

Key Messages

- Social licence is crucial for consumers to continue to consider almonds as their preferred healthy snack
- The industry is always aiming to improve its environmental and social sustainability.

Introduction

- Social licence is the acceptance of the industries activities by the community and its stakeholders
- Social licence is an ever-evolving issue that requires continued management

Sustainability

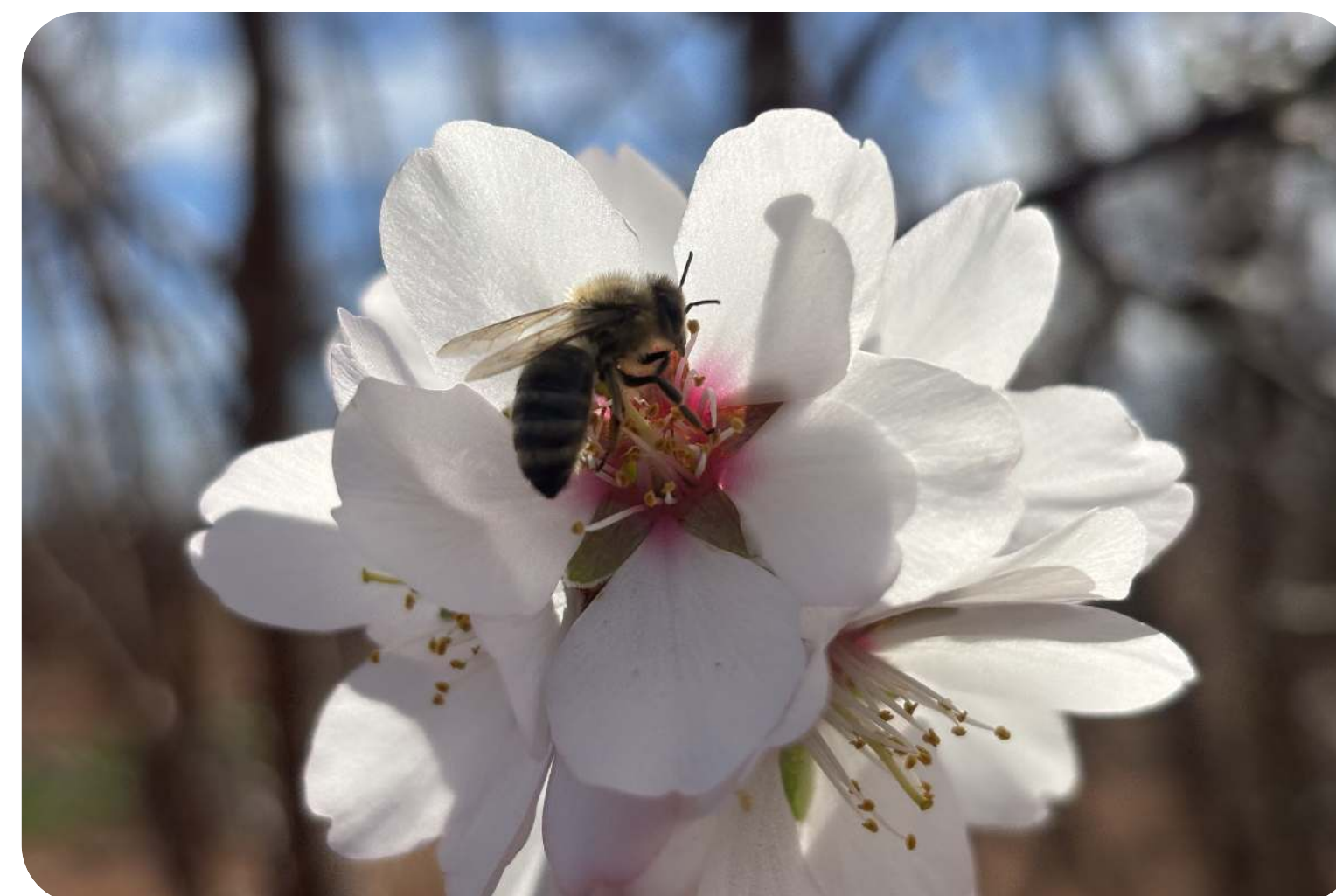
- 99% of Almonds are grown using drip irrigation systems
- There is an online sustainability platform available for growers to benchmark their practices against others
- Significant work is being undertaken on sustainability, we need to create a plan to distribute a positive message.

Economics

- The almond industry is a major employer in regional areas with an estimated 2,066 full time jobs in 2019/20 in production and a total of 9,560 people through the whole supply chain
- In 2019/20 the industry contributed \$1.6B to the Australian GDP with \$534M of that in regional areas

Strategic Actions

- Create an 'Fast Facts' series on the environmental benefits of almonds and distribute on social media
- Collect and collate data such as water use that can be used to promote the sustainability of the industry.
- Re-examine the economic contribution of the almond industry



SWOT Analysis

Strengths	<ul style="list-style-type: none">• Growing a tree which is a long term biological asset• Drip irrigation is currently used across the majority of orchards• A voluntary sustainability assessment program already exists and can continue to be rolled out to growers• Existing high level of irrigation monitoring such as moisture probes.
Weaknesses	<ul style="list-style-type: none">• Often perceived as a thirsty crop compared to annual cropping• Industry expansion has increased significantly since the last drought appearing to put pressure on water resources• Lack of verifiable data from growers that can be compared to other growers.• Range of total water use between growers and valleys due to soil types.
Opportunities	<ul style="list-style-type: none">• Getting a third party involved to help with data collection• Social media strategy to promote facts about the industry• Continuing to build a positive relationship with the media
Threats	<ul style="list-style-type: none">• Reporting that does not take all the facts into account• Almonds do use large amounts (11-16ML/Ha for a mature orchard) of water regardless of their efficiency

