

ALMOND BOARD OF CALIFORNIA

SINCE 1950

Building Demand For California Almonds

Thursday, December 7th





305





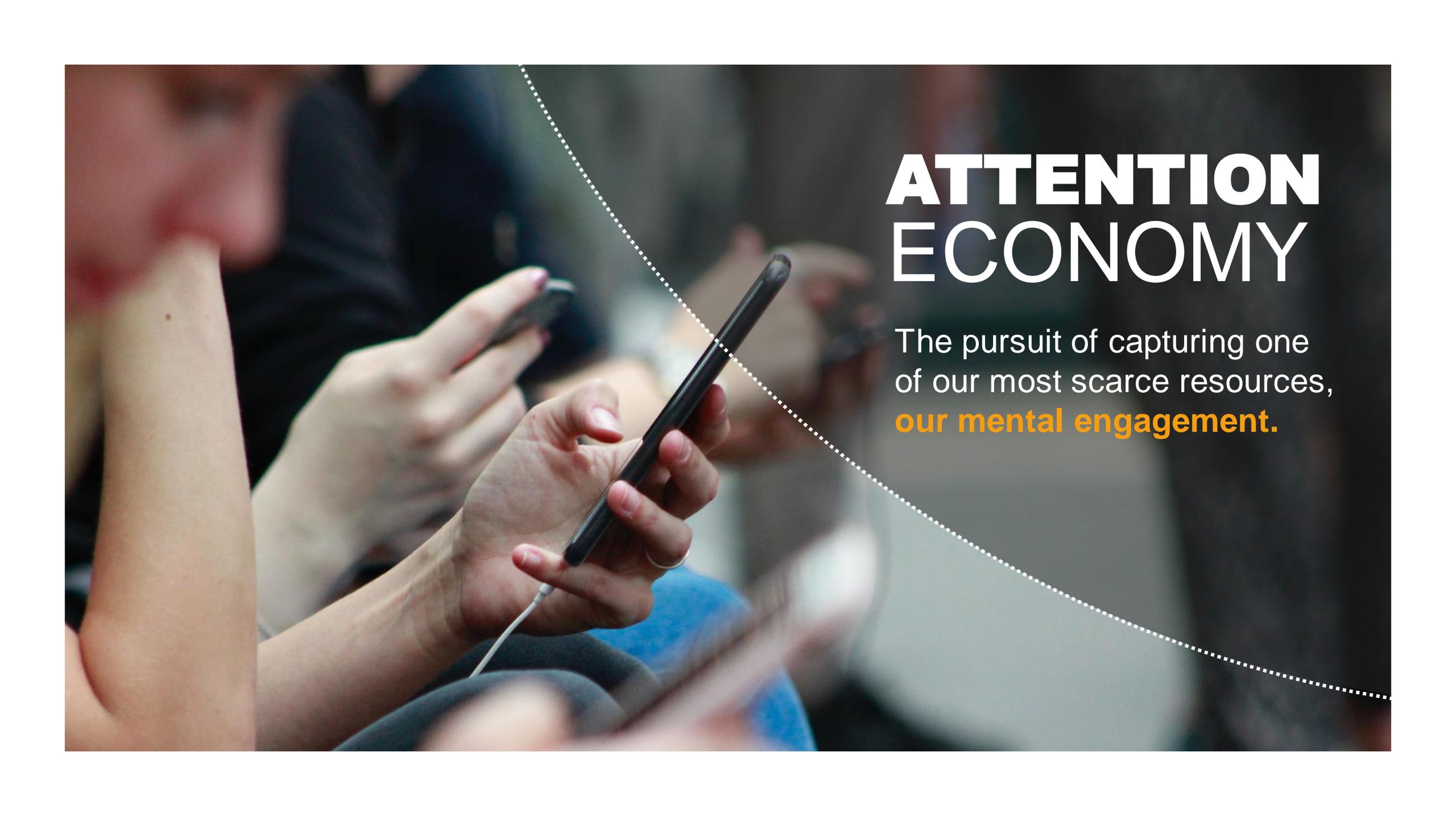
15-20





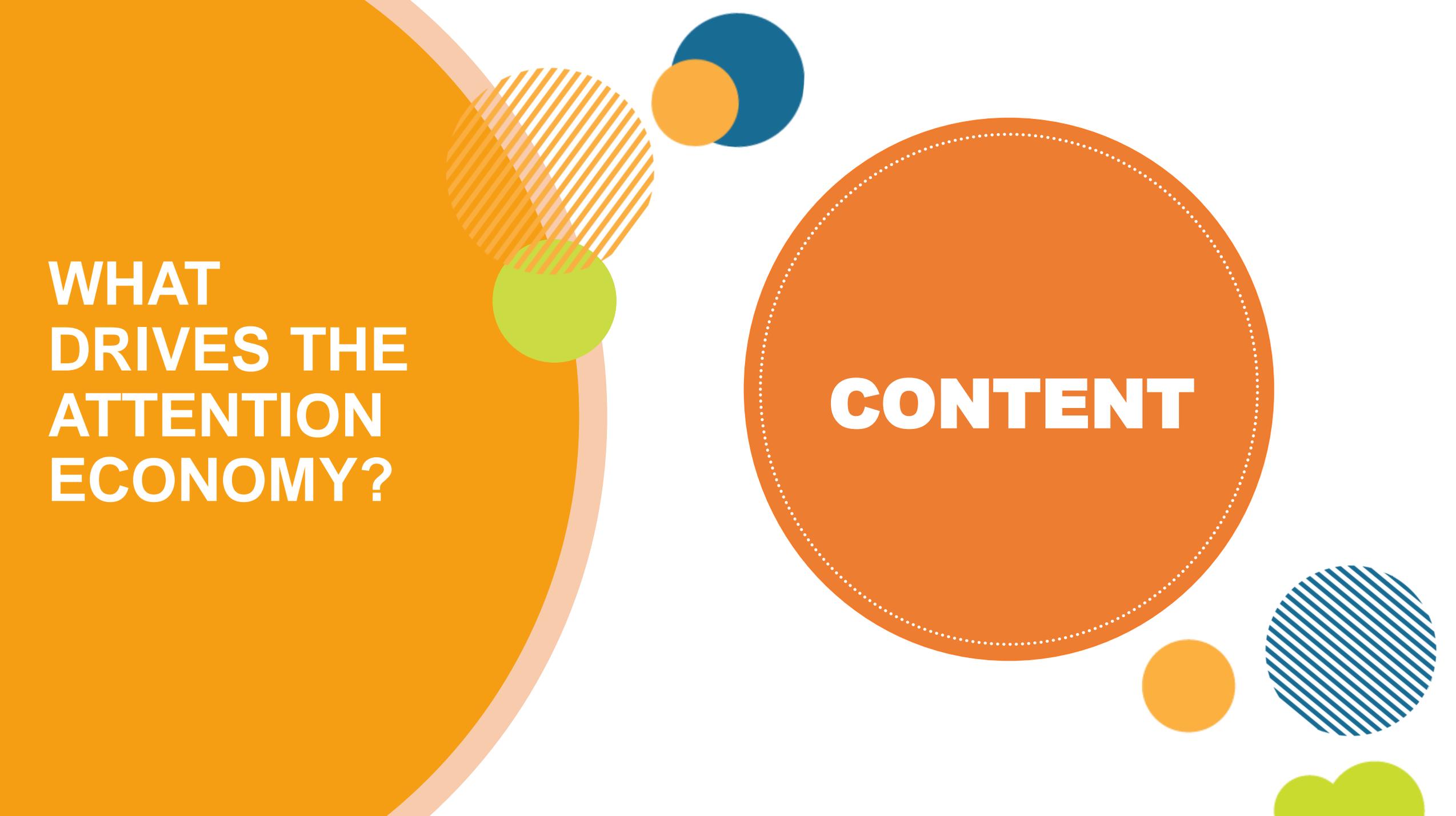
ATTENTION ECONOMY





ATTENTION ECONOMY

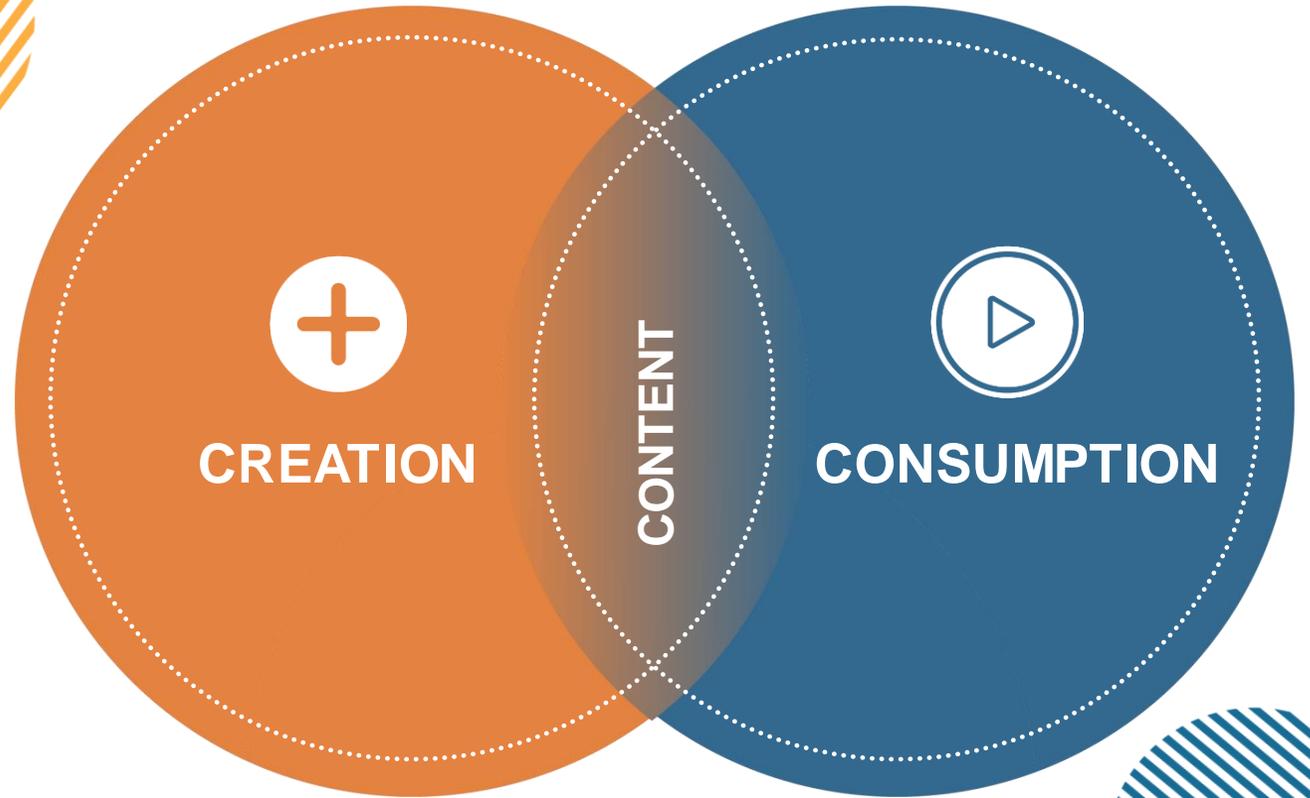
The pursuit of capturing one
of our most scarce resources,
our mental engagement.



**WHAT
DRIVES THE
ATTENTION
ECONOMY?**

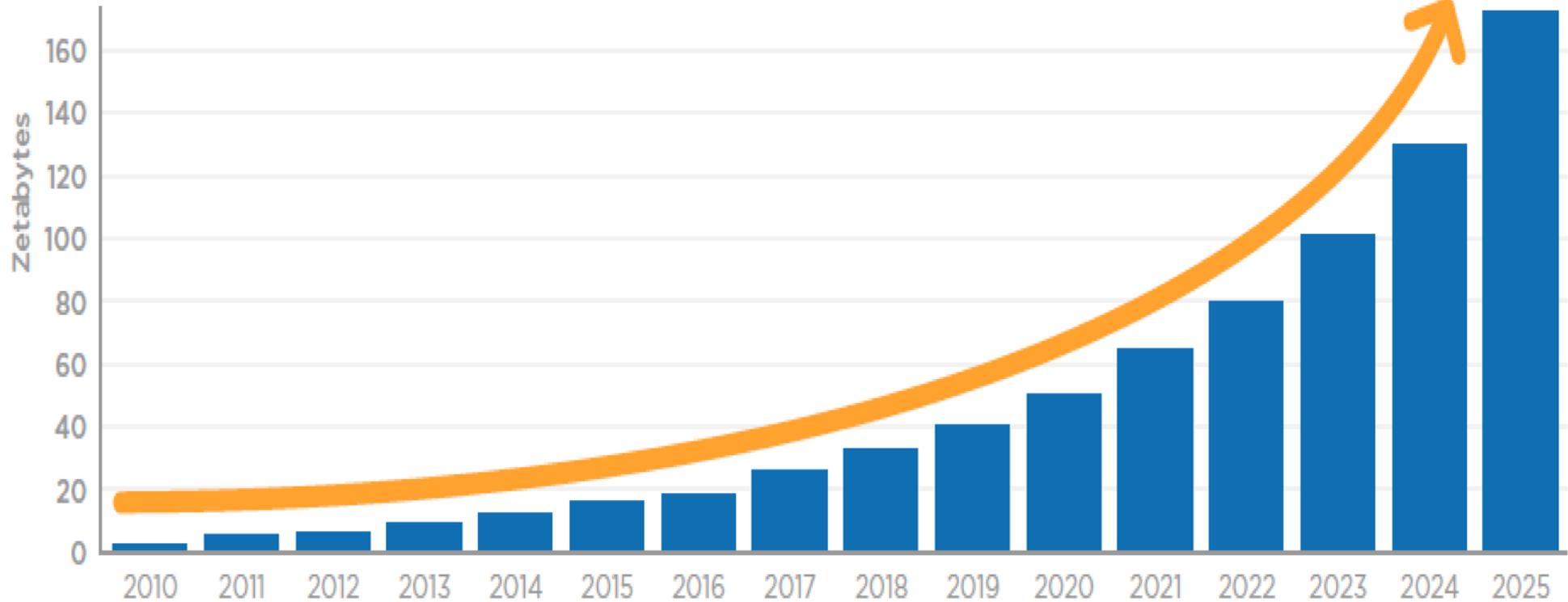
CONTENT

WHAT DRIVES THE ATTENTION ECONOMY?



ANNUAL SIZE OF THE GLOBAL DATASPHERE

175 ZB



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018



ChatGPT 3.5



How can I help you today?

 **Design a database schema**
for an online merch store

Help me pick
a birthday gift for my mom who likes gardening

Suggest fun activities
for a family of 4 to do indoors on a rainy day

Make up a story
about Sharky, a tooth-brushing shark superhero

Message ChatGPT... 

ChatGPT can make mistakes. Consider checking important information. 

It's never
been easier
to create content.





ChatGPT 3.5 ▾



How can I help you today?



Design a database schema
for an online merch store

Help me pick
a birthday gift for my mom who likes gardening

Suggest fun activities
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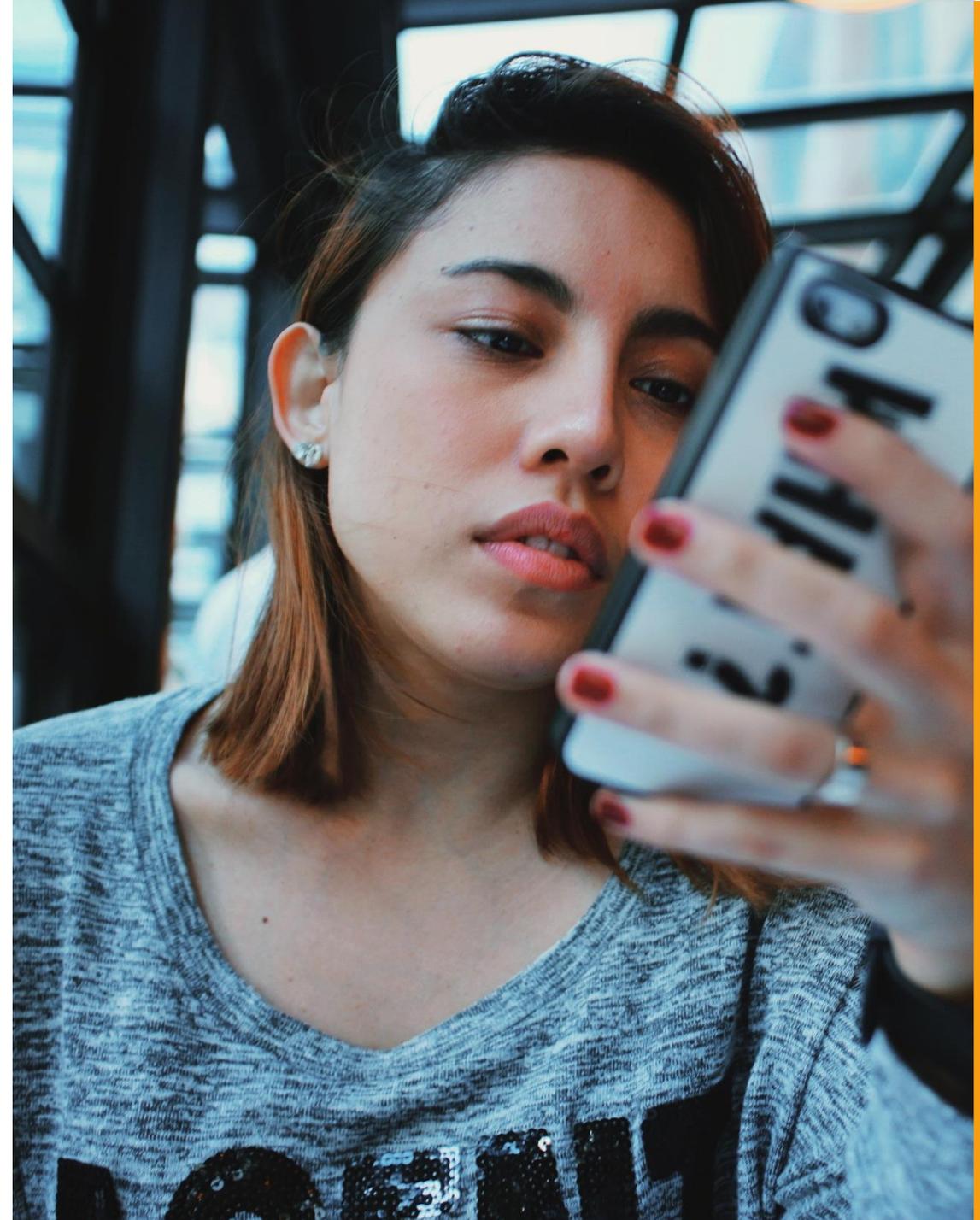


ChatGPT can make mistakes. Consider checking important information.





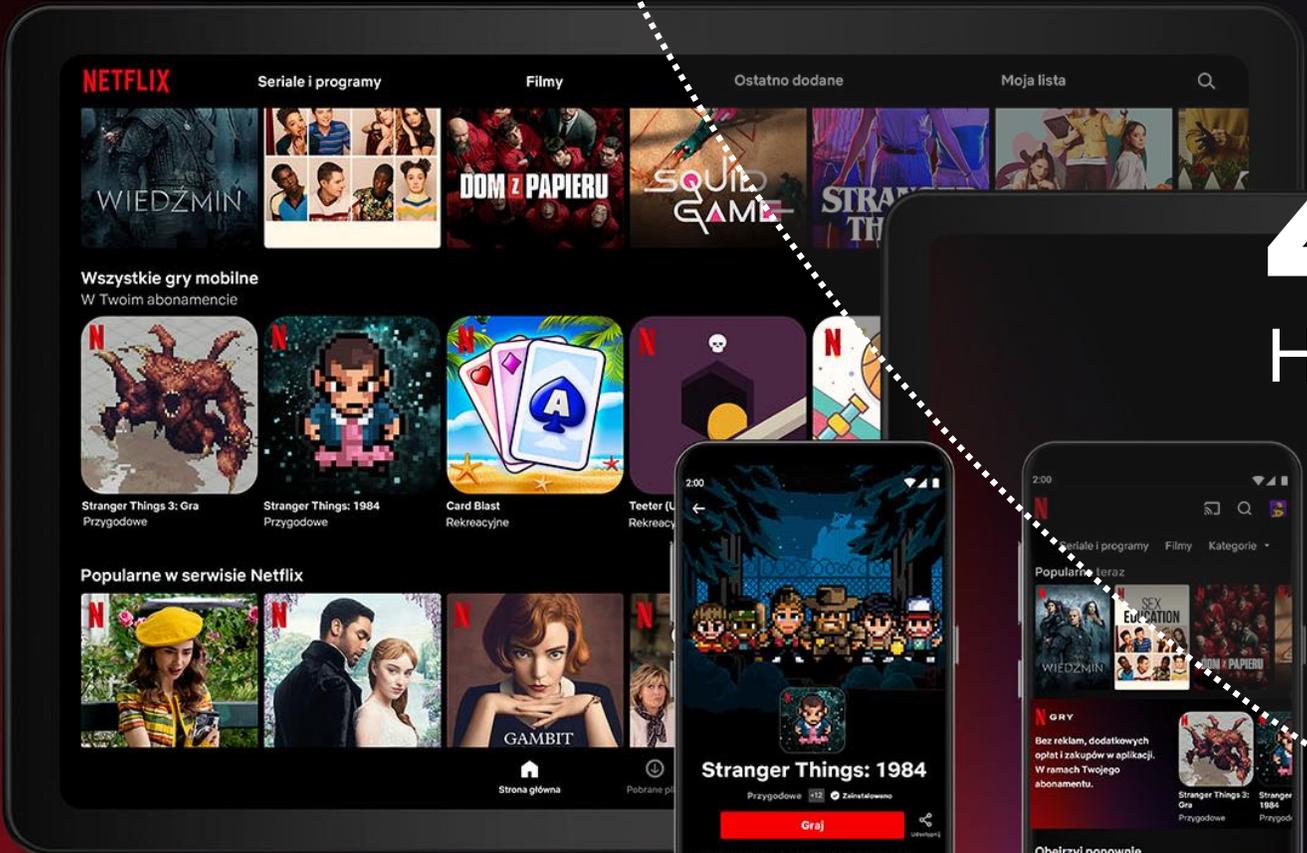
| CONSUMPTION



<https://www.domo.com/data-never-sleeps>

174,000
APPS





452,000
HOURS OF NETFLIX

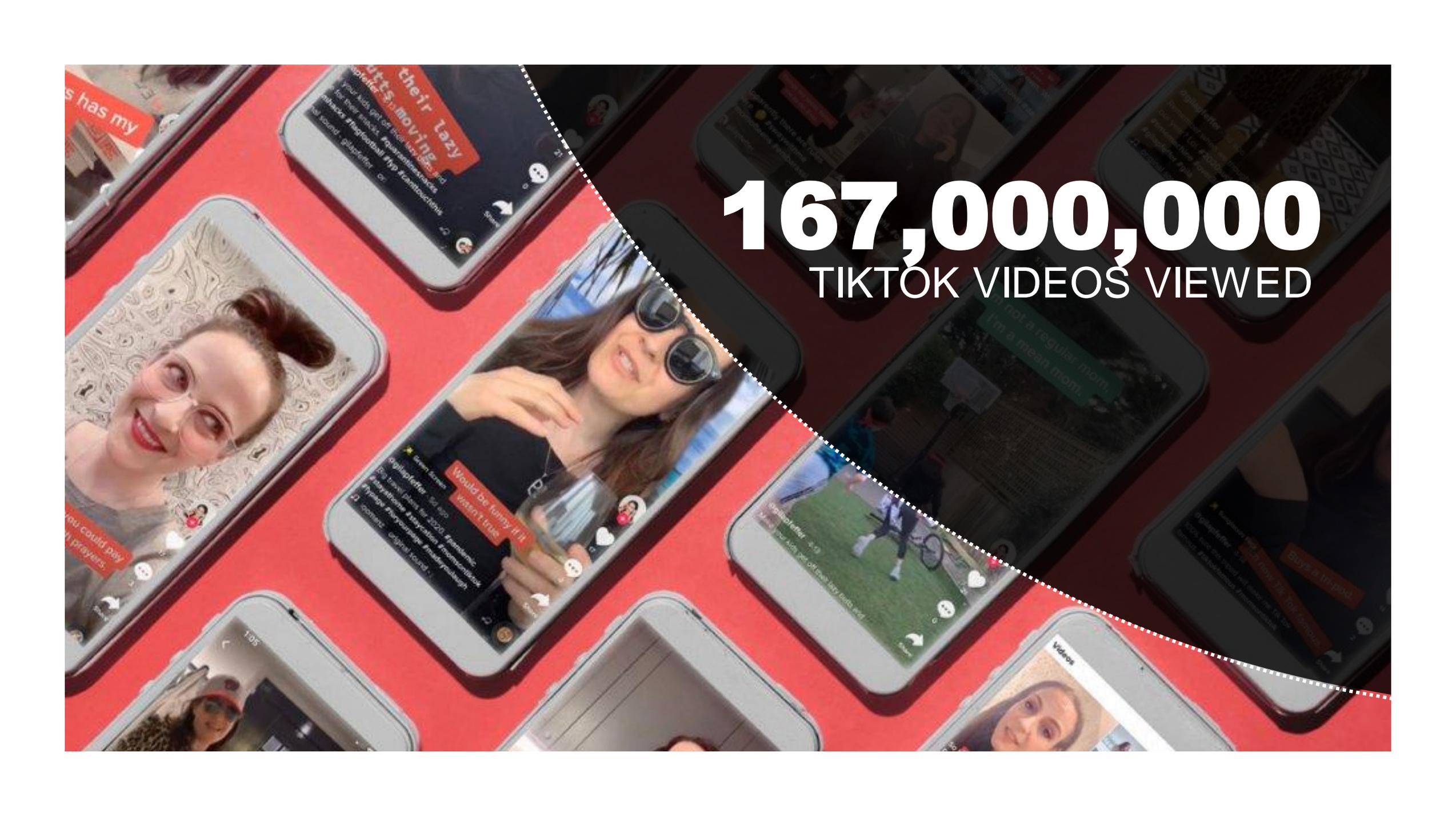
N
GRY



5,900,000
GOOGLE SEARCHES

Google

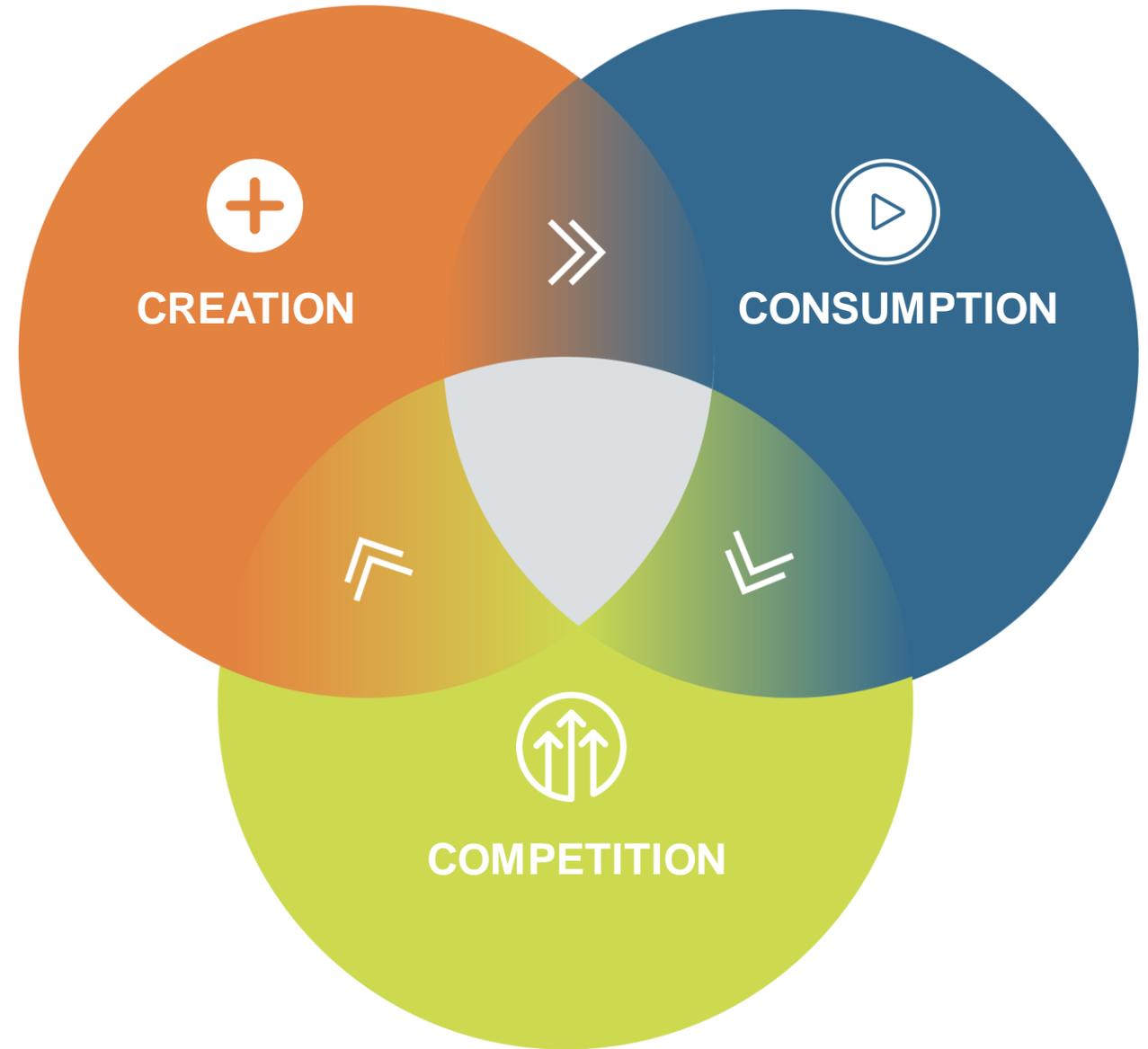
A search bar with a blue search button on the right side.



167,000,000
TIKTOK VIDEOS VIEWED



**WHAT DOES
THIS MEAN?**







ALLSTATE.COM

1-800-ALLSTATE

LOCAL AGENT





| COMPETITION



PUBLISHERS



FRIENDS



INFLUENCERS

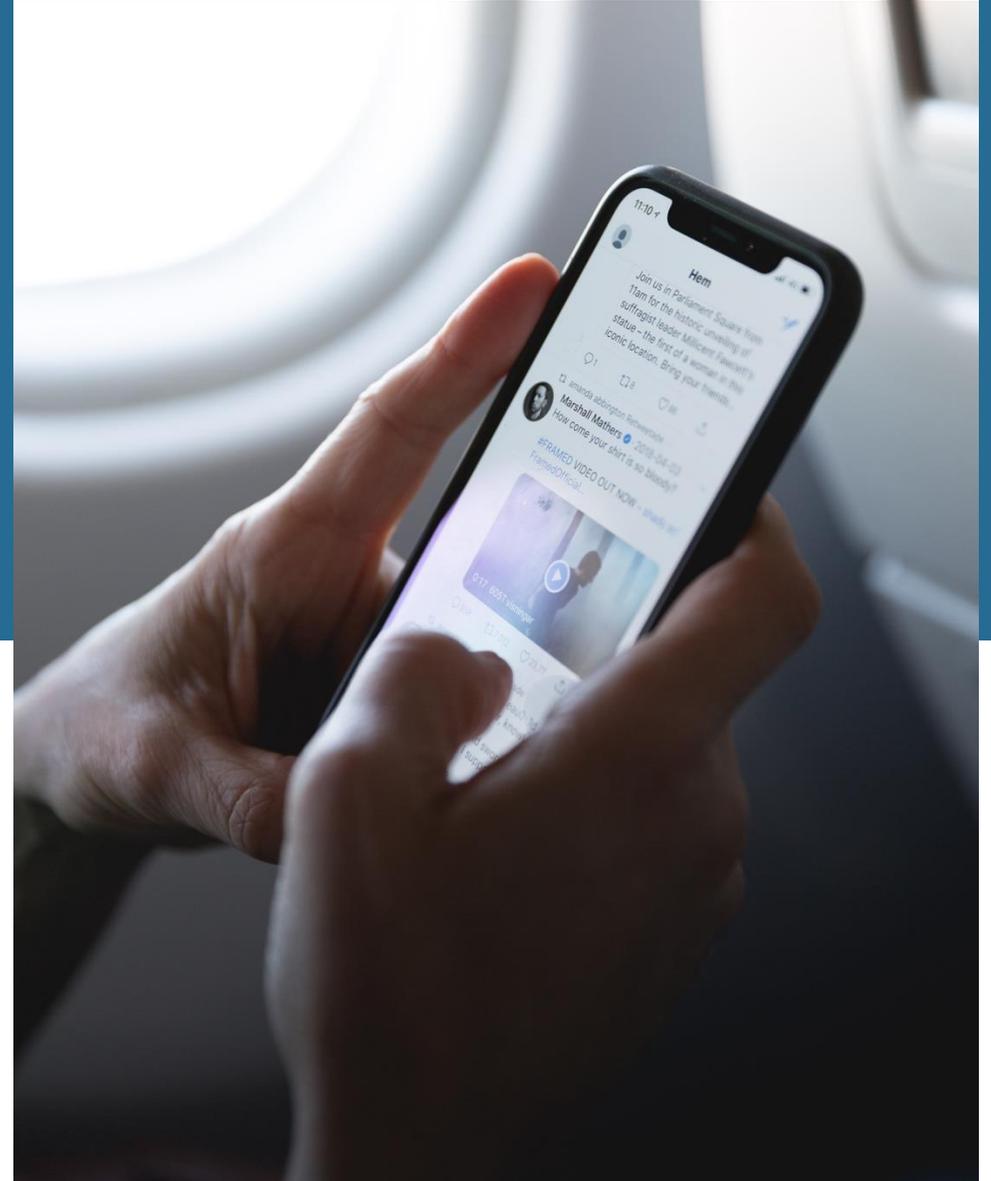


COMPANIES



| COMPETITION

**But it's not
just media...**





1990's
7,000 SKUS



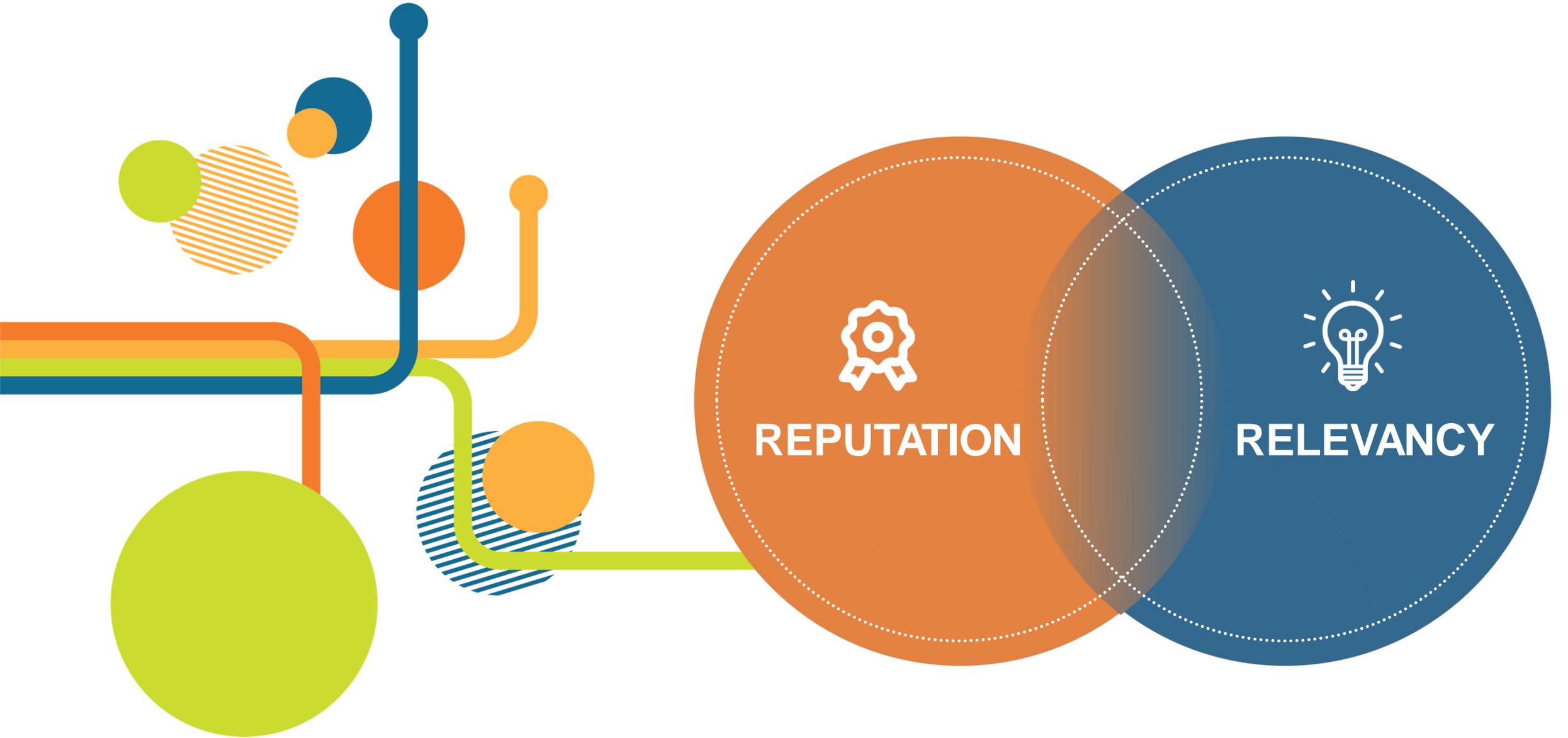


—— 2020's ——
**40,000 – 50,000
SKUS**

A collage of various social media and technology logos and text fragments, including WhatsApp, YouTube, and Twitter, with a central orange circle containing the word 'CLUTTER'.

CLUTTER

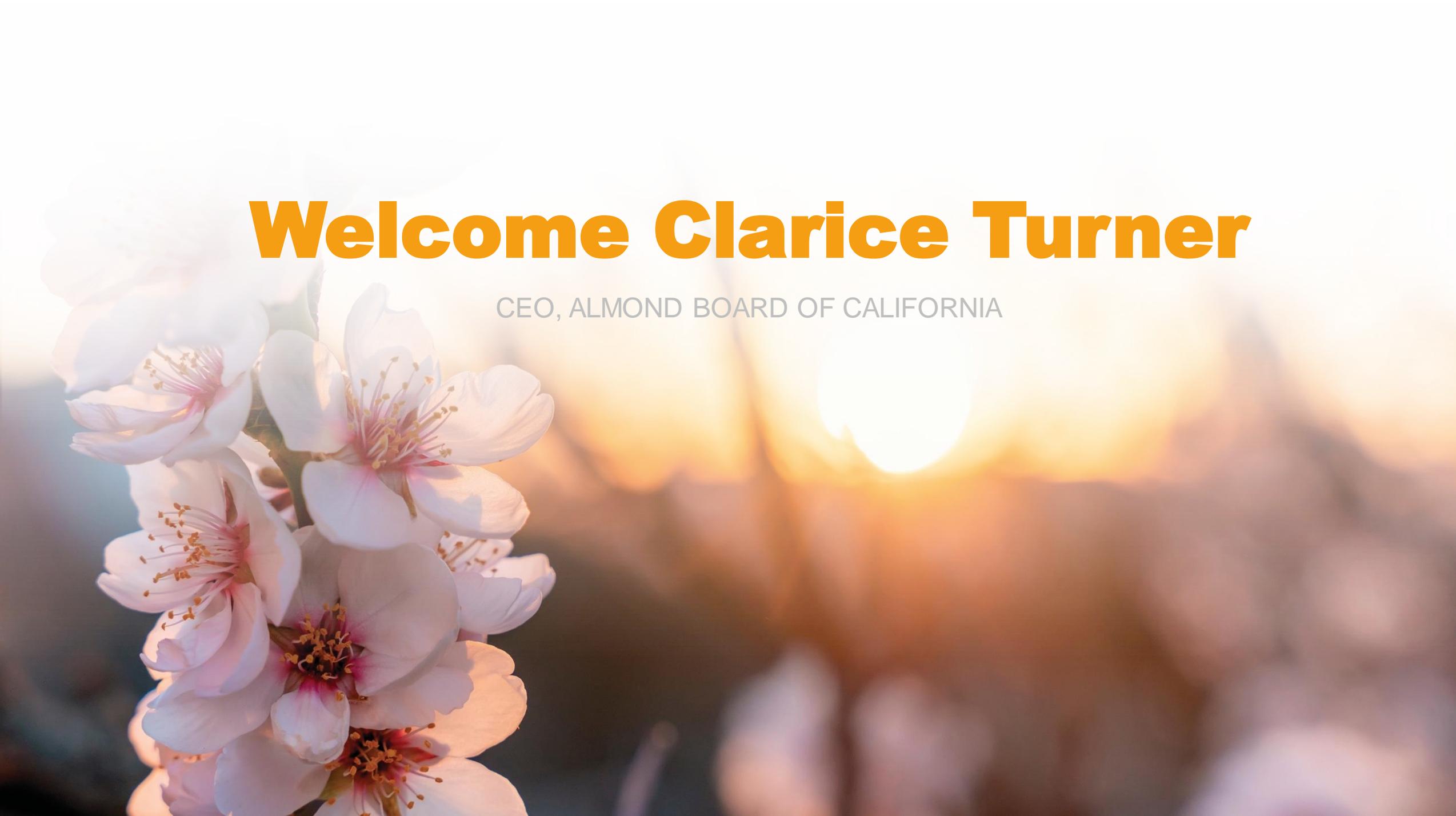




REPUTATION

RELEVANCY





Welcome Clarice Turner

CEO, ALMOND BOARD OF CALIFORNIA



Elena Hemler

Associate Director of Nutrition Research



Danielle Veenstra

Sr. Manager of Global Stewardship and Impact

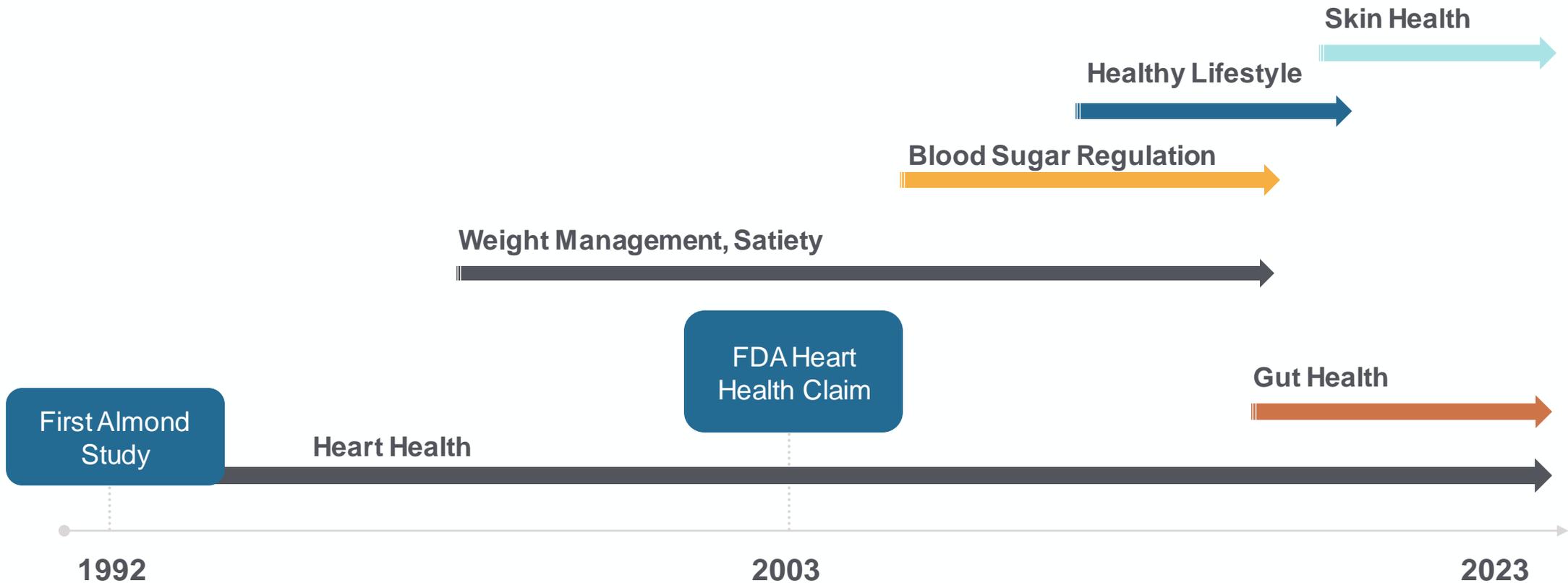
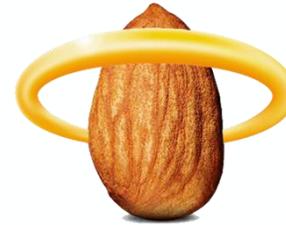
A top-down view of almonds scattered on a dark, textured wooden surface. The almonds are light brown with a characteristic ribbed texture. The background is a solid, bright yellow color.

**ALMONDS ARE ONE
OF THE MOST
RESEARCHED,
HEALTHIEST FOODS**

———— MID-2000's ————
Almonds Suffered From
MISPERCEPTIONS



30 years of scientific research built almond's health halo



ALMONDS + HEALTH

#1 link across most markets



When you think of almonds, what comes to mind first?

Country	Top Association
India	Healthy 95%
Mexico	Healthy 95%
France	Healthy 82%
Italy	Healthy 79%
US	Healthy 77%
China	Healthy 77%
Germany	Healthy 70%

Source Data: 2022 Global Perceptions

Almonds have a broad benefit set



energy



heart health



weight management



brain health



immunity



skin health



diabetes management



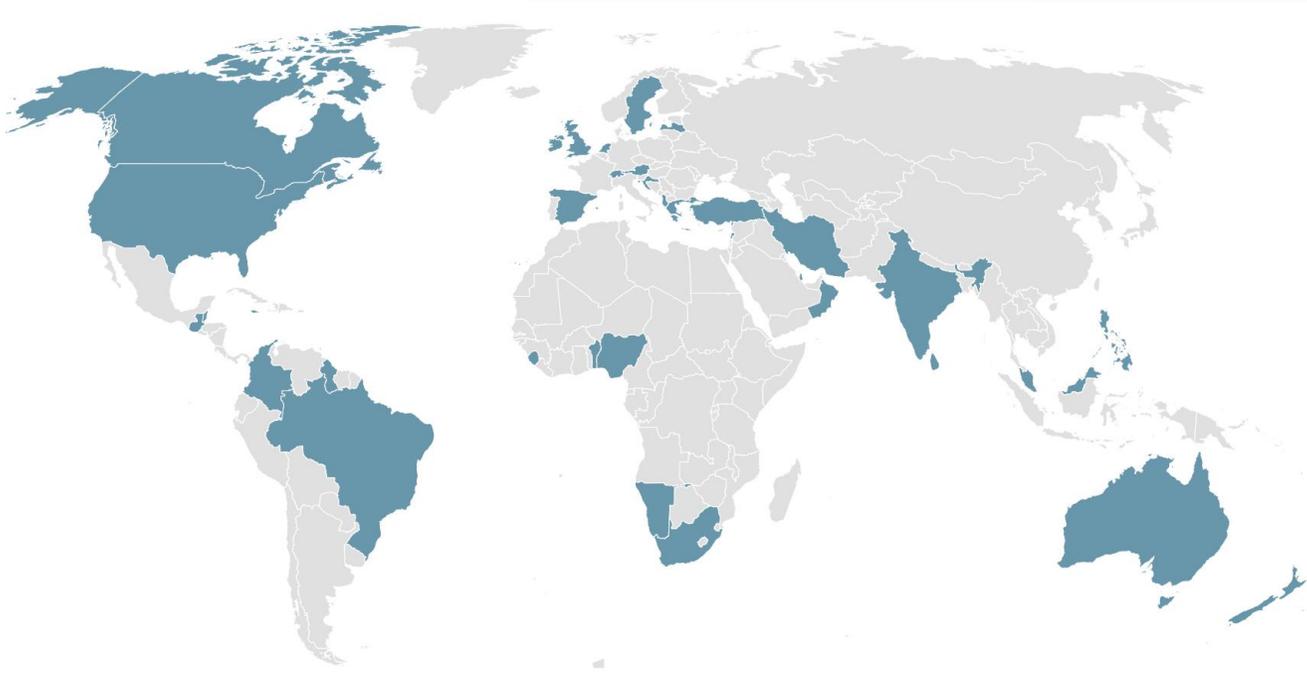
stress



digestive health



Countries with nut intake recommendations





QUALIFIED Health Claim



mindbodygreen

FUNCTIONAL FOOD | EXPERT REVIEWED ✓

Are Cashews Good For You? Benefits
& How They Compare To Other Nuts



HEALTH • Published April 3, 2023 10:00am EDT

**Be well: Eat walnuts every day for a
healthy gut and healthy heart**

Daily dose of walnuts can promote healthy gut bacteria and amino acids (but watch the calories!)

REAL SIMPLE **A Handful of Cashews Is a Perfect Healthy
Snack—Here Are 6 Reasons to Love This
Decadent Nut**

These kidney-shaped nuts are a rich source of healthy fats and protein—and ideal for making creamy, dairy-free milks and sauces.

FASHIONTIMES

La frutta secca al secondo posto fra gli spuntini preferiti
dagli italiani

American Pistacho Growers, associazione no profit che unisce i coltivatori di pistacchi americani, ha condotto un'indagine per capire il rapporto che gli italiani hanno con lo sport e più in particolare con l'alimentazione in vista degli allenamenti.

Emerge che 7 italiani su 10 praticano sport, abitualmente. Ma non è tutto, perché dal sondaggio svolto, si riscontra che lo spuntino preferito da fare a metà giornata è caratterizzato principalmente da frutta secca e 9 su 10 dichiarano di preferire e consumare i pistacchi.

WalesOnline

**Eating walnuts may add years to your life, according to new
research**

healthline

**Rich in Omega-3s, Walnuts
Linked to Better Health,
Reduced Heart Disease Risk**

New Study Finds Cranberries May Benefit Heart Health

Think cranberries are just for your Turkey Day spread? Think again. New research shows there may be heart health benefits to incorporating cranberries into your daily diet.

Updated Apr 13, 2022 • ELIZABETH SHAW MS RDN CPT •  |   

Dietician shares how many eggs you should be eating per week to lose weight

Mushroom Gummies Promise Better Focus and Improved Health – But Do They Actually Deliver?

Functional Nutrition: Here's how to use food as medicine to reverse chronic health conditions



FOOD & HEALTH NEWS

Can't Get Enough Dark Chocolate? It Might Be in Your Genes

If your sweet tooth prefers dark chocolate over all other varieties, your genes just might be responsible for your tastes.

HEATHER ADAMS Updated Jan 28, 2022

Is pasta healthy? It can be! How to decide between chickpea, whole grain, more noodles.

GROW

Exercise Recovery + Physical Performance

Gut Microbiome + Digestive Health

Skin Health

Blood Sugar Regulation

Cognitive Health

PROTECT

Weight + Satiety

Heart Health

EXPLORE

Sleep

Mental Health

Healthy Aging

Immunity

Beauty – beyond skin

Diets for Personal + Planetary Health

Cancer

PEOPLE ARE TALKING

Almonds gaining mainstream exposure, studies highlighting:

WEIGHT LOSS

MEDICAL NEWS TODAY Snacking on almonds may not hinder weight loss, study finds



A new study from the University of South Australia suggests that a weight-loss diet can be just as effective when you replace carbohydrates with almonds.

Participants in the study, which was funded by the Almond Board of California, lost the same percentage of their body weight, 9.3%, on either an almond-snack or carbohydrate-snack weight-loss diet.

RTL NEWS

Abnehmen mit Mandeln: Warum das tatsächlich klappt

Umso überraschender das Ergebnis einer Studie der University of South Australia (UniSA): Im Rahmen der Studie untersuchten die Wissenschaftler um Dr. Sharayah Carter die Auswirkungen einer energiereduzierten Ernährung, die mit Mandeln oder kohlenhydratreichen Snacks ergänzt wurde. Dazu absolvierten die 106 Probanden ein neunmonatiges Ernährungsprogramm: Zunächst führten sie eine dreimonatige energiereduzierte Diät zur Gewichtsreduktion durch, im Anschluss eine sechsmonatige energiekontrollierte Diät zur Gewichtserhaltung.

Losing weight with almonds:
Why it actually works

EXPRESS

The surprising snack that could help you lose weight, according to a new study

The snack could help you reduce your body weight by as much as 9.3 percent, according to a new study.

SciTechDaily

Eating Almonds for Weight Loss? Groundbreaking New Study Reveals the Truth

TOPICS: Diet Nutrition Obesity University Of South Australia
By UNIVERSITY OF SOUTH AUSTRALIA OCTOBER 23, 2023

healthline

Almonds Are a Great Addition to a Weight Loss Diet, Study Finds



- People often avoid eating nuts due to their high calorie and fat content.
- However, a new study has found that people who ate almonds lost just as much weight as those who didn't.
- They also experienced improvements in various indicators of cardiometabolic health.
- Nutrition experts say that nuts such as almonds are satiating and contain a variety of needed nutrients.
- When eaten as a part of a balanced diet, they can help with weight management.

THE Sun

BELIEVE IT OR NUT Popular 65p snack can help you lose weight AND improve your heart health

WHEN it comes to weight loss, some experts will warn against eating nuts due to their high-fat content.

But Australian scientists are challenging this idea by revealing that almonds actually help [shed the pounds](#).



SAT.1

EINFACH SCHLANK SNACKEN

Abnehmen mit Mandeln: Der perfekte Snack für zwischendurch

Suchst du nach einer für dich passenden Möglichkeit, um effektiv abzunehmen? Dann ist die Mandel-Diät vielleicht etwas für dich. Mandeln sind ein gesunder Snack für zwischendurch: Sie schmecken, sind sättigend und laut Studien auch ein echter Schlankmacher. Bei der Mandel-Diät isst du - verteilt über den gesamten Tag - eine Handvoll (circa 30 Gramm) Mandeln. Lies hier, wie die Diät mit Mandeln funktioniert, worauf du achten solltest und was in deinem Körper dabei passiert.



Lose weight with almonds:
The perfect snack between meals

PEOPLE ARE TALKING

Almonds gaining mainstream exposure, studies highlighting:

DIABETES

Prima di sederti e mangiare prendi delle mandorle: il risultato è incredibile

Di Francesca Guglielmino - 5 Aprile 2023

The Incredible Power of Almonds

Nel corso degli ultimi anni abbiamo avuto modo di vedere come sempre più persone, dedicando ancor più tempo e cura nella selezione degli alimenti da mettere in tavola.

Eating almonds before meals may improve blood sugar control: Study

According to two new trials, including participants from India, snacking on almonds before meals improved blood sugar control in overweight and obese persons with pre-diabetes. The results of the first trial, which lasted three days, were published in the European Journal of Clinical Nutrition, while the results of the second study, which lasted three months, were published in Clinical Nutrition ESPEN. The researchers found



that three-month almond intervention reversed pre-diabetes, or glucose intolerance, to normal blood sugar levels in nearly one quarter (23.3 per cent) of the people studied. They found better

glucose control over time through dietary strategies like including almonds could help stave off diabetes progression, the researchers said. According to Anoop Misra, Professor and Chairman of the Fortis-C-DOC Centre of Excellence for Diabetes, Metabolic Disorders, and Endocrinology in New Delhi and study's primary author, almonds may be a major differentiator in helping regulate blood glucose levels as part of a dietary approach.



Sci a cuore aperto: "Non parliamo mai..."

EXPRESS



Eating a handful of almonds before meals can 'significantly' lower blood sugar

Researchers found snacking on the seeds before eating also reduced body weight, body mass index and waist circumference.

By FIONA CALLINGHAM
12:55, Tue, Mar 21, 2023 | UPDATED: 12:18, Tue, Mar 21, 2023

HOME | DIETA | MANDORLE, IL SANTO GRAAL PER LA PREVENZIONE DEL DIABETE?

MANDORLE, IL SANTO GRAAL PER LA PREVENZIONE DEL DIABETE?

Redazione - 27 Marzo 2023

Almonds, the Holy Grail for Prevention of Diabetes?



Sanihelp.it - Due nuovi studi sul consumo di mandorle hanno dimostrato benefici nel controllo della glicemia nelle persone affette da prediabete e sovrappeso/obesità. In particolare, l'indagine condotta nell'arco di 12 settimane ha mostrato una regressione del

カリフォルニア・アーモンド協会、食前のアーモンド摂取は糖尿病予備軍の血糖値の改善に貢献することを示唆する新しい研究結果を発表

カリフォルニア・アーモンド協会
糖尿病予備軍および過体重・肥満のアジア系インド人を対象とした2つの新しい研究で、食前にアーモンドを摂取することで、空腹コントロールが改善し、被験者の4分の1近くの血糖値レベルが12週間後で正常に戻ることを示唆

※このプレスリリースは2023年3月に米国カリフォルニア州で



Jiji medical, new study suggests almond consumption before meals contributes to improved blood sugar in prediabetic subjects



Prediabetes: almonds could revert, according to studies



Prediabetes: Las almendras podría revertir, según estudios.

El consumo de almendras ayuda en el control del azúcar en la sangre. El mismo reverte la prediabetes o intolerancia a la glucosa.

NewsQuest



"아몬드 식전 섭취 시 혈당 조절 효과...당뇨병 예방에도 도움"



【뉴스퀘스트=김동호 기자】 캘리포니아 아몬드협회는 식전 간식으로 아몬드를 섭취하면 혈당 조절에 도움을 줘 당뇨병 예방에 도움을 준다고 4일 밝혔다.

연구진은 첫 번째 단계로 실험 참가자 60명을 각 30명씩 두 그룹으로 나눈 후 한 그룹에게는 아몬드 20g을 섭취하도록 하고 나머지 그룹은 아몬드를 섭취하지 않은 상태에서 두 그룹 모두 당일 경구포도당부하검사(OGTT, Oral Glucose Tolerance Testing)를 실시했다.

이후 연구진은 2주간의 준비 기간을 거친 후 두 번째 단계로 참가자들에게 사흘간 연속으로 아침, 점심, 저녁 식사 전 아몬드 20g을 섭취하도록 한 후 혈당 조절에 어떤 효과가 있는지를 측정했다.



"Blood Control Effect When Consuming Almond Before Meal... Helps to Prevent Diabetes"

Eating almonds could prevent diabetes, concludes two studies



Consumir almendras podría revertir la prediabetes, concluyen dos estudios

Noticias 9



Noticias 9

PEOPLE ARE TALKING

Almonds gaining mainstream exposure, studies highlighting:

GUT HEALTH

Snacking on almonds is great for your gut

Eleanor Hayward
Health Correspondent

Snacking on almonds helps people maintain a healthy gut and can reduce constipation, a study suggests. Researchers at King's College London studied 87 healthy people who typically snacked on crisps, chocolate and did not eat any nuts.

They were divided into three groups and followed a snacking pattern over four weeks. The first group ate 56g of whole almonds each day, another had the same amount in ground almonds and the control group had the same amount of calories in muffins.

The research team found that compared with the muffin group, eating the nuts "significantly boosted" people's levels of butyrate — a short-chain fatty acid that provides the perfect conditions for gut microbes and strengthens the wall of the gut.

People who ate whole almonds were also found to have an extra 1½ bowel movements a week compared with others in the study. As a result, the scientists suggest eating whole almonds could help relieve constipation.

Professor Kevin Whelan, the lead author and head of the Department of Nutritional Sciences at King's, said: "Part of the way in which the gut microbiota impact human health is through the production of short-chain fatty acids, such as butyrate.

"These molecules act as a fuel source for cells in the colon, they regulate

absorption of other nutrients in the gut, and help to balance the immune system. We think these findings suggest that almond consumption may benefit bacterial metabolism in a way that has the potential to influence human health."

The findings, in the American Journal of Clinical Nutrition, also found almonds provided monounsaturated fatty acids, fibre, potassium and other helpful nutrients. A small handful of almonds with their skin on contains about 3.8g of fibre.

The NHS recommends eating 30g of fibre a day to cut the risk of bowel cancer, diabetes and heart disease and recommends people boost their intake of nuts.

There is growing evidence that a diet high in fibre is crucial to maintaining a healthy microbiome and boosting overall health.

Butyrate, produced when microbes in the gut digest fibre, is the primary source of fuel for colonocytes — cells which line the gut and play a key role in digestion and the immune systems.

The gut microbiome consists of thousands of bacteria, which are unique to each person. Fermentation of fibre in the gut produces short-chain fatty acids, such as butyrate.

These molecules act as a fuel source for cells in the colon, they regulate



THE TIMES

Snacking on this nut improves your microbiota

IMPRESSIONS: 1.2M

EatingWell

Why Snacking on Almonds Can Help You Poop, According to a New Study

Struggling with constipation? A new study suggests that a handful of almonds a day might do the trick, alongside the other health benefits of the nutritious nut.

Danielle DeAngelis | Reviewed by Dietitian Jessica Ball, M.S., RD | October 25, 2022



CREDIT: JENNIFER CAUSEY

Eating a handful of almonds a day may significantly boost your gut health, according to a new study conducted by King's College London. The study was published in the *American Journal of Clinical Nutrition* and found that snacking on whole almonds every day promoted more regular bowel movements throughout the week. It should be noted that this study was funded by the Almond Board of California, so more research with unbiased funding needs to be done to support the results.

Snacking on almonds is great for your gut



People who ate whole almonds had an extra one and a half bowel movements a week compared with others in the study

Share | Like | Comment | Save

Eating almonds helps people maintain a healthy gut and can reduce



GOING NUTS: Eating almonds regularly could be great for your gut health, according to a study from King's College London. The researchers found the snacks boosted tumbs by increasing levels of a fatty acid called butyrate.

VEGGIE NOEL: Millions will be going veggie or vegan this Christmas and now Meatless Farm has added new festively themed, pea protein-based products to its range – Meatless Chipolatas and a Chickenless Roast joint.



GUT NEWS: Almonds



To Do List

TRENDING

LIZ TRUSS
The Prime Minister resigned on Thursday after days of political turmoil. She will be the shortest-serving prime minister in UK history, lasting just 44 days in office. She said she recognised she "cannot deliver the mandate on which I was elected by the Conservative Party".

NOT GOING OUT
More than half of people plan to spend more evenings at home to save money, according to a survey by Barclaycard.

SUNDAY ROASTS
Families are shunning Sunday roasts as prices soar, figures show.

ALMONDS
Eating a large handful of the nuts daily can help improve sleep quality and fight off disease, experts at King's College London found.

TANKING

1 May di cucina NATURALE

Prevenzione a tavola

Mandorle come spuntino e il microbiota ringrazia

28 marzo 2022

5/5

Almonds as snacks the microbiota is thankful
Reach: 4,240 daily unique visitors
Cucina-naturale.it

GOOD NUT'S SLEEP

DAILY Mirror

EXCLUSIVE BY MARTIN BAGOT
Health & Science Editor

EATING almonds every day could help improve sleep quality and fight off disease.

Experts at King's College London found eating a large handful of the nuts daily boosted an acid called butyrate in the colon. It is linked to better sleep, fighting inflammation, and lowering a risk of colon cancer. Participants in the trial, funded by the Almond Board of California, ate around



Daily diet of almonds is 'boost'

56 almonds daily. Experts say the nuts could boost gut health and help with constipation.

Prof Kevin Whelan, of King's College London, said: "Findings suggest almond consumption may benefit bacterial metabolism in a way that has potential to influence health.

Butyrate is produced by microbes in the gut when they digest fibre found in fruit and vegetables. Prof Whelan said: "The molecules act as fuel for colon cells, they help balance the immune system."

IMPRESSIONS: 1M

PEOPLE ARE TALKING

Almonds gaining mainstream exposure, studies highlighting:

EXERCISE

VOGUE

PEOPLE VIDEO RUNWAY TIME & GEM

daily issue

Almonds after exercise

2023.01.16

...have overcome your laziness and completed your workout safely today, be sure to eat almonds.

...s have shown that eating almonds after exercise can help reduce fatigue along with muscle damage. Dr. David Niemann's research team recently found that people who ate almonds and less muscle damage after exercise. This is because the anti-inflammatory properties of almonds help relieve muscle pain and relieve fatigue.



Forbes

How Loading Up On Almonds Makes Your Weekend Workout Go Smoothly



DAILY Mirror

Almond snacking can 'boost fat-burning in exercise'

SNACKING on just five almonds a day boosts fat-burning in exercise, according to a study. The nut could be the ideal new year's resolution for fitness fans because eating the small nut gives a single workout session a major metabolic boost, scientists from the University of

DAILY Mirror

levels of exercise. "Almonds have high amounts of protein, healthy types of fats, vitamin E, minerals and fibre. "And the brown skin of almonds contains polyphenols that end up in the large intestine and help control inflammation and oxidative stress."

Tägliche Verzehr von Mandeln fördert die Erholung von strengendem Training

Nach Welt | 1/12/2023



The Indian EXPRESS

JOURNALISM OF COURAGE

Eating almonds daily boosts recovery molecule by 69 pc, helping in recovery after heavy exercise: Study

"Almonds have high amounts of protein, healthy types of fats, vitamin E, minerals, and fibre. And brown skin of almonds contains polyphenols that end up in the large intestine and help control inflammation and oxidative stress," said corresponding author Dr David C Nieman, a professor at North Carolina Research Campus



Adobe Stock

Want a Good Workout Recovery Food? Try Almonds, New Study Says

A new study found that eating almonds increases the level of a particular exercise recovery molecule by 69 percent.

healthline

Almonds May Improve Workout Recovery — If You Eat 40-50 a Day



Eating almonds can boost muscle recovery finds research

TIMESOFINDIA.COM | Last updated on -Jan 12, 2023, 09:00 IST

Share

01 | Add almonds to your daily diet!



EXPRESS



カリフォルニア・アーモンド協会、アーモンドの摂取がフィットネスに貢献することを示唆する新しい研究結果を発表

カリフォルニア・アーモンド協会
運動後の筋力回復と疲労軽減を促進

Almond fitness benefits



SNACKING on just five almonds a day boosts fat-burning during exercise. They give a single workout session a major boost. Eating almonds every day changes the metabolism, eases inflammation and stress and lets the body recover quicker from exercise, the US study found. Dr David Nieman, of Appalachian State University, US, said: "Almonds provide a unique nutrient that may support metabolic recovery from exercise."

2024 Expected New Nutrition Research Results



Physical
Performance
And Exercise
Recovery



Gut
Health



Immune
Health



Skin
Health



Mental
Health



Weight



Diabetes





UN Global Compact-Accenture CEO Study

How long until sustainability is fully integrated across global business footprint?

54%

CEOs say 10 years

80%

CEOs say 15 years

Deloitte Consulting Provided Viewpoint into the Future



POLICY MAKERS

Will continue to refine their approach in Europe, and other countries will likely follow



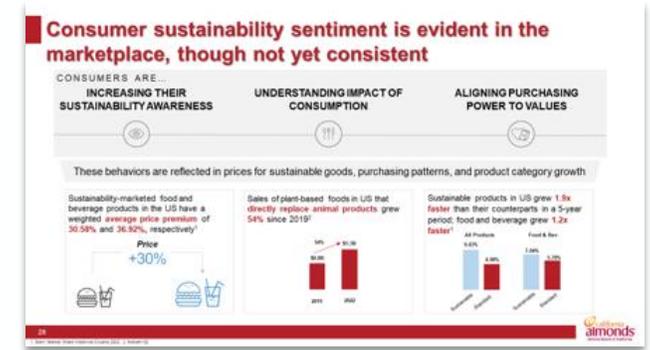
FOOD COMPANIES & RETAILERS

Will increasingly make decisions to minimize volatility in costs and supply and meet sustainability targets and commitments



CONSUMERS

Will continue to factor sustainability into their decision-making as awareness increases



———— MID-2010's ————
Almonds Suffered From
MISPERCEPTIONS

Mother Jones

It Takes How Much Water to Grow an Almond?!

ENVIRONMENT FEBRUARY 24, 2014



One almond



1.1 gallons of water

The Dark Side of Almond Use

People are eating almonds in unprecedented amounts. Is that okay?

JAMES HAMILIN | AUG 26, 2014 | HEALTH



BBC
NEWS

How almonds are sucking California dry

© 16 November 2014

Mother Jones

Lay Off the Almond Milk, You Ignorant Hipsters

TOM PHILPOTT JUL. 16, 2014 10:00 AM



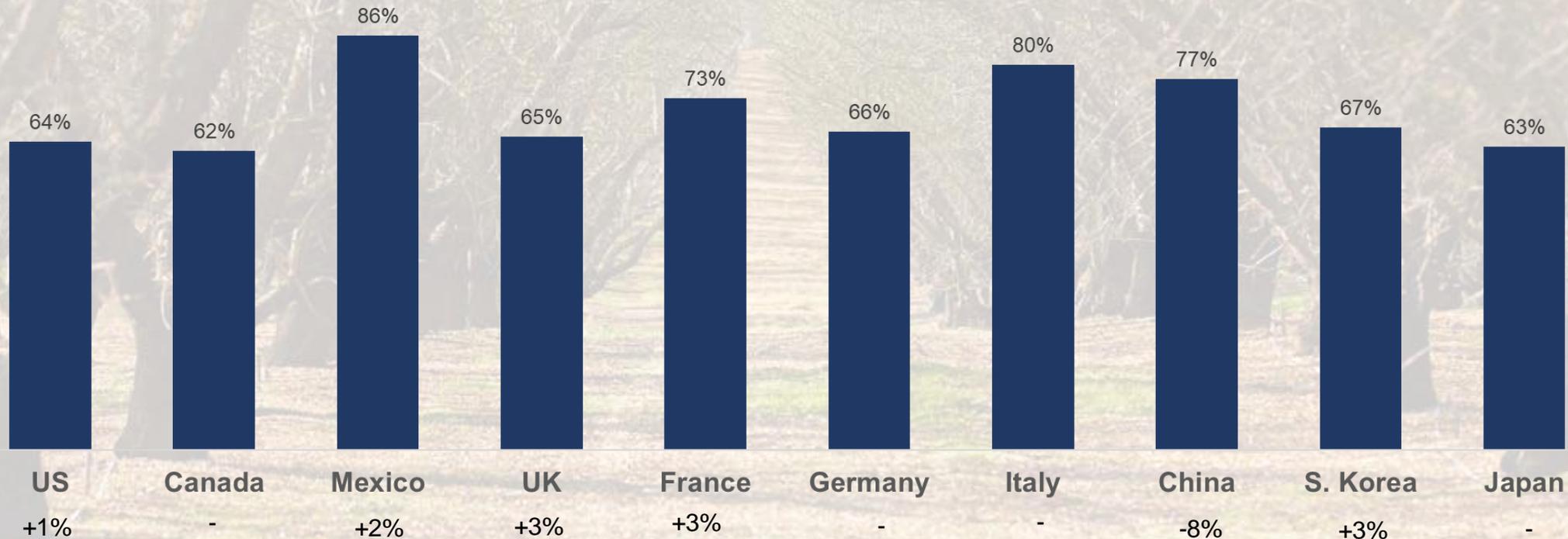
Is it nuts to grow almonds during a drought?

Apr 30, 2015 7:10 PM EDT

PBS
NEWS
HOUR

Almonds have a strong sustainability story to tell.

Percentage of consumer who want to learn more about how almonds are grown



A close-up photograph of a person's hand holding a black hose. Water is being sprayed from the hose, creating a large splash of water droplets. The person is wearing a black wristwatch and a plaid shirt. The background is a blurred outdoor setting with green foliage and a blue sky. The word "WATER" is overlaid in large, bold, white capital letters across the center of the image.

WATER



PROTECTING POLLINATORS

Building *biodiversity*



42%

of California almond orchards
(685K acres) maintain cover
crops between tree rows¹



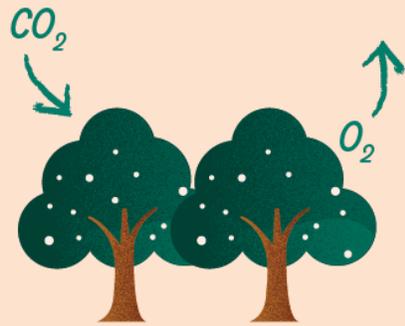
86%

of all U.S. bee-friendly
certified farms are
almond farms²

CLIMATE SMART



California almond trees store a lot of *carbon*¹



30 million
metric tons
of carbon¹

=



3,134
Boeing 737s²



29
coal-fired
power plants³



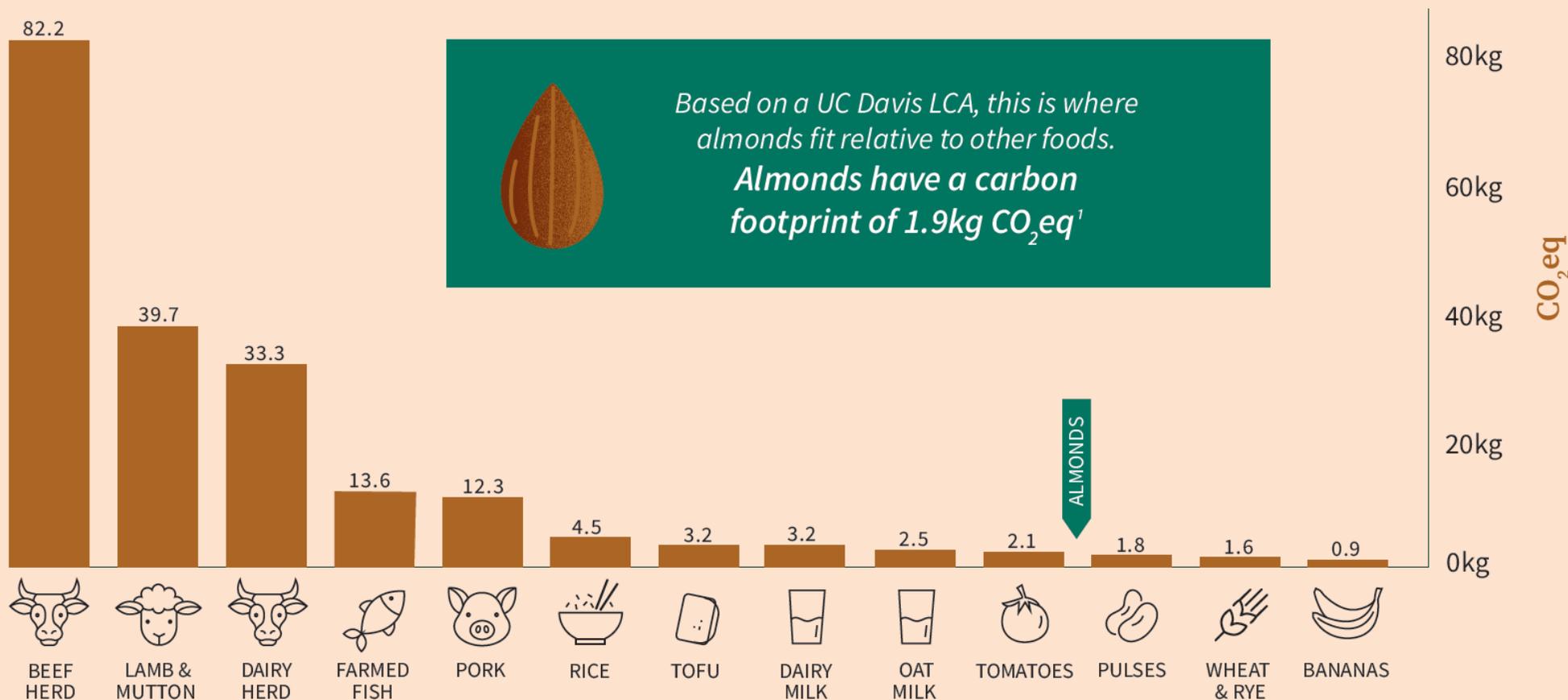
24.5 million
gas-powered
passenger
vehicles³

1. California Air Resources Board. An Inventory of Ecosystem Carbon in California's Natural & Working Lands. 2020.

2. Reuters. Boeing jets emissions data highlights industry's green challenge. April 2021. Assumes industry average 25-year operable lifespan.

3. U.S. Environmental Protection Agency. Greenhouse Gas Equivalencies Calculator. July 2023.

Almonds have a low carbon footprint



Greenhouse gas emissions per kilogram of food product²

1. Alissa Kendall, et al. Life Cycle-Based Assessment of Energy Use and Greenhouse Gas Emissions in Almond Production. Part 1: Analytical Framework and Baseline Results. Journal of Industrial Ecology. 2015.
2. Joseph Poore, et al. Reducing food's environmental impacts through producers and consumers. Science. June 2018. Emissions are measured in kilograms of carbon dioxide equivalents (kg CO₂eq).

A close-up photograph showing a person's hands sorting through a large pile of walnut shells on a wooden tray. The shells are light brown and some are cracked open, revealing the inner nut. The person's hands are visible at the top and left edges of the frame. The background is blurred, showing a person wearing a blue shirt. The text "ZERO WASTE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

ZERO WASTE







Emily Fleischmann
VP, Global Market
Development



Laura Morin
North America
+ China



Sudarshan Mazumdar
India
+ Japan and South Korea



Dariela Roffe-Rackind
Europe
+ Global Health



Kathryn Martino
Reputation Management

DRIVING GLOBAL DEMAND



MARKETING AROUND THE GLOBE





THE PRIME EFFECT

SPORTS MAGAZINE



THIS FALL







california
almonds®

ENERGY TO WIN

Tomorrow Begins Today



♥ Heart-Healthy ♥ Antioxidant Rich ♥ Protein Rich ♥ Anytime Snack

Why are almonds the
“MOST PERFECT EXERCISE SNACK”
according to Dr. Neiman?

Regular consumption leads to:







THE TIMES

Snacking on almonds is great for your gut

Eleanor Hayward
Health Correspondent

Eating almonds helps people maintain a healthy gut and can reduce constipation, a study suggests.

Researchers at King's College London studied 87 healthy adults who typically snacked on crisps and chocolate and did not eat enough fibre.

They were divided into three groups and followed a new snacking pattern over four weeks. The first group ate 56g of whole almonds each day, another had the equivalent in ground almonds and the control group had the same number of calories in muffins.

The research team found that compared with the muffin group, eating the nuts "significantly boosted" people's levels of butyrate — a short-chain fatty acid that provides the perfect conditions for gut microbes and strengthens the wall of the gut.

People who ate whole almonds were also found to have an extra 1½ bowel movements a week compared with others in the study. As a result the sci-

absorption of other nutrients in the gut, and help balance the immune system.

"We think these findings suggest almond consumption may benefit bacterial metabolism in a way that has the potential to influence human health."

The findings, in the *American Journal of Clinical Nutrition*, also found almonds provided monosaturated fatty acids, fibre, potassium and other helpful nutrients. A small handful of almonds with their skin on contains about 3.8g of fibre.

The NHS recommends eating 30g of fibre a day to cut the risk of bowel cancer, diabetes and heart disease and recommends people boost their intake of nuts.

There is growing evidence that a diet high in fibre is crucial to maintaining a healthy microbiome and boosting overall health.

Butyrate, produced when microbes in the gut digest fibre, is the primary source of fuel for colonocytes — cells which line the gut and play a key role in digestion and the immune systems.

The gut microbiome consists of



Eating almonds before meals could help keep diabetes in check

Recent studies have shown that having almonds before meals can help lower blood sugar levels.

 Listen to Story

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Almonds may slow stomach emptying, which could help people ingest less food and fewer calories to promote weight management. (Photo courtesy: Getty Images)



India Today Health Desk 

New Delhi, UPDATED: Mar 22, 2023 16:55 IST





marie claire



L'AMANDE, L'EN-CAS IDÉAL

Why Snacking on Almonds Can Help You Poop, According to a New Study

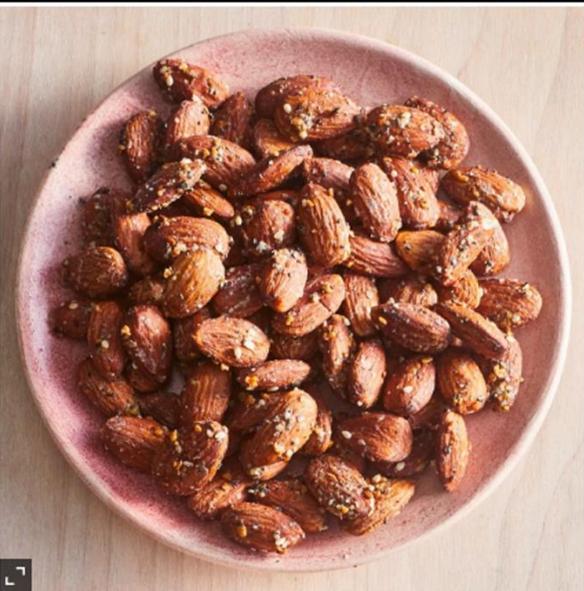
Struggling with constipation? A new study suggests that a handful of almonds a day might do the trick, alongside the other health benefits of the nutritious nut.



Danielle DeAngelis

Reviewed by Dietitian Jessica Ball, M.S., RD

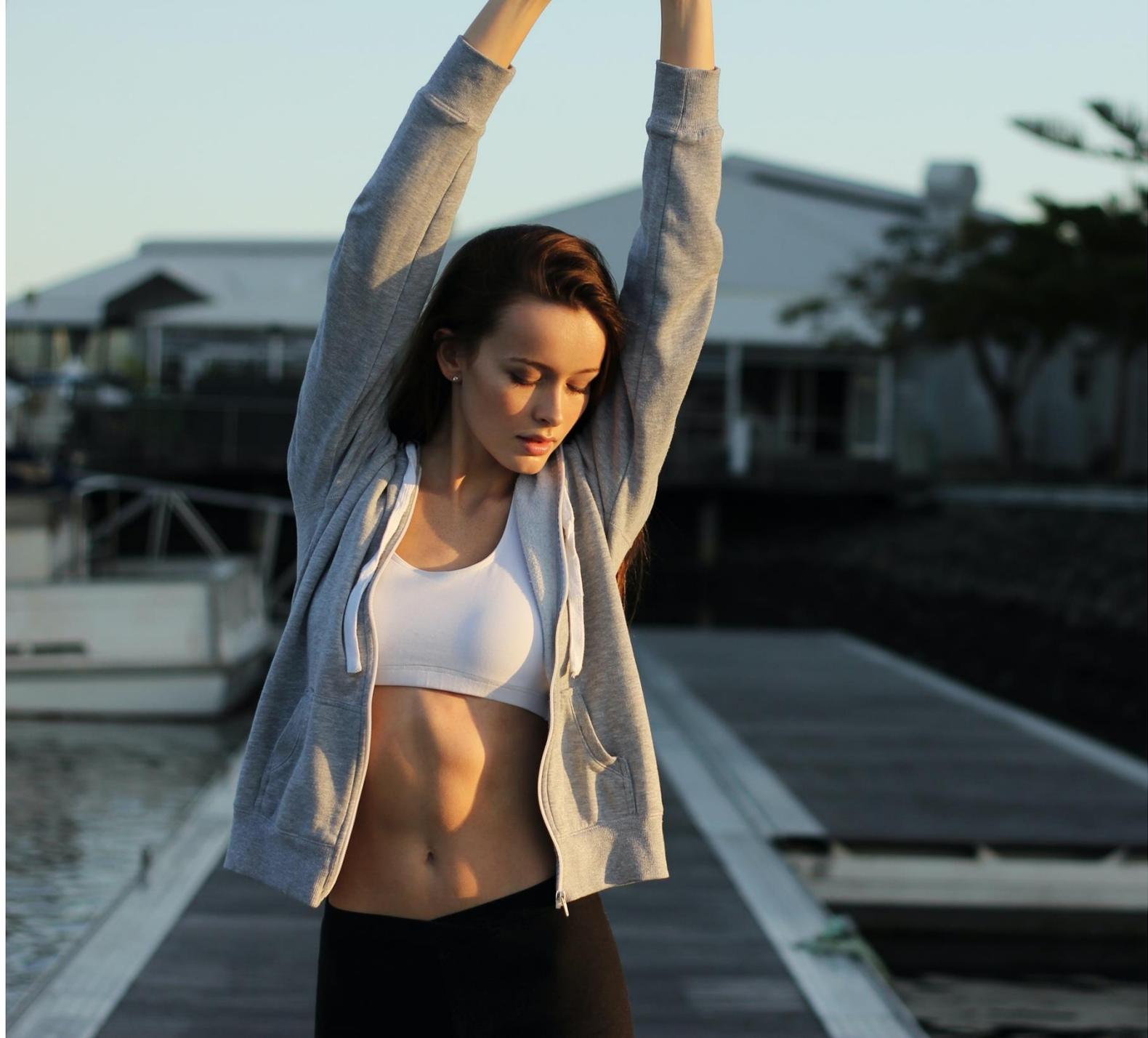
October 25, 2022



CREDIT: JENNIFER CAUSEY

Eating a handful of almonds a day may significantly boost your gut health, according to a new study conducted by King's College London. The study was published in the *American Journal of Clinical Nutrition* and found that snacking on whole almonds every day promoted more regular bowel movements throughout the week. It should be noted that this study was funded by the [Almond Board of California](#), so more research with unbiased funding needs to be done to support the results.

"We think these findings suggest almond consumption may benefit bacterial metabolism in a way that has the potential to influence human health," Professor Kevin Whelan, Head of the Department of Nutritional Sciences at King's College London and lead author of the study said [in the college's release](#).



VOGUE

KOREA

AUTY LIVING PEOPLE VIDEO RUNWAY TIME & GEM

daily issue

Almonds after exercise

2023.01.16

Have you overcome your laziness and completed your workout safely today, be sure to eat almonds.

Research has shown that eating almonds after exercise can help reduce fatigue along with muscle soreness. Dr. David Niemann's research team recently found that people who ate almonds after exercise had less muscle damage and less muscle pain. This is because the anti-inflammatory properties of almonds help relieve muscle pain and relieve fatigue.



The thrill of the ride Cyclist

Train+Eat

Get stronger, get faster

Nuts for DOMS

Almonds can help reduce fatigue, says new study

Nuts of all kinds have long been considered superfoods. Brazil nuts for your brain, almonds for your protein, cashews for your mood. And now a new study published in *Frontiers in Nutrition* has highlighted some potential benefits in almonds.

The study took 64 non-ovese adults not engaging in regular resistance training (ie, less than three times per week) and gave them an acute 90-minute exercise protocol designed to induce muscle damage, specifically to bring on DOMS – delayed onset muscle soreness. The group was split in two, then in the four weeks leading up to the protocol, one half was given 57g of almonds per day along with a regular controlled diet, the other the equivalent calories in a cereal bar.

Various biological markers were recorded after the 90 minutes of resistance exercise and for four days thereafter, and researchers observed the following, as expected, both groups demonstrated significant muscle damage, DOMS, inflammation, reduced strength and power and mood disturbance, but the almond-diet group demonstrated reduced post-exercise fatigue, lower levels of tension and higher levels of leg and back strength. This led researchers to conclude that regular snacking on almonds has 'some positive effects... in improving mood state, rehabilitating strength and decreasing muscle damage'.

Remember when Mark Cavendish used to advertise potatoes? It might be time for him to switch to almonds before the Tour.

■ Snacking almonds can reduce fatigue and tension after exercise and help make your legs and back stronger, research has found

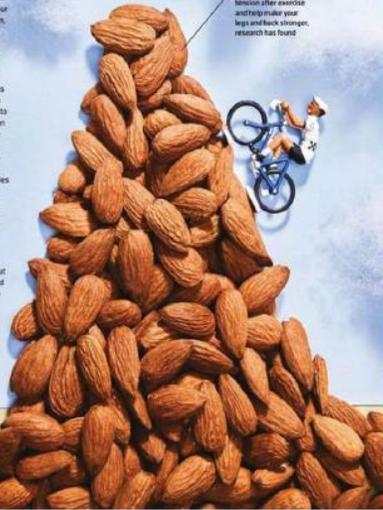


Photo: Shutterstock

cyclist.co.uk

9356513e-7f88-47e4-a8fd-37e20d715460

May 2023 47

VANITY FAIR

57 grams of almonds will make the (real) difference if you train intensely



Forbes

How Loading Up On Almonds Makes Your Weekend Workout Go Smoothly





Almonds Are a Great Addition to a Weight Loss Diet, Study Finds



- People often avoid eating nuts due to their high calorie and fat content.
- However, a new study has found that people who ate almonds lost just as much weight as those who didn't.



cardiometabolic health and contain a variety of nutrients.

WELL + GOOD

How Science Shows Almonds Can Help You Recover From Workouts Faster, Reducing Inflammation and Supporting Muscle Growth

Adobe Stock

Want a Good Workout Recovery Food? Try Almonds, New Study Says

A new study found that eating almonds increases the level of a particular exercise recovery molecule by 69 percent.

BELIEVE IT OR NOT? NUTS help you lose weight and help heart health

WHEN it comes to weight loss, nuts are a great addition to your diet. Nuts are high in healthy fats, fiber, and protein, which can help you feel full and satisfied. Additionally, nuts are rich in antioxidants, which can help reduce inflammation and improve heart health.

But Australian scientists have found that almonds actually help with weight loss. In a study, participants who ate almonds lost more weight than those who didn't.



Benefits of almonds

According to studies published in the European Journal of Nutrition and Clinical Nutrition, almonds before meals improve control in overweight and obese people with prediabetes. The researchers found that a 1-month almond intervention reversed prediabetes or glucose intolerance, to normal blood sugar levels in nearly one quarter (23.3%) of the people studied.



Almonds May Improve Workout Recovery — If You Eat 40-50 a Day



700 MILLION+

Losing weight with almonds: Why it works

Activity at the University of South Australia, emphasized the significance of the study's findings, stating that incorporating almonds into a weight management eating plan not only promotes meaningful weight loss but also offers a healthy and sustainable dietary addition. Moreover, participants consuming almonds showed improvements in certain lipoprotein subfractions, indicating potential cardiovascular benefits. The study suggests that incorporating 1.5 ounces of almonds daily as part of a low saturated fat and cholesterol diet may reduce the risk of heart disease. Future research is encouraged to explore various almond doses and test populations with additional heart disease and diabetes risk factors.

In the second 12-month study published in the American Journal of Clinical Nutrition and also funded by the Almond Board of California, researchers examined 136 habitual non-obese adults in New Zealand. Half of the participants were instructed to consume 1.5 ounces of almonds or 10% of saturated fat needs, while the other group consumed a calorie-matched high-carbohydrate snack. Participants in the almond group experienced improvements in diet quality without weight gain, demonstrating that almonds can be a nutritious snack choice.

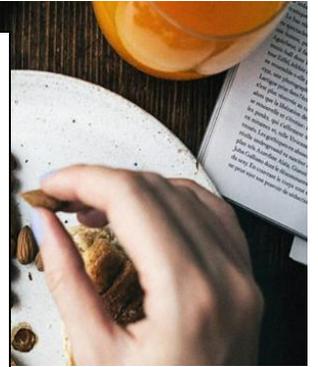
The studies collectively emphasize the benefits of almonds when consumed mindfully as part of a well-rounded diet, can contribute to a sense of fullness, improved dietary quality, and better overall health. Almonds, known for being a rich source of essential nutrients, may not cause weight gain and can be included in weight loss diets, underscoring their role in promoting balanced and healthy nutrition. The findings further highlight almonds' potential cardiovascular benefits and their value as a valuable component of a balanced diet.

Almonds, providing 4 grams of fiber and 15 essential nutrients per ounce, including magnesium and vitamin E, present an ideal snack choice for those pursuing balanced weight management eating plans. With 13 grams of unsaturated fat and only 1 gram of saturated fat per serving, almonds offer a heart-healthy option for health-conscious individuals.

Dr. Alison Coates, Professor of Human Nutrition and Director of the Alliance for Research in Exercise, Nutrition, and Activity at the University of South Australia, remarked on the study's findings, stating, "These research findings underscore the potential of almonds to not only facilitate meaningful weight loss but also offer a sustainable and healthful dietary addition. Including almonds in a weight management eating plan can make a positive difference in achieving and maintaining a healthy weight while promoting overall well-being."

Ritika Samadhi, Regional Head Dietetics at Max Healthcare - Delhi, emphasizes the nutritional advantages of incorporating almonds into a snack diet, stating, "The study underscores the numerous advantages of incorporating almonds into your diet for long-term well-being. Almonds provide higher monounsaturated and polyunsaturated fats, while reducing carbohydrate and sugar intake, making them a smart choice for those aiming to achieve and maintain a healthy weight."

Snacking on almonds may not hinder weight loss, study finds



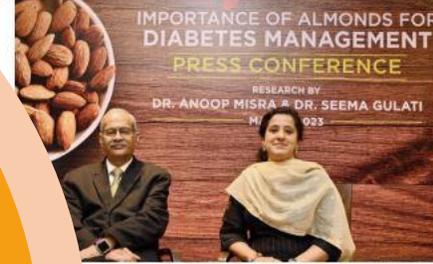
Australia suggests that a weight-loss diet can be just as effective as...

食用巴旦木有有助于体重管理

loss

两项基于大量科学证据的最新研究表明，巴旦木可以改善饮食质量，帮助超重或肥胖的成员减少能量摄入，从而更有效地进行体重管理。期间由加州巴旦木协会提供资金。

New study: Eating almonds before meals may improve blood sugar



Misra and Dr. Seema Gulati at a press conference

For people with prediabetes, snacking on almonds before meals in just three to five minutes before meals may improve blood sugar levels. "These studies are meaningful for Asians given the prevalence of diabetes, the troubling rates of progression from prediabetes to diabetes," they said.

Almonds before Meals Can Help People with Prediabetes: Study

Teena Thacker @timesgroup.com

New Delhi: A simple addition of a small portion of almonds before each meal can improve blood sugar levels in people with prediabetes, a first-ever study conducted by experts in India has suggested. The study has been published in the European Journal of Clinical Nutrition and in the journal Clinical Nutrition.

"Adding almonds in your diet half an hour prior to all three meals a day could stave off progression of diabetes. The study shows that we can normalise the blood sugar levels of prediabetics with this strategy. It helped reverse prediabetes, or glucose intolerance, to normal blood sugar levels in 23% of the people," said lead author of the study Anoop Misra, professor and chairman, Fortis-C-DOC Centre of Excellence for Diabetes, Metabolic Diseases, and Endocrinology, a Delhi-based hospital.

Misra said 20 grams of almonds, which is almost 17-18 in number, led to a significant drop in overall hyperglycemia in participants. This study was conducted in participants who were prediabetics which means that they had slightly raised blood sugar levels, but the blood sugar levels were not so high that they can be called diabetics.



The surprising snack that could help you lose weight, according to a new study

The snack could help you reduce your body weight by as much as 9.3 percent, according to a new study.

...ng, die mit Mandeln oder kernemhndro... robanden ein neunmonotiges Ernährun... gierende Diät zur Gewichtsredukti... llierte Diät zur Gewichtserhaltung.

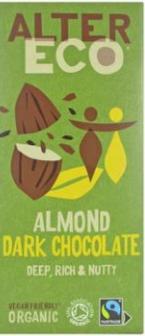
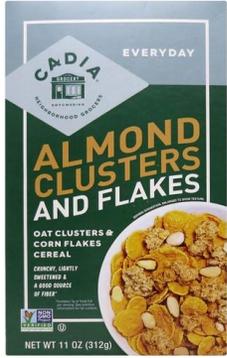
Influencers  Almonds

Influencers  Almond Orchards



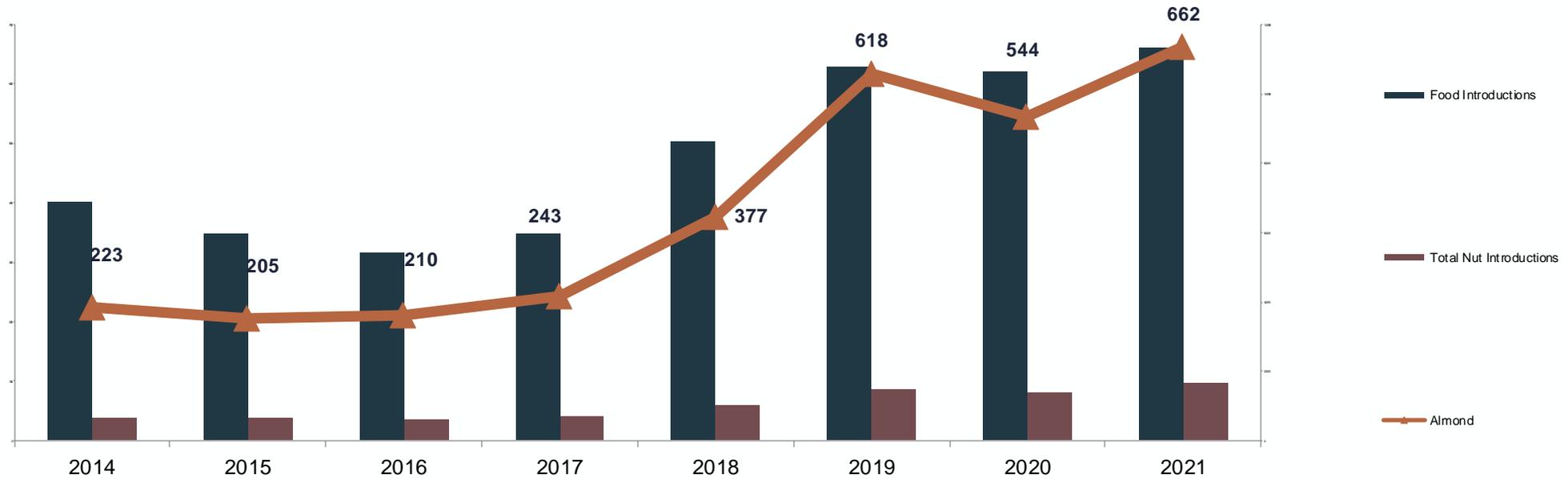






INDIA: NEW ALMOND PRODUCTS

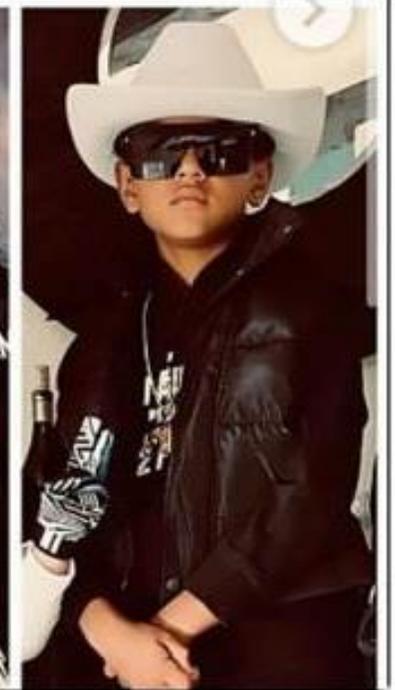
Food, Total Nut and Almond Introductions (India, 2014-2021)





**UNORGANIZED
RETAIL MARKET**

ICON FOR EVERY GENERATION





ESPN
COLLEGE
GAMEDAY
BUILT BY



INDIA: REMARKABLE GROWTH

#3 Export Market



#1 Export Market

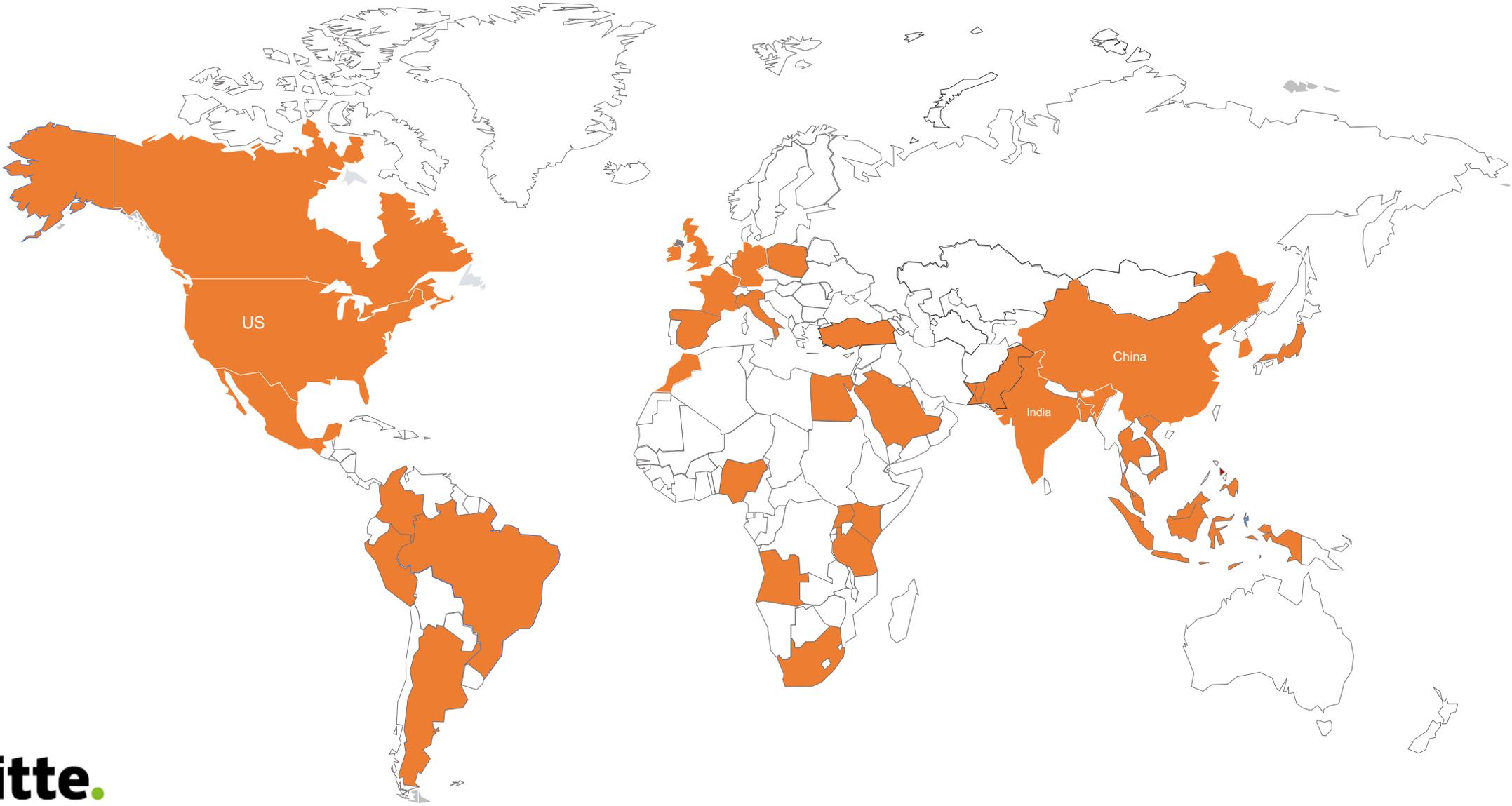
**CY 2013:
102 Million Pounds**



**CY 2022:
331 Million Pounds**



Deloitte Looked Across the Globe



KEY TAKEAWAYS + FUTURE FOCUS

#1 Commanding **consumer attention** with bold new approaches

#2 Enhancing **health + stewardship** reputation

#3 Maximizing **untapped potential** in current + new markets

#4 Measuring our **impact and optimizing** to fuel growth



Brian Ezell
Chair
Wonderful
9 Years



Raj Joshi
Vice Chair
Blue Diamond Growers
3 Years



Warren Cohen
Blue Diamond Growers
12 Years



Craig Duerr
Campos Brothers Farms
12 Years



Paul Ewing
RPAC Almonds
10 Years



Laura Gerhard
Blue Diamond Growers
4 Years



Keith Kwan
Taylor & Sims, Inc.
9 Years



Darren Rigg
Minturn Nut Company
7 Years



Jared Smith
Fisher Nut Company
9 Years



Maya Erwin
Blue Diamond Growers
9 Years

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Thank You

DRIVING GLOBAL DEMAND



MARKETING EFFORTS AROUND THE GLOBE