participants had consumed nuts in the last 6 months.
 - All participants had consumed almonds in the last 3 months.

- Study purpose**
- Baseline reading of Gen Y and Gen Z nut consumers prior to the Almond commercial campaign.
 - Build capacity to track changes to awareness, behaviours and attitudes around almond consumption - post campaign.

The campaign was first launched in September this year, with the multi-platform advertisements running until May next year.

Ms Martin played all three television advertisements plus a blooper reel during her presentation and outlined the performance analytics the campaign has received so far.

For the campaign's full performance statistics read the Marketing Update on page 34.

What is The Almond Life?

Sure, it's a marketing campaign. But it's also something bigger than that. It's a lifestyle. A way of living built on making smart, healthy choices.

It's choosing a healthy handful of Australian Almonds over other snacks that have no nutritional value. It's about integrating almonds into your routine and favourite recipes. It's about feeling good on the inside and looking great on the outside.

It's the Almond Life!



ABA Marketing Officer Lou Martin showcased 'The Live the Almond Life' campaign to conference attendees and explained the strategy behind the multi-media campaign.



'The Live the Almond Life' campaign will appear in television advertisements, on social media platforms and is being promoted on www.thelivethealmondlife.com

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An expert's view on ...

How to do more with less

ACCOMPLISHED almond expert Professor Patrick Brown was a star attraction at the Australian Almond Conference. The ABA brought Prof Brown to the conference all the way from California and he used his time to educate the audience on 'Doing more with less'. He said the operational costs means it is more important that ever to optimise efficiency and use products at the right time.

Prof Brown said knowing the needs of the tree is key to apply nutrients effectively to almonds and can help reduce costs. Key nutrients are nitrogen, potassium, zinc and boron, and what can be monitored and managed like calcium and manganese. Prof Brown referenced the recent study conducted in California that stated to grow one kilogram of almonds the tree will use 68 grams of nitrogen. Stating that if you have a poor pollination and you are only going to produce 2,000kg/ha you won't

Professor Patrick Brown, above and right, gave growers a wealth of expert tips on how to do more to support their orchards with less inputs.

increase your crop size by providing the tree with the resources for 3,000kg/ha. This is where you can therefore save that extra cost. In making this decision you also need to consider the variability of cropload within the orchard, to try and get a best fit. Prof Brown also settled the concern of growers of not meeting the early nutritional demands of the tree due to the wet weather causing growers to not be able to fertigate. He stated the tree only starts to use applied

nutrition after 70 per cent leaf out which is in early September. Until this point the tree is utilising the reserves that it has put away. From this time until early November the tree will have used 55 per cent of its total requirements and 77 per cent by early December. Prof Brown's extensive knowledge of almond production was demonstrated by his in-depth analysis and explanation throughout his engaging presentation, which was very well received by the audience.

Appetite for scientific knowledge on show

MANY of the Australian Almond Conference's technical presentations were heavily attended with conference-goers showing an appetite for knowledge and industry best practices. Highlights included David Madge's talk on 'The links between orchard hygiene and pests' and SARDI representatives Tonya Wiechel and Brittany Oswald's presentation on 'Hullrot and trunk disease'.

A panel on growing on heavy soils was also popular late on the first afternoon, featuring Ben Brown from Select Harvests, grower board member James Callipari and Peter Reynolds from Yenda Producers. This year's concurrent sessions meant there was more information delivered at the conference than ever before.

The introduction of a question asking platform also added another dynamic with attendees given the opportunity to submit questions to speakers and panelists.



Peter Reynolds, from Yenda Producers, Ben Brown, from Select Harvests and grower board member James Callipari spoke about growing almonds on heavy soils.

This platform was heavily utilised, in particular when there was an opportunity to ask questions of the conference's lead experts David Doll and Patrick Brown.

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Our official program is ready to go for all of our attendees at the 2022 Australian Almond Conference!



Australian Almond Conference 2022





10-12 October



Adelaide Convention Centre

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Australian Almond Board of Australia Chief Executive Officer **Tim Jackson** addresses members and conference registrants at our Annual General Meeting.



Australian Almond Conference 2022





10-12 October



Adelaide Convention Centre

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A massive crowd here for the 2022 Australian Almond Conference Welcome Function.



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The 2022 Australian Almond Conference is about to be officially opened by Almond Board of Australia Chairman **Peter Hayes** and ABA Chief Executive Officer **Tim Jackson**.
...see more



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South Australian Minister for Agriculture **Clare Scriven** has addressed hundreds of attendees at the 2022 Australian Almond Conference.
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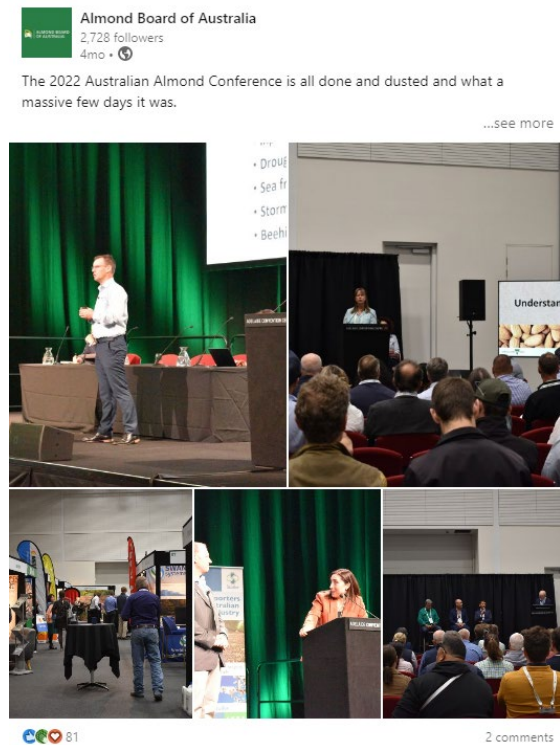
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Haifa Group Manager Trevor Dennis addresses conference attendees.

A massive thank you to Trevor and his team for being the 2022 Austral ...see more



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Intellectual property

No project IP or commercialisation to report' if there are none to report.

Extension activities participation November 2020 to August 2022

	Events	Total Participants	Unique Participants	Growing Enterprises	ha covered	% of area
Webinars	10	297	136	49	44,411	76.4
Field Day	7	164	112	39	42,901	73.8
Workshops	4	72	68	19	35,736	61.5
Total	21	533	247	69	47,453	81.7

Date	Title	No. attendees	% & ha of total production area	
		grower/total		
Webinars				
5/11/2020	Integrated Disease Management	30/47	61	35,668
12/11/2020	Irrigation Management	29/41	55	32,054
19/11/2020	Integrated Pest Management	32/51	68	39,528
1/12/2020	Sustainable Chemical Use	18/28	62	36,146
8/12/2020	Food Quality and Safety	17/22	34	20,033
29/04/2021	ABA Pollination Webinar	24/49	56	32,509
30/09/2021	Integrated Pest Management - Carpophilus beetle and Carob moth	30/53	58	33,467
28/10/2021	Managing wildlife and pest animals in almonds - getting the right balance	32/38	27	15,571
10/21/2022	Insect management using fumigation in almond stockpiles	24/28	56	32,611
24/02/2022	Almond Trunk Diseases - Project updates, field surveys and field sampling	16/19	52	30,044
Field Days				
4/07/2022	InsightTrac, GoTrack - Brownport	14/17	8	4,717
5/07/2022	InsightTrac, GoTrack, Amaretto	9/15	34	19,701
8/07/2022	InsightTrac, GoTrack, Griffith	9/13	20	11,828
13/07/2022	InsightTrac, GoTrack, Fish Screens, ACE	18/36	10	5,516
25/08/2022	Variety and rootstock field day	16/21	27	15,084
12/05/2022	SHV Irrigation and soil health trials	34/38	65	37,349
2/06/2022	Soil Science Australia: Riverland Soil Knowledge Day	11/24	47	27,568
Workshops				
8/06/2022	Carbon Footprint Assessment and Workshop	14/15	58	33,164
6/07/2022	Irrigation Training Sunraysia	26/26	34	19,512
19/07/2022	Irrigation Training Riverina	14/15	43	24,828
26/07/2022	Irrigation Training Riverland	14/16	22	12,376

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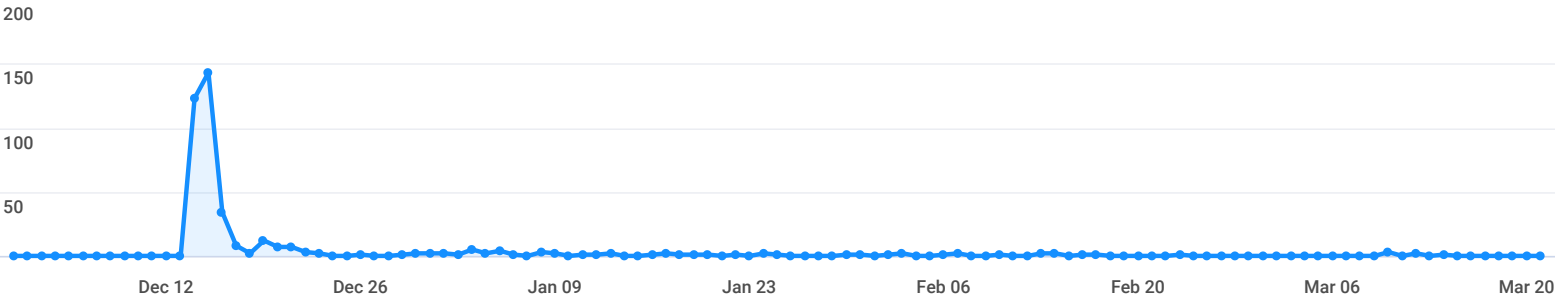
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Audience Overview

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Day Week Month

Readers



Total Readers ?

327

100%

Returning Readers ?

129

39.45%

New Readers ?

198

60.55%

Sessions ?

550

Pageviews ?

14,097

Pages / Reader ?

43.11

Avg. Time Spent per Reader ?

00:12:36

Reader

Publications

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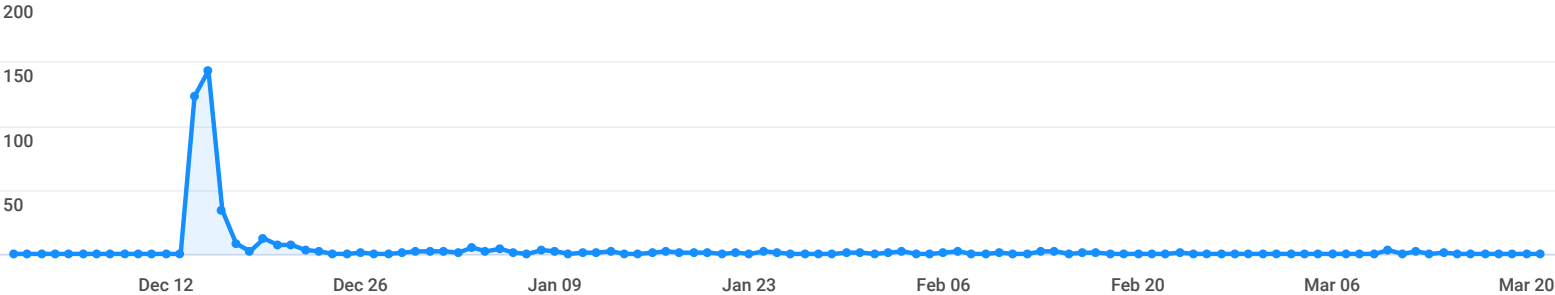
Readers v

Day

Week

Month

Readers



Primary Dimension

Collection v

+

Secondary Dimension v

Collection	Readers ? v	New Readers ? v	Pages / Reader ? v	Avg. Time Spent per Reader ? v
	327 % of Total: 38.34% (853)	198 % of Total: 31.18% (635)	43.11 Avg for View: 44.08 (-2%)	00:12:36 Avg for View: 00:13:57 (-10%)
In a Nutshell	327 (100%)	198 (100%)	43.11	00:12:37

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Reader

Publications

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In a Nutshell Summer 2022 Vol 23 Issue 4 x

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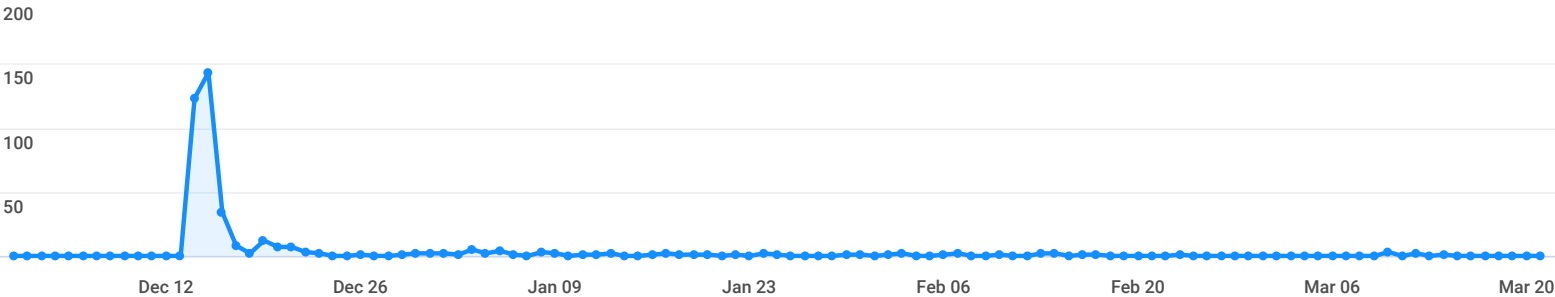
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Devices

Export v

Day Week Month

Readers



Primary Dimension Device Category + Secondary Dimension v

Device Category ?	Sessions ?	Pages / Reader ?	Avg. Session Duration ?	Avg. Time Spent per Reader ?
	550 % of Total: 28.21% (1,950)	43.11 Avg for View: 44.08 (-2%)	00:07:46 Avg for View: 00:05:33 (40%)	00:12:36 Avg for View: 00:13:57 (-10%)
Desktop	409 (74.36%)	48.5	00:07:56	00:14:38
Mobile	141 (25.64%)	32.9	00:07:16	00:08:45

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In a Nutshell Summer 2022 Vol 23 Issue 4 x

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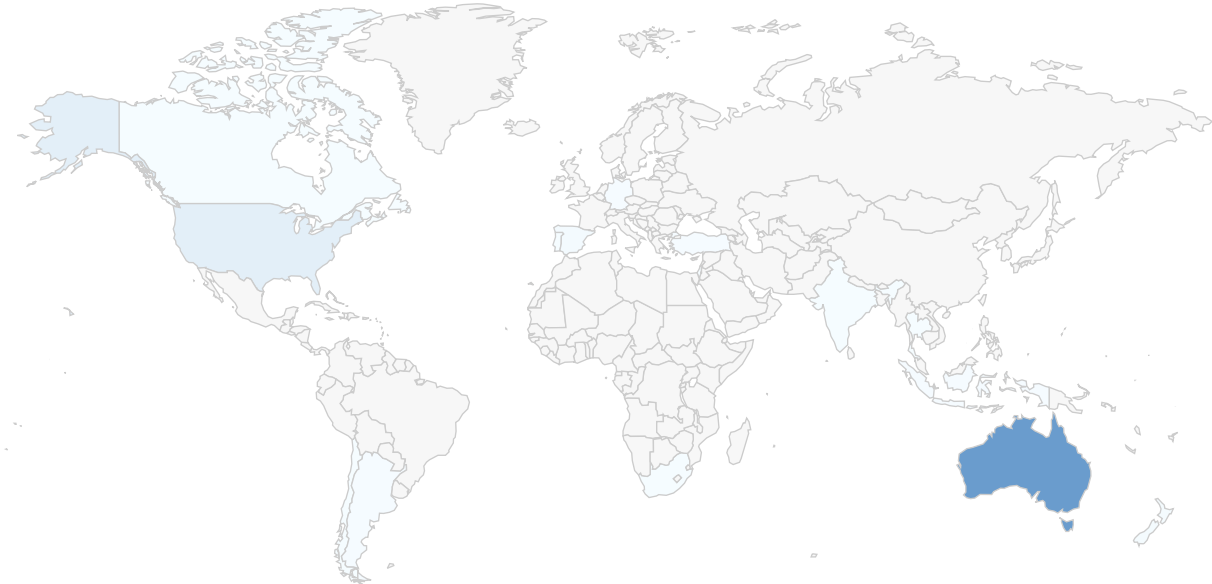
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Filters

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time

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Export



Primary Dimension Country v + Secondary Dimension v

Country ?	Readers ?	New Readers ?	Pages / Reader ?	Avg. Time Spent per Reader ?
	327 % of Total: 38.34% (853)	198 % of Total: 31.18% (635)	43.11 Avg for View: 44.08 (-2%)	00:12:36 Avg for View: 00:13:57 (-10%)
Australia	263 (80.43%)	151 (76.26%)	44.86	00:12:52
United States	35 (10.7%)	26 (13.13%)	28.49	00:09:53
Spain	5 (1.53%)	2 (1.01%)	68	00:19:45
(not set)	4 (1.22%)	0 (0%)	0	00:00:00
New Zealand	4 (1.22%)	2 (1.01%)	73.5	00:29:26
Germany	2 (0.61%)	1 (0.51%)	26.5	00:07:35
Turkey	2 (0.61%)	1 (0.51%)	7.5	00:02:08
Indonesia	2 (0.61%)	2 (1.01%)	31	00:04:23
Argentina	2 (0.61%)	2 (1.01%)	63	00:06:03
Thailand	1 (0.31%)	0 (0%)	51	00:19:50

Reader

Publications

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

Clear filters

DecMar 2

Filters

The system

UTC+

time

Content Overview

Export

Pageviews v

Day

Week

Mo



Pageviews ?	Unique Pageviews ?	Readers ?	Avg. Time Spent per Reader per Publication ?	Bounce Rate
14,097	9,720	327	00:12:36	0.31%

Reader

Enter reader name or email

Publications

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

Filters

[Clear filters](#)

Dec 01,2022 - Mar 21,2023

The system uses UTC+10:30 timezone.

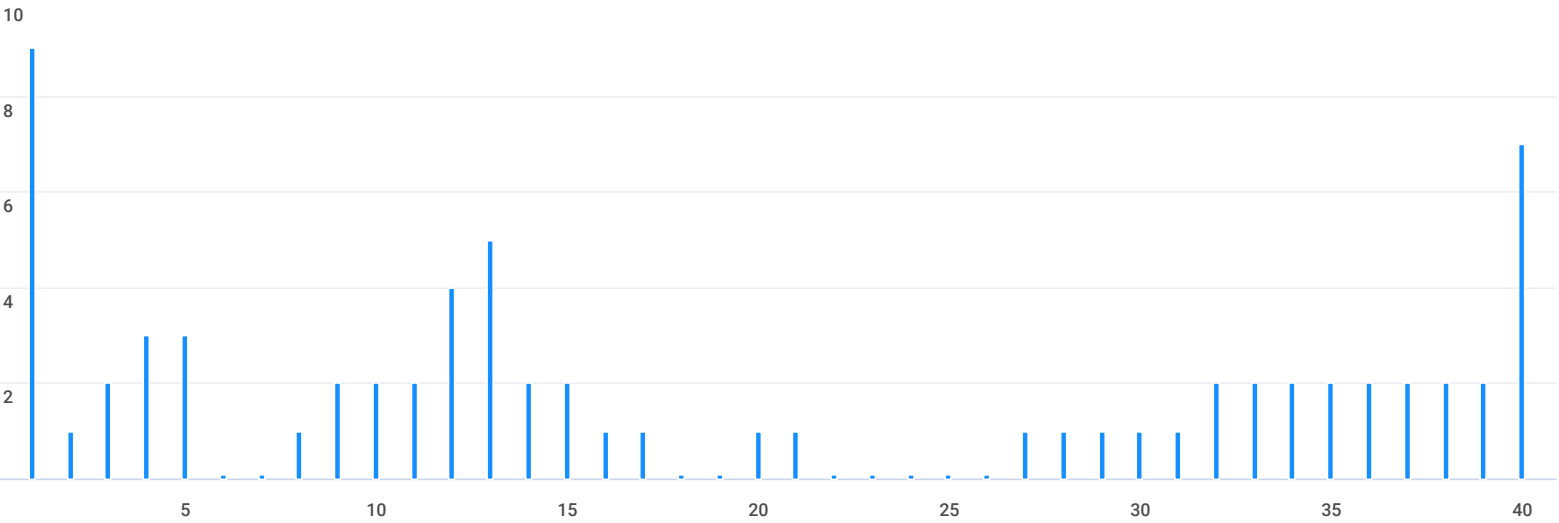
Page Performance

Export v

Selected Publication Australian Almond Conference Program v

Pageviews v

● Pageviews



Primary Dimension Page + Secondary Dimension v

Page	Readers	Pageviews	Avg. Time Spent per Reader	Avg. Pageviews per Reader
	20 % of Total: 2.34% (853)	70 % of Total: 0.19% (37,599)	00:00:26 Avg for View: 00:13:57 (-97%)	3.5 % of Total: -92.06% (44.08)

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

[Clear filters](#)

Dec 01,2022 - Mar 21,2023

The system uses UTC+10:30 timezone.

Filters

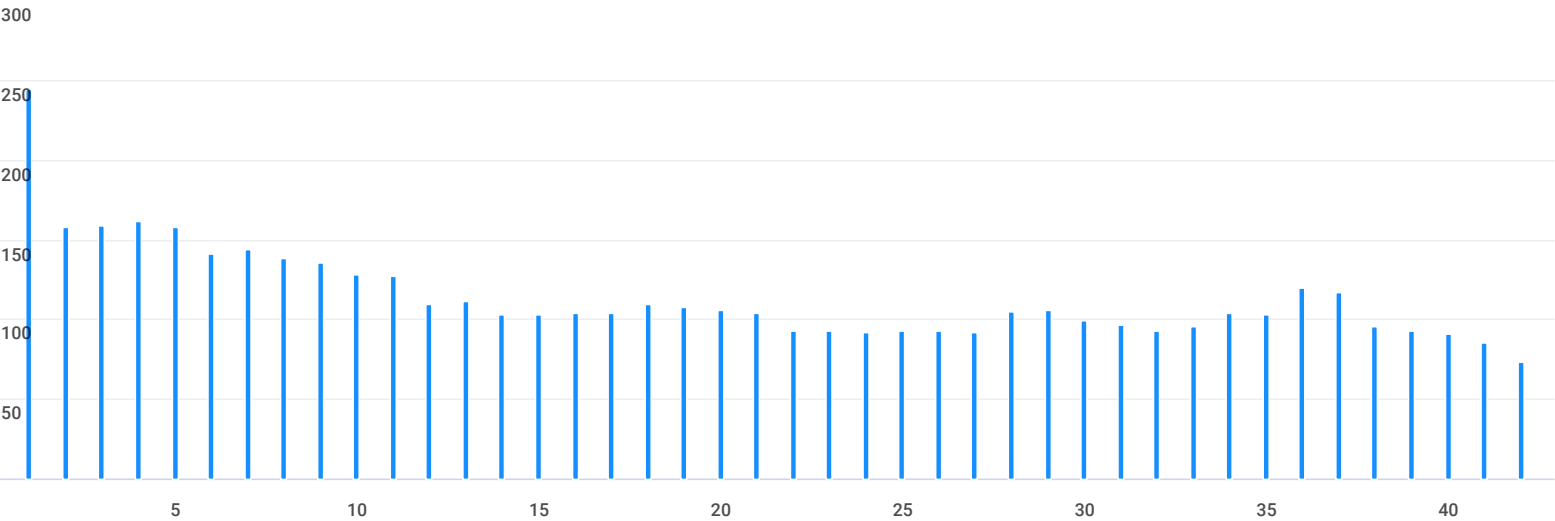
Page Performance

Export v

Selected Publication In a Nutshell IAN Summer 2022 FINAL v

Pageviews v

Pageviews



Primary Dimension Page + Secondary Dimension v

Page	Readers	Pageviews	Avg. Time Spent per Reader	Avg. Pageviews per Reader
	163 % of Total: 19.11% (853)	4,792 % of Total: 12.75% (37,599)	00:07:21 Avg for View: 00:13:57 (-47%)	29.4 % of Total: -33.3% (44.08)

Reader

Publications

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

[Clear filters](#)

Dec 01,2022 - Mar 21,2023



Filters

The system uses UTC+10:30 timezone.

Engagement

Export v

Readers ?

327

Pageviews ?

14,097

Pages/Reader ?

43.11

Avg. time spent per Reader ?

00:12:36

Sessions ?

550

Avg. Sessions per Reader ?

1

Downloads ?

14

Social Shares ?

0

Links Clicked ?

23

Video Plays ?

22

Total Video Play Time ?

00:31:13

Audio Plays ?

0

Total Audio Play Time ?

00:00:00

Reader

Publications

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

[Clear filters](#)

Dec 01,2022 - Mar 21,2023



The system uses UTC+10:30 timezone.

Filters

Video & Audio Performance

Export v

Primary Dimension

Video v

+

Secondary Dimension v

Video	Total Plays ?	Unique Plays ?	Avg. Play Time ?	Total Play Time ?	Length ?	Avg. Completion Rate ?
	22 % of Total: 81.48% (27)	20 Avg for View: 25 (80%)	00:01:33 Avg for View: 00:01:29 (5%)	00:31:13 % of Total: 83.95% (00:37:11)	00:32:13 % of Total: 83.95% (00:42:46)	0.97 Avg for View: 0.87 (11%)
Peter Freeman 2.mp4	15 (68.18%)	13	00:01:48	00:23:30	00:01:37	1.12
 Behind the scenes-The Almond Life	7 (31.82%)	7	00:01:06	00:07:43	00:01:36	0.69

< 1 >

10 / page v

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

Filters

Clear filters

Dec 01,2022 - Mar 21,2023

The system uses UTC+10:30 timezone.

Link Performance

Export v

Primary Dimension

External Link v

+

Secondary Dimension v

External Link ?	Total Clicks ?	Unique Clicks ?
	23 % of Total: 19.66% (117)	22 % of Total: 27.85% (79)
https://australialmonds.com.au/industry/annual-memberships/?v=6cc98ba2045f	4 (17.39%)	3 (13.64%)
https://australialmonds.com.au/wp-content/uploads/2022/05/Almond-planting-and-early-tree-establishment-Establishment-of-canopy-Part-3.pdf?v=6cc98ba2045f	4 (17.39%)	4 (18.18%)
https://almonds.hort360.com.au/	3 (13.04%)	3 (13.64%)
https://www.horticulture.com.au/contentassets/bdd079ccc20042de8f9edccff41d28e7/al14007-final-report-complete.pdf	2 (8.7%)	2 (9.09%)
https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/almond-as18000/	2 (8.7%)	2 (9.09%)
https://www.haifa-group.com/	2 (8.7%)	2 (9.09%)
https://www.ofi.com/sustainability/responsible-and-sustainable-sourcing/sustainability-in-almonds.html	2 (8.7%)	2 (9.09%)
https://www.ses.nsw.gov.au/	1 (4.35%)	1 (4.55%)
https://fps.ucdavis.edu/treelisting.cfm?treegroup=rootstock	1 (4.35%)	1 (4.55%)
https://thealmondlife.com/	1 (4.35%)	1 (4.55%)

Reader

Publications

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

[Clear filters](#)

Dec 01,2022 - Mar 21,2023

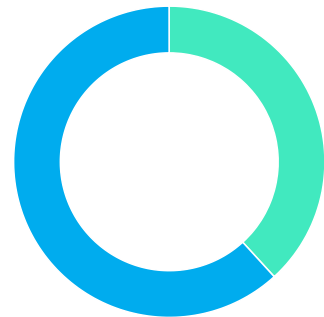


The system uses UTC+10:30 timezone.

Filters

Reading Progress

Export v



Completed

125

38.23%

Started

202

61.77%

Avg. Completion Time ?

00:00:29

Avg. Completion Rate ?

38.23%

Primary Dimension

Publication

+

Secondary Dimension v

Publication	Readers ? d	Started ? d	Started (%) ? d	Avg. Progress Rate ? d	Completed ? d	Completed (%) ? d
	327 % of Total: 38.34% (853)	202 % of Total: 43.16% (468)	61.77% % of Total: 112.96% (54.87%)	1.93% Avg for View: 7.41% (-74%)	125 % of Total: 32.47% (385)	38.23% % of Total: -15.31% (45.13%)
In a Nutshell Summer 2022 Vol 23 Issue 4	327 (100%)	202 (100%)	61.77%	70.77%	125 (100%)	38.23%

< 1 >

10 / page v

Reader

Enter reader name or email

Publications

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

Filters

[Clear filters](#)

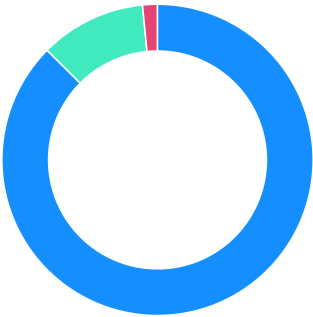
Dec 01,2022 - Mar 21,2023

The system uses UTC+10:30 timezone.

Acquisition Overview

Export v

Sources



Direct
286 87.46%

Social
36 11.01%

Referral
5 1.53%

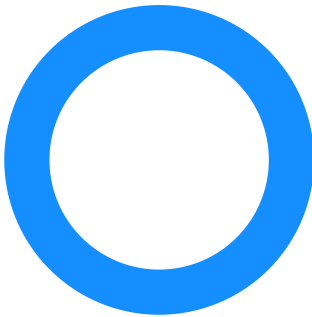
Social



LinkedIn
27 75%

Facebook
9 25%

Referrals



Other
5 100%

Reader

Publications

Enter reader name or email

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

[Clear filters](#)

Dec 01,2022 - Mar 21,2023

The system uses UTC+10:30 timezone.

Filters

Sources

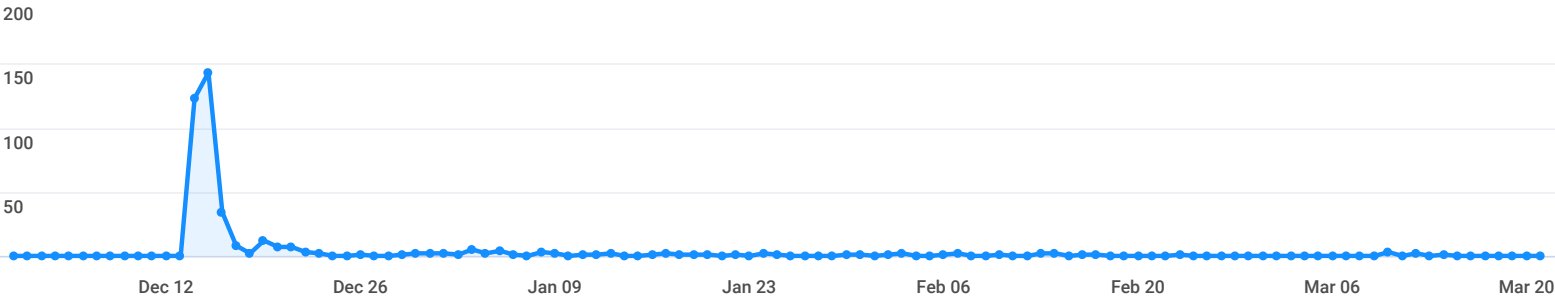
Export v

Day

Week

Month

● Readers



Primary Dimension Source + Secondary Dimension v

Source	Readers ?	New Readers ?	Pageviews ?	Bounce Rate ?	Pages / Reader ?	Avg. Time Spent per Reader ?	Identified ?
	327 % of Total: 38.34% (853)	198 % of Total: 31.18% (635)	14,097 % of Total: 37.49% (37,599)	0.31% Avg for View: 0.7% (43%)	43.11 Avg for View: 44.08 (-2%)	00:12:36 Avg for View: 00:13:57 (-10%)	0 % of Total: 0% (0)
Direct	286 (87.46%)	161 (81.31%)	12,600 (89.38%)	0.35%	44.06	00:13:11	0 (0%)
Social	36 (11.01%)	34 (17.17%)	1,329 (9.43%)	0%	36.92	00:08:04	0 (0%)
Referral	5 (1.53%)	3 (1.52%)	168 (1.19%)	0%	33.6	00:12:38	0 (0%)

Reader

Enter reader name or email

Publications

In a Nutshell Summer 2022 Vol 23 Issue 4 x

No segment selected v

Filters

Clear filters

Dec 01,2022 - Mar 21,2023

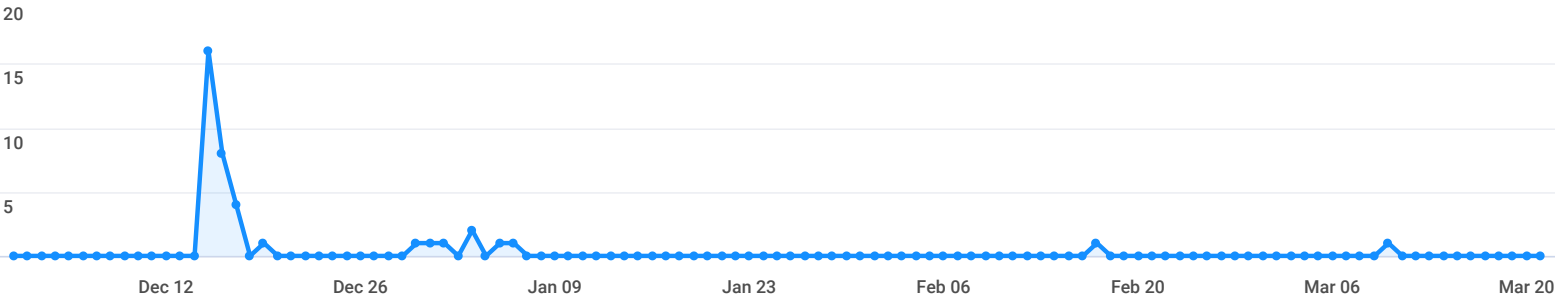
The system uses UTC+10:30 timezone.

Social

Export v

Day Week Month

Readers



Primary Dimension Social Network + Secondary Dimension v

Social Network	Readers ?	New Readers ?	Pageviews ?	Bounce Rate ?	Pages / Reader ?	Avg. Time Spent per Reader ?	Identified ?
	36 % of Total: 87.8% (41)	34 % of Total: 87.18% (39)	1,329 % of Total: 93.59% (1,420)	0% Avg for View: 0% (0%)	36.92 Avg for View: 34.63 (7%)	00:08:04 Avg for View: 00:07:37 (6%)	0 % of Total: 0% (0)
LinkedIn	27 (75%)	25 (73.53%)	994 (74.79%)	0%	36.81	00:08:28	0 (0%)
Facebook	9 (25%)	9 (26.47%)	335 (25.21%)	0%	37.22	00:06:57	0 (0%)

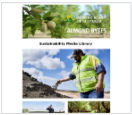
Almond Bytes – November 2022

Campaign Statistics

Email Campaigns Email Templates

Settings

← November Almond Bytes 2022 ↗



Subject: All the latest news from the almond industry
Sent on: Dec 01, 2022 12:33 PM UTC+10:30
Recipients: 1,812

Performance Stats Recipients

↻ Update stats

Sent 1,680

Open rate ⓘ



Unique opens 730
Total opens 1,575

Click rate ⓘ



Unique clicks 192
Total clicks 749
Click-through rate ⓘ 26.31%

Successful deliveries

1,643 (97.8%)

Bounces

37 (2.2%)

Unsubscribes

0 (0%)

Spam reports

0 (0%)

Top clicked links

Link URL	Recipients ⓘ ↕	Total clicks ⓘ	Click-through rate ⓘ
https://australionalmonds.com.au/industry/aba-publications/?v=6cc98ba2045f	37	73	5.1%
https://viewer.joomag.com/instructions-for-login-into-sapn-flood-map-application-instructions-for-login-into-sapn-flood-map-application/0437088001669859493	34	60	4.7%
https://australionalmonds.com.au/?v=6cc98ba2045f	31	53	4.2%
https://vimeo.com/776400752	31	68	4.2%
https://www.sapowernetworks.com.au	27	46	3.7%
https://www.sa.gov.au/topics/emergencies-and-safety/river-murray-flood	25	61	3.4%
https://www.vic.gov.au	18	39	2.5%
https://www.ses.sa.gov.au/home/	18	28	2.5%
https://www.hazardwatch.gov.au/	18	36	2.5%
https://www.ruralfinance.com.au/	17	32	2.3%
https://www.sapowernetworks.com.au/river-murray-flood-2022/	15	45	2.1%
https://www.syngenta.com.au/	13	18	1.8%
https://www.nsw.gov.au/floods/financial-support/farmers-and-primary-producers	12	31	1.6%
https://www.ses.nsw.gov.au/	12	27	1.6%
https://WWW.ses.vic.gov.au	11	29	1.5%
https://www.youtube.com/watch?v=p58kmeXt1-o	11	28	1.5%
https://orchard-rfe.com/locations	7	13	1%
https://corporatepartners.banksa.com.au/	3	9	0.4%
https://linkedin.com/	2	8	0.3%
https://www.horticulture.com.au/	2	7	0.3%
https://facebook.com/	2	11	0.3%
https://instagram.com/	2	9	0.3%
https://stoller.com.au/	1	6	0.1%
https://www.haifa-group.com/	1	6	0.1%

Almond Bytes – December 2022

Campaign Statistics

Email Campaigns Email Templates

← December Almond Bytes 2022

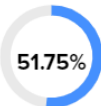


Subject: All the latest news from the almond industry
Sent on: Dec 21, 2022 04:54 PM UTC+10:30
Recipients: 1,822

Performance Stats Recipients

Sent 1,680

Open rate



Unique opens 845
Total opens 1,685

Click rate



Unique clicks 126
Total clicks 268
Click-through rate 14.92%

Successful deliveries	Bounces	Unsubscribes	Spam reports
1,633 (97.21%)	47 (2.8%)	2 (0.12%)	0 (0%)

Top clicked links

Link URL	Recipients	Total clicks
https://viewer.joomag.com/in-a-nutshell-ian-summer-2022-final/0960183001671426408	27	40
https://australionalmonds.com.au/?v=6cc98ba2045f	24	36
https://almonds.hort360.com.au/#/apply	20	32
http://www.sa.gov.au	16	16
https://evokeag.com/thinking-outside-the-box-world-leading-autonomous-beehive?mkt_tok=NjQzLU5PRyOzMdAAAAGCCH11N_6IXNHmJ-cNF8t0rV2f0DPIYCOD1VB-YW9-Oy2DqO093qOHDHndFerOHWm6mt5ZpWF0gQnd7mPCvUgGmEze1hLwNbaPZ9PbA	14	16
https://www.environment.sa.gov.au/	13	14
https://www.syngenta.com.au/	13	18
http://www.vic.gov.au	13	13
https://orchard-rite.com/locations	12	16
https://www.service.nsw.gov.au/floods/financial-assistance	11	14
https://www.landiq.com/data	11	17
https://nswdpi.qualtrics.com/jfe/form/SV_5vzxdfcmzIVNI	9	11
https://agrifutures.com.au/opportunities/horizon-scholarship/	7	10
https://www.polytex.net.au	7	7
https://corporatepartners.banksa.com.au/	2	8

Campaign Statistics

Email Campaigns Email Templates

← January Almond Bytes 2023 ↗



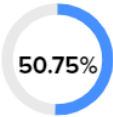
Subject: All the latest news from the almond industry
Sent on: Jan 25, 2023 04:09 PM UTC+10:30
Recipients: 1,822

Performance Stats

Recipients

Sent 1,665

Open rate ⓘ



Unique opens 817
Total opens 1,869

Click rate ⓘ



Unique clicks 139
Total clicks 298
Click-through rate ⓘ 17.02%

Successful deliveries	Bounces	Unsubscribes	Spam reports
1,610 (96.7%)	55 (3.31%)	3 (0.19%)	0 (0%)

Top clicked links

Link URL	Recipients ⓘ ↕	Total clicks ⓘ	Click-through rate ⓘ
https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/as17002/	38	56	4.7%
https://australianalmonds.com.au/?v=6cc98ba2045f	36	41	4.4%
https://www.fertilizer.org/Public/News____Events/IFA%20Blog/Public/News____Events/IFA_Blog/2022_12_21_Five_Fertilizer_Market_Dynamics_in_2022.aspx	34	63	4.2%
https://www.syngenta.com.au/	21	23	2.6%
https://www.polytex.net.au	16	16	2%
https://orchard-rite.com/locations	15	17	1.8%
https://sumitomo-chem.com.au/	13	13	1.6%
https://business.gov.au/grants-and-programs/cooperative-research-centres-projects-crqp-grants	10	23	1.2%
https://almonds.hort360.com.au/#/apply	6	8	0.7%
https://www.eventbrite.com.au/e/agrivoltaic-research-and-innovation-conference-tickets-444968411497	5	7	0.6%
https://corporatepartners.banksa.com.au/	4	16	0.5%
https://evokeag.com/event-2023/?mkt_tok=NjQzLU5PRyOzMdAAAAGH2qhN7_4FnO3mxZk9PgqY1B5AcMgyxwCZ6uuqdfMegWCxMsq6c3bYRityv-zjz6VNmr_McGSPq24WxbxOU-o6uLUMLPNTORdsJtg	4	7	0.5%
https://agrilutures.com.au/knowledge-hub/#stq=All&stp=1	4	8	0.5%

Show 25 entries

Showing 1 to 13 of 13 entries ← Previous

Campaign Statistics

Email Campaigns Email Templates

← February Almond Bytes 2023

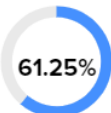


Subject: All the latest news from the almond industry
Sent on: Feb 24, 2023 04:33 PM UTC+10:30
Recipients: 1,833

Performance Stats Recipients

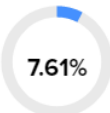
Sent 1,663

Open rate



Unique opens 991
Total opens 1,949

Click rate

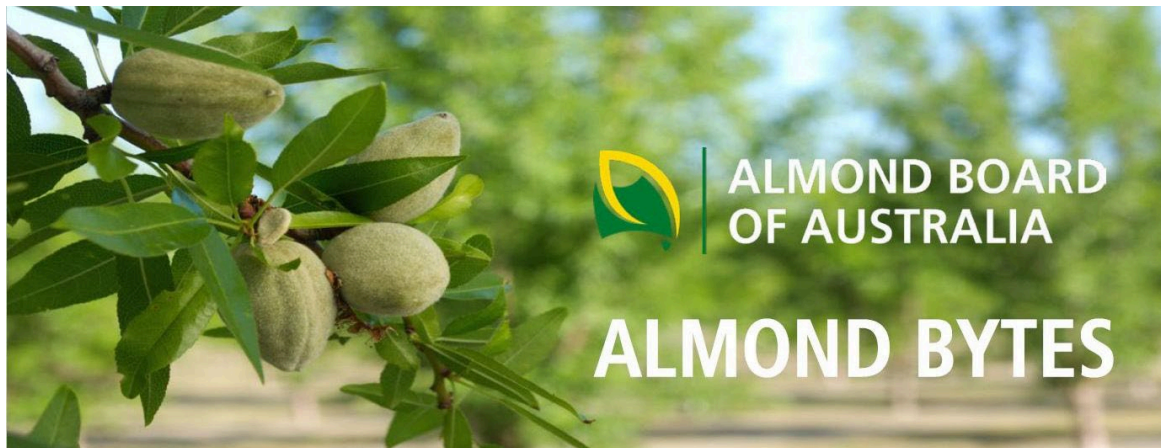


Unique clicks 123
Total clicks 251
Click-through rate 12.42%

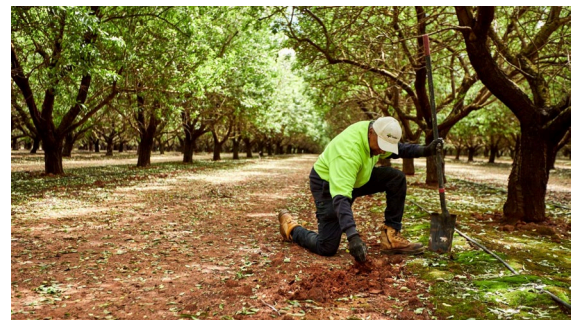
Successful deliveries	Bounces	Unsubscribes	Spam reports
1,618 (97.3%)	45 (2.71%)	0 (0%)	0 (0%)

Top clicked links

Link URL	Recipients	Total clicks	Click-through rate
https://australianalmonds.com.au/?v=6cc98ba2045f	38	48	3.8%
https://australianalmonds.com.au/topic/sustainable-chemical-use/?v=6cc98ba2045f	29	38	2.9%
https://www.syngenta.com.au/	29	30	2.9%
https://sumitomo-chem.com.au/	24	25	2.4%
https://www.polytex.net.au	17	20	1.7%
https://australianalmonds.com.au/wp-content/uploads/2020/09/Honey-bee-BMP-quick-guide-for-growers.pdf?v=6cc98ba2045f	16	17	1.6%
https://bit.ly/3lgoKYI	15	16	1.5%
https://australianalmonds.com.au/topic/pollination/?v=6cc98ba2045f	12	13	1.2%
https://orchard-rite.com/locations	11	11	1.1%
https://www.churchilltrust.com.au/news_item/applications-for-the-2023-churchill-fellowship-round-are-opening-soon/	3	3	0.3%
https://corporatepartners.banksa.com.au/	3	5	0.3%
https://www.austrade.gov.au/australian/export/export-grants	3	7	0.3%
https://www.grochem.com.au	2	2	0.2%
https://almonds.hort360.com.au/#/apply	2	2	0.2%
https://www.wheeneefoundation.org.au/our-work/projects/powerful-pollinators/	2	5	0.2%
https://www.halfa-group.com/	1	1	0.1%
https://stoller.com.au/	1	1	0.1%
https://www.facebook.com/AlmondBoardofAustralia	1	1	0.1%
https://www.instagram.com/australianalmonds/	1	1	0.1%
https://www.agriculture.gov.au/ebares/outlook	1	2	0.1%
https://www.beefriendlyfarming.org.au/	1	3	0.1%



Sustainability Media Library



Communication is an important element of the almond industry's sustainability journey. We need to be able to demonstrate the great work our growers and processors are doing in the sustainability space. Developing a library of resources including photos and videos will help us to do this.

This month Sustainability Officer Ella Henson hit the road with production company Safari to visit growers and other industry personnel in the Riverland and Sunraysia. Ella and the Safari team interviewed industry representatives about various aspects of sustainability, capturing the interviews on camera. The Safari team also captured photos and videos of their orchards and processes. Unfortunately, the Riverina portion of the trip was postponed due to road closures caused by flooding.



Flood assistance resources

Many of our growers are currently being affected by flooding and the Murray River high river situation. We have compiled a list of helpful resources for affected producers.

VICTORIA

- **Victorian Government flood support:** 2022 Victorian Flood Recovery | Victorian Government (www.vic.gov.au)
- **State Emergency Services:** Local flood guides (ses.vic.gov.au)
- **Victorian Government financial support:** Financial support available for people impacted by the 2022 Victorian floods (www.vic.gov.au)
- **Primary producer flood recovery package:** [Rural Finance](#)

SOUTH AUSTRALIA

- **South Australia Government Flood Advice Page:** [River Murray flood](#)
- **State Emergency Services:** [SASES - Home](#)
- **SA Power Network River Murray community updates:** [River Murray flood 2022 - SA Power Networks](#)
- **Generator grants:** SA Government flood assistance includes grants for generators

(sapowernetworks.com.au)

NEW SOUTH WALES

- **Hazard Watch flood mapping:** [HazardWatch](#) - New South Wales Flood Warnings
- **State Emergency Services:** [NSW State Emergency Service](#)
- **NSW Government grants for farmers and primary producers:** [Grants and payments for farmers and primary producers after floods](#)

We encourage any growers who are having difficulties getting government or agency response to contact the ABA on (08) 8584 7053 or by email to communications@australianalmonds.com.au.

SA generator grants



South Australian producers are encouraged to apply for financial assistance to purchase a generator if their power is going to be cut off due to flooding.

The funding will be available for households and businesses that receive notification from SA Power Networks that they will lose their power and purchase a power generator to enable them to safely remain at their property during the flood event.

For more information and to check your eligibility visit here www.sapowernetworks.com.au.

Power disconnection mapping updated for SA

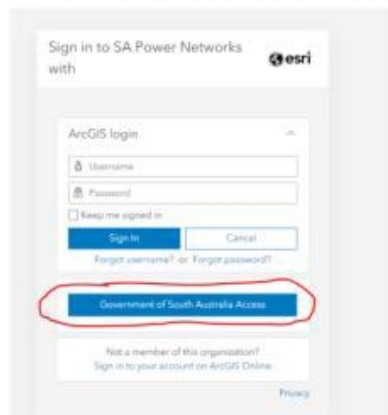
SA Power Networks have provided updated mapping in regard to potential power disconnections along the Murray in the coming weeks.

Please find details in the below PDF on how you can access the mapping. The SA Government is addressing

regulatory requirements around exclusion zones and powerline clearances, which would have significant material impacts on which infrastructure would be impacted and therefore, associated need to disconnect supply.

Instructions for login into SA Power Networks Flood Map application – External Customers

1. Link to access SA Power Networks Flood Map : [ArcGIS Web Application](#)
2. User will be prompted to sign in: Click on **Government of South Australia Access** button



3. A new screen requesting to enter email address will be presented. Enter Email and click Sign On



4. User screen changes to Awaiting Magic Link. System will send a Magic Link to the email provided. Click on the link to continue. Leave the current window open

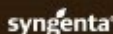


[View digital login instructions](#)



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Australian Almond Conference



Did you miss our Australian Almond Conference last month? Catch a snippet of the action with our new video overview, which you can watch above.



**High Performance Orchard Frost Fans & Efficient Tree Shakers for Nut Harvest,
Only From**
Orchard-Rite

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New Almond Insights released



The [Almond Insights](#) for 2021/22 has now been released. Almond Insights provides an up-to-date assessment of the Australian almond industry using information provided by growers, processors, marketers, government and other organisations.

Highlights of the 2021/22 edition are:

- The growth of the Australian almond industry continued in 2021-22 with an additional 680 hectares being reported to the ABA
- Total industry plantings have expanded to 60,463 hectares
- The 2020-21 Australian almond crop represented steady growth at 114,427 tonnes which is 8.8% higher than the previous year
- Production is forecast to be 143,805 tonnes in 2022
- Australian marketers and processors still managed to increase sales by 13% on the previous year's record tonnage.

The Almond Life campaign



Since the launch of The Almond Life campaign in September this year, the videos have generated 1,409,247 impressions and 301,246 views on YouTube. Facebook and Instagram are tracking well, with 5,371,069 impressions, reaching a total of 1,324,545 people.

Through leveraging humour, we have built a concept that is entertaining, inspirational, and educational to the Gen Y and Gen Z cohorts. We want to emphasise the role of almonds as a smart, go-to snack to maintain a healthy and balanced diet.

The domestic promotion has concluded for 2022 and will recommence in January next year. We look forward to sharing more exciting updates in 2023. Make sure to follow us on our social media platforms to see all the latest from this campaign as we continue to bring fun, new experiences to enjoy that daily handful of Australian almonds.

Growers flock to pest management field day



The Almond Board of Australia hosted an Integrated Pest Management Field Day at Aroona Farms in the Riverland recently.

Over 30 almond growers attended the field day to hear Agriculture Victoria Senior Research Scientist David Madge speak about the Carpophilus Beetle, Carob Moth and other pests of interest.

After Mr Madge spoke about the pests and fielded a range of questions, the growers were then taken on a walk through the Aroona Farms orchard to learn about their habitat and how to monitor for the pests.

Industry events and meetings

15 December - ABA Market Development Committee Meeting, online meeting (time TBC)

15 December - ABA Audit & Risk Committee Meeting, online meeting (time TBC)

16 December - ABA Board Meeting, Glenelg Pier Hotel, Adelaide, 8.30am-11.30am



BankSA offer

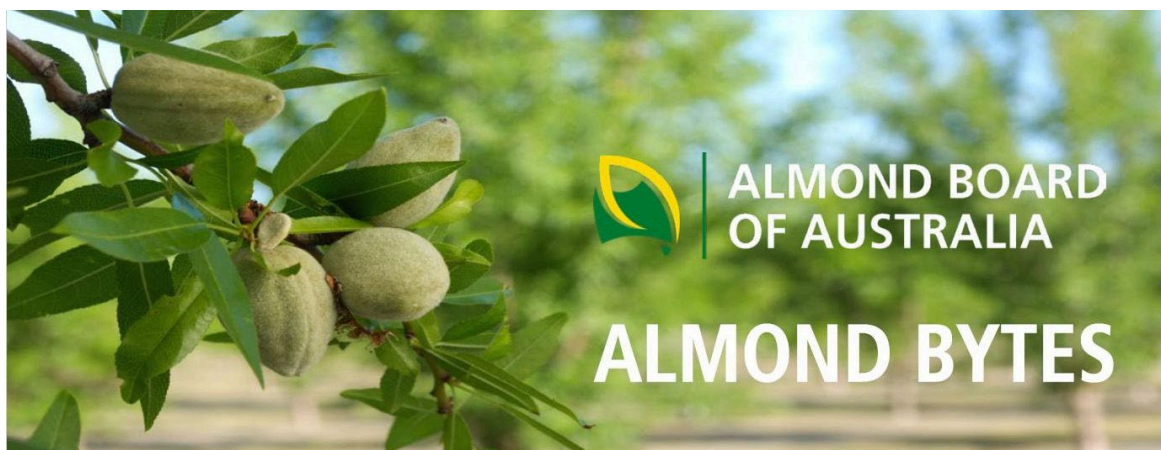
As a Corporate Partner of BankSA, the Almond Board of Australia pass on their exclusive offers and benefits to our members.

BankSA has asked us to pass on a reminder to keep up to date with its latest offers for ABA members.

To access these offers visit <https://corporatepartners.banksa.com.au/> and use the login code: **ABOAIN**



December 2022 Almond Bytes



Varroa update - hive movement negotiations continue



Negotiations with various agencies continue around gaining some certainty around beehive movements for 2023. The NSW DPI team are confident that it remains technically feasible to eradicate varroa mite from northern NSW after the first mites were detected on June 22. Since then, NSW beehives have not been permitted to move across state borders and some Victorian and SA orchards were left short of optimal stocking rates during the August bloom.

The ABA continues to push for agreement between the states to facilitate an orderly movement of hives that transcends State borders.

Flood assistance resources

Many of our growers are currently being affected by flooding and the Murray River high river situation. As the flooding disaster develops, State Government bodies have outlined a number of different financial support opportunities, emergency accommodation and contact details for assistance.

The ABA encourages growers who are having difficulties getting government or agency response to contact the ABA on (08) 8584 7053 or emailing communications@australianalmonds.com.au.

VICTORIA

- Financial support available for people impacted by the 2022 Victorian floods - www.vic.gov.au

SOUTH AUSTRALIA

- Relief, legal and financial assistance - www.sa.gov.au

NEW SOUTH WALES

- Financial assistance - [Service NSW](#)
- For information on the Murray River flows, projections and when areas are expected to peak - [Department for Environment and Water](#).

In the event of emergency assistance call the SES on 132 500 or Triple Zero in the event of a life-threatening situation.

Sign up here for Almond Hort360



[Sign up here](#)

BeeWise to showcase autonomous beehive



In December the ABA met with BeeWise to find out more about beekeeping agritech that has the potential to increase beekeeper capacity 10-fold by using robotics to overcome predicted labour and hive shortages. Saar Safrá (co-founder BeeWise) will be at [Evoke Ag](#), Adelaide in February 2023, to find out more.



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NSW Grower Survey - skills and labour needs

The Department of Primary Industries in collaboration with the Ministers Ag Management Advisory Group has released a survey seeking to gain some baseline information on worker need/demand/skills/accommodation by sector/region to inform future projects/actions/opportunities.

NSW growers are invited to fill out the survey to help gather information surrounding current labour shortages. To fill out the survey [click here](#).

AgriFutures Horizon Scholarship now open

The scholarship is available to students studying an agriculture-related undergraduate degree or a Science, Technology, Engineering, Maths/Finance (STEM) degree with relevant majors which align to agriculture. Applications close on Friday, January 13, 2023.

For full details or to apply visit [Horizon Scholarship | AgriFutures Australia](#).



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Budwood harvest kicks off



The ABA's budwood cutting season is currently underway, after mild weather had produced less than optimal growing conditions.

ABA staff member Melissa MacFarlane and her team of budwood cutters got into harvesting once the budwood met the high quality standards expected.

Nurseries are encouraged to communicate with their customers about expected adjusted delivery date expectations.

Industry-wide spatial mapping - Land IQ

Delayed by flooded roads plans are back in place for ground truthing of almond orchards in the new year. The ABA will be chauffeuring LandIQ across the Riverina, Murray Valley Sunraysia and SA to ascertain the exact footprint of the industry. The industry-wide spatial map will help better understand industry trends in terms of land use and forecasting strategic responses to industry issues.

At a recent Plant Health Australia forum the need for remote sensing was identified as an important part of a biosecurity preparedness strategy, being able to identify areas at risk and forecast level of impact for specific exotic pests and diseases, and designing effective detection technologies to rapidly respond and measure the actual impact in these areas.

Other uses of spatial data can be [found here](#).

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In A Nutshell - Summer edition out now

Have you read our latest issue of In A Nutshell yet? The Summer edition is packed full of all the highlights of the recent Australian Almond Conference, as well as the latest in industry news and research.

Clink the button below to read the online version now.

Summer 2022

australian almonds

In A Nutshell

The Official Newsletter of the Australian Almond Industry

IN THIS ISSUE

- ❑ Almond Hort360 goes live
- ❑ California's sustainable mission
- ❑ Honouring John Bird
- ❑ Meet a Sustainability Champion

Patrick Brown and David Doll's expertise on show...

DYNAMIC DUO

Conference coverage from page 10

[View Digital Edition](#)



**WE WISH ALL OF OUR MEMBERS,
GROWERS, INDUSTRY
STAKEHOLDERS AND SPONSORS
A SAFE AND MERRY CHRISTMAS
AND HAPPY NEW YEAR**

The Almond Board of Australia office
will be closed this Friday, December
23, 2022, (COB) and re-opened on
Tuesday, January 3, 2023.

**FOR URGENT ENQUIRIES OR ASSISTANCE
CALL CEO TIM JACKSON ON 0438 871 312.**

For any other enquiries email
admin@australionalmonds.com.au and a
staff member will be in contact when the
office re-opens.

WWW.AUSTRALIANALMONDS.COM.AU

Industry support activities this month

Over the past month, the ABA has conducted the following industry support activities:

- Budwood cutting
- ABC Conference and California study tour
- Life Cycle Assessment project support
- Plant Health Australia AGM and members forum
- Plant Industries forum
- SA Hort Coalition Board meeting and AGM
- Agriculture Victoria Industry Reference group – Flood response and impact stakeholder forums

Industry events and meetings

19 January - ABA Board Meeting, Glenelg Pier Hotel, Adelaide, 8.30am-11.30am



BankSA offer

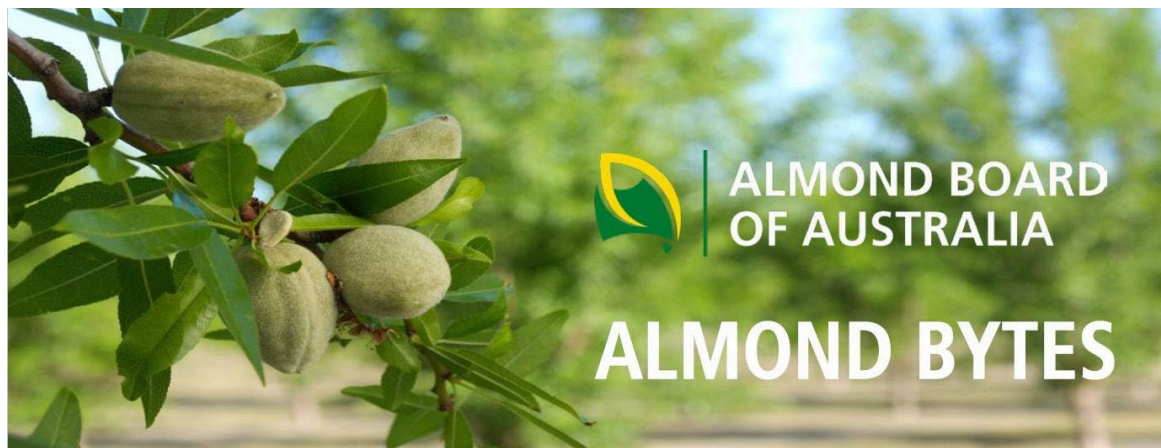
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January 2023 Almond Bytes



Autonomous tractor ready to roll

As a part of the project Demonstration of functional driverless tractor for Australian horticulture (AS17002), the Almond Board of Australia has had GoTrack installed on its tractor set up for autonomous functions.

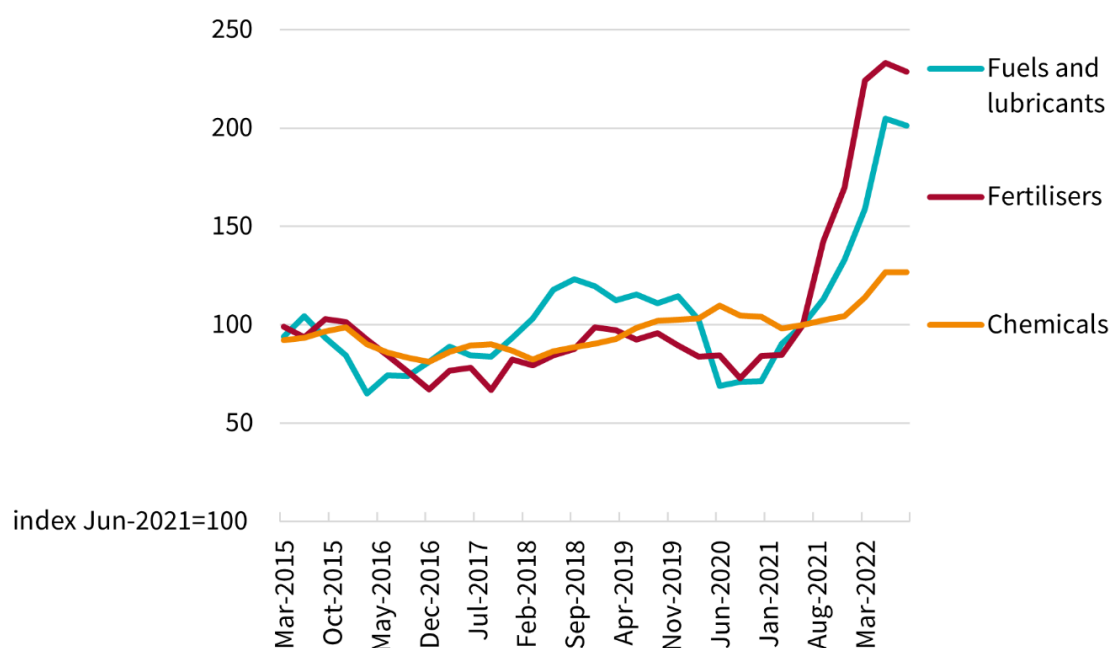
The final stage of the setup is due to be completed next week and it will then be seen spraying the orchard without a driver.

The project team will assess the day-to-day performance of the driverless tractor over an extended period to measure its consistency and reliability under a range of duties and orchard conditions.

Right: The ABA's tractor fitted with new GoTrack driverless tractor technology.



Fertiliser market dynamics



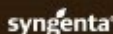
To say 2022 was a challenging year for agricultural business is an understatement with price hikes never seen before in key imported agricultural inputs such as fertilisers, chemicals, fuels and lubricants (see Figure 1 above). The International Fertiliser Association (IFA) [published an article](#) (December 2022) that describes five key trends in the fertiliser market that created the difficult conditions that was the year 2022.



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Quick harvest checklist and reminders



Here's a simple checklist to keep you on track ahead of harvest this year:

- **Ground preparation in and out of orchard** – Prepare the orchard floor so that it is level to ensure ease of harvest. Also make sure you have vacant land prepared for drying fruit just in case there is any adverse weather during harvest.
 - **Machinery** – Make sure your harvest equipment has been serviced and is running for harvest.
 - **Irrigation** – Ensure the irrigation system is well maintained to minimise pooling of water. Pooling of water on nuts creates a climate where *Carpophilus Beetle* will thrive.
 - **Chemical applications** – Be aware of wind-fallen nuts for herbicide applications and remember harvest withholding periods apply from the first variety in hull split even if you're only spraying Nonpareil.
 - **Stockpiling** - Make sure the crop is only stockpiled at a maximum of 6% kernel moisture or 12% hull moisture to ensure food safety standards are met.
-



Almond Board and LandIQ hit the road to map Australian almonds



The Almond Board of Australia covered a lot of ground this month mapping every almond orchard in the southeast of Australia with spatial mapping experts from LandIQ.

Joel Kimmelshue and Seth Mulder from LandIQ brought their expertise from California where they have been mapping almonds and other horticultural and field crops for years.

The ABA staff will be litmus testing the initial mapping with growers in the next couple of months to ensure the highest level of accuracy.

A few surprise orchards were discovered and will be incorporated into our total area calculations reported in our Almond Insights later this year.



Chinese trade restrictions to ease

Chinese ambassador to Australia Xiao Qian gave the strongest indication yet that trade restrictions imposed on Australian products such as wine, seafood and barley could be lifted in the not too distant future.

ABA CEO Tim Jackson attended an SA Premier-hosted event in Adelaide last week to celebrate the 50th anniversary of Australian-Chinese diplomatic relations and heard the Ambassador give every indication in his address that there was a strong interest in opening up trade.

This was great news for many in the room and eased uncertainty for the almond industry's export program which continues to increase its exposure to the Chinese market.

Almond exports to China are up 47% season to date and now represent more than half of the industry total export volumes. A free trade agreement has allowed growers to receive a premium price in an otherwise flat global market and maximise returns for growers.



Above right: Chinese ambassador to Australia, Xiao Qian, spoke about the potential easing of trade restrictions between China and Australia at an event in Adelaide recently.



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QR code

Industry support activities this month

Over the past month, the ABA has conducted the following industry support activities:

- Budwood cutting
- Life Cycle Assessment project support
- Consultation with State Government agencies to open borders for beehive movement
- ACE Orchard trial management
- Tour of enhanced processing facilities at Almondco, Renmark
- Rootstock project data collection and analysis.

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almond hort360

ALMOND BOARD OF AUSTRALIA

Almond Hort360 is an industry benchmarking tool and a one-stop shop for growers to monitor progress and identify strengths, weaknesses, opportunities and threats within their business.

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Events, resources and grant opportunities

- [New grant opportunity available for Co-operative Research Centres Projects](#)
 - [Agrivoltaic Research and Innovation Conference takes place next month](#)
 - [AgriFutures launch eight-part alternative energy resource series](#)
 - [evoke AG Convention in Adelaide next month](#)
-



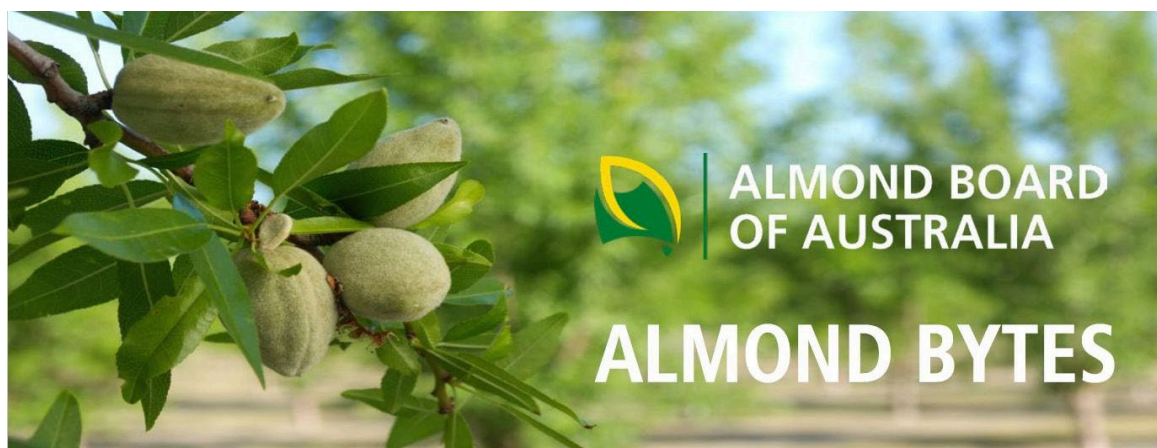
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Almond Ashes solidifies trade relationships



The fourth annual Almond Ashes cricket test between Australian almond sellers and Indian almond buyers was held in Dubai on the eve of the Gulfood Trade Show recently.

Just as the other Indian national cricket side did in Delhi against the Australian cricket team, the Indian almond buyers emerged victorious, which has levelled the annual series at two-all.

At the post-match function the proud victors did not take long to start discussing new season almond offers with the Australian sellers and were exploring what new opportunities can be taken up under the new AI-ECTA trade agreement that has lowered tariffs of Australian almonds by 50% this year.

Caption: A team of Indian almond buyers, left, took victory in the Almond Ashes over the Australian side recently.

Australian almonds win hearts on Valentine's Day



Australian Almonds (The Almond Board of Australia) used the occasion of Valentine's Day to remind consumers that eating a handful of almonds every day as part of a balanced diet can help to keep the heart healthy. City professionals in Sydney, Melbourne and Brisbane were treated with complementary samples of almonds, packaged in a convenient reusable metal heart-shaped tin as they headed into the office. Overall, the activation was a huge success, with over 7,000 heart tins sampled across all three states. Consumer sentiment was very positive, with people stopping to find out more about Australian almonds and where the almonds are produced in Australia.

Caption: ABA Marketing Officer Lou Martin helped hand out complementary almond tins to thousands of people on Valentine's Day to remind Australians of the benefits of almonds for heart health.

An advertisement for Seguris Flexi fungicide. The background is a close-up of hands peeling almonds. On the left, text reads: 'SINGULARLY BRILLIANT SEGURIS® Flexi fungicide delivers excellent protection against key almond diseases with unmatched flexibility.' On the right, a button says 'IS YOUR CROP PROTECTED? LEARN MORE >'. At the bottom right are the Seguris Flexi logo and the Syngenta logo.

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Australian almonds on world stage



This year's recent Gulfood exhibition – one of the largest fine food exhibitions in the world - was extremely well attended with significant interest in Australian almonds from our current customers and potential new customers. This exhibition, held in Dubai, has attracted buyers from across the Middle Eastern region as well as from India. ABA Chief Executive Officer Tim Jackson and Market Development Manager Joseph Ebbage were in attendance at the event to connect with potential buyers and to showcase Australian almonds.



Almond Fungicide Planner: February 2023 Update

The Almond Fungicide Planner has now been updated to include the new registration of Luna Experience. To download the new version head to the Sustainable Chemical Use topic page at [Sustainable chemical use - Australian Almonds](#) and download!

Harvest time at ACE



The Almond Board of Australia's ACE Orchard is a hive of activity as harvest time begins to kick off. Permanent orchard staff plus seasonal workers are working together to get this season's crop off the trees and ready for stock piling.

The ABA would love to see any harvesting photos or videos from its members or growers at their orchards across the country.

If you have a video or image you would like to share, email jkuerschner@australianalmonds.com.au.

**High Performance Orchard Frost Fans & Efficient Tree Shakers for Nut Harvest,
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Join Hort Innovation for its Hort Stats 2021/22 launch

Join Hort Innovation for the launch of the 2021/22 Australian Horticulture Statistics Handbook to learn the most up-to-date insights and trends in the horticulture industry.

The stats resource is now in its 8th edition and will be unveiled during a webinar on February 28 from 10.30 to 11.30am AEDT. To register [click here](#).

Exploring the world of ag tech



Almond Board of Australia Industry Development Officer Josh Fielke attended evokeAG to witness the latest and greatest in agricultural technology.

Topics presented to the 1500-plus attendees included applying sustainability frameworks in agriculture, making on-farm data work for property owners, autonomous machinery and much more.

Josh will use the information and the connections made at the conference to promote the development and implementation of agricultural technology throughout the almond industry.

Caption: Over 1500 people attended the recent evokeAG event, including the ABA's own IDO Josh Fielke.

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Reminder: Connect with your beekeeper or broker now



While many growers have their minds turned to harvest right now, the ABA is also reminding them to make contact with their beekeepers or bee brokers ahead of the upcoming pollination season to give advance notice of what their hive needs may be for winter and spring.

It's also a great time to brush up on grower responsibilities and best practice when it comes to caring for hives during their stay in the orchard - check out the ABA's [Honey Bee Best Management Practices Quick Guide for Growers](#) for more information. There are lots of other great resources on our [pollination page](#), including a handy template pollination agreement.

Churchill Fellowships on offer for international trip

Applications for Churchill Fellowships are opening March 1, 2023, and are available to any Australian who would like to explore international best practice and innovation or learn new skills from other countries.

They will need to demonstrate a benefit to our community in bringing back and applying your learnings.

Applicants are empowered to design their own projects and are expected to have researched, studied or worked through their topic or issue thoroughly in Australia before applying.

A Churchill Fellowship is not an academic award, and no educational qualifications are needed to apply.

For more information [click here](#).



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200g/kg COPPER (Cu) present as
Tri-basic copper sulphate

- Post harvest control of fungal and bacterial diseases
- Dry-Flowable granule for ease of mixing and minimal dust
- Superior weathering and sticking properties
- Available in 15kg bags

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Industry support activities this month

Over the past month, the ABA has attended or facilitated the following industry support activities:

- Yenda Producers post-flood and wet spring management strategy – Griffith and Hillston
- Rootstock trial data collection, NSW, SA & VIC sites
- ABA Pollination Committee meeting
- National Management Group meeting – Varroa
- Field trials on ACE Orchard
- ABA Sustainability Committee meeting
- Presentation to Nutrien Ag agronomists and account managers on chemicals in almonds
- ABA Production Committee meeting
- EvokeAg conference
- Meeting with the Israel – Australia Chamber of Commerce
- Meeting with ag tech companies with bee hive technologies
- Inspection of UniSA almond hull separator being built by John Fielke
- GoTrack installation and set up at the ACE Orchard
- Updated the almond fungicide planner.

Sign up here for Almond Hort360



almond hort360

ALMOND BOARD OF AUSTRALIA

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Click on this banner to get started

[Sign up here](#)

Events, resources and grant opportunities

- [Export Market Development Grants now open](#) – grants for small to medium enterprises to assist with export market development.

- Making your property more bee friendly – find out more about how to attract powerful pollinators to your orchard with these helpful resources.
 - Renew or sign up to become a Bee Friendly Farm – renew your accreditation, or find out what it takes to become a Bee Friendly Farm.
 - ABARES Outlook Conference takes place – get the latest on the emerging trends and issues to impact our industry.
-



BankSA offer

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**Hort
Innovation**
Strategic levy investment

**ALMOND
FUND**

This project has been funded by Hort Innovation using the almond research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

2019

Comms Planning Meetings In A Nutshell

Media Releases

[illegible][illegible]

2020 CALENDAR OF EVENTS

AL18001

2020

Week Beginning Date

Comms Planning Meetings

In A Nutshell

Issue Planning

Article Creation & Sourcing

Design & Publication

Best Practice Fact Sheets

Content Preparation

Design & Review

Best Practice Videos (Vimeo)

Storyboarding & Scripting

Filming

Editing & Creation

Grower E-Blasts (Almond Bytes)

2020 Almond Conference

Program Planning & Meetings

Logo Design

Prospectus Preparation

Distribute Prospectus

Follow Up Calls & Confirmations

Sponsor Confirmations

Registration

* Advertising

* Website Updates & Links

Speaker Invitations

* Travel

* Accommodation

* Photo, CV & Abstracts

Presentations

Finalise & Print Program

Print & Send Proceedings

ABA Annual Report

Preparation & Document Design

Social Media

Weekly/ fortnightly

Media Releases

[illegible][illegible]

2021 CALENDAR OF EVENTS

AL18001

2021

Week Beginning Date

Comms Planning Meetings

In A Nutshell

Issue Planning

Article Creation & Sourcing

Design & Publication

Best Practice Fact Sheets

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Social Media

Weekly/ fortnightly

Media Releases