



ALMOND BOARD OF AUSTRALIA | MARKETING 2026



australian
almonds

Growing for the Future

Building global demand, championing origin value, and securing sustainable returns for our growers.



Melissa Wyness

Almond Board of Australia



What We Promised



Global Consistency

Aligning consumer campaigns with trade activation worldwide to present a single unified message.



Grow emerging markets

Accelerating direct demand and trade relationships across expanding Southeast Asian food hubs.



+3% Domestic Target

Protecting home share with health advocacy and everyday cooking integration across Australian homes.

MARKET DELIVERY • RESULTS

Progress & the Responsibility Ahead

Outperforming industry benchmarks



DOMESTIC MARKET (24–25)

+7%

Surpassing the 3% target

EXPORT VOLUME (25–
26)

130,029t

Total tonnes shipped globally

EXPORT SHARE

85%

Total harvest exported overseas

25-26 has been slower with late harvest
but momentum is building into spring

✓ Turning global interest into sustained commercial value that directly supports grower returns.

ADAPTIVE STRATEGY • MARKET DYNAMICS

Responding to the Crop and Market

The Everyday Ingredient Campaign

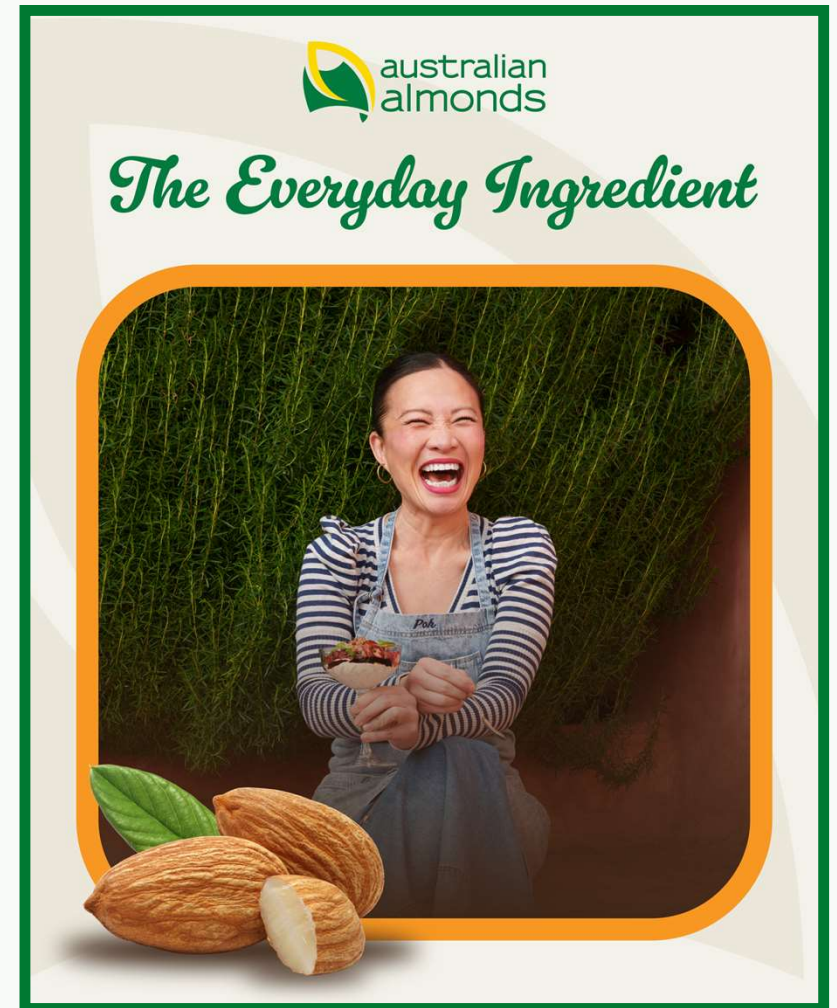
Broadening consumption beyond traditional whole-nut snacking into kitchen staples and daily prep.

Foodservice & Manufacturing

Creating commercial demand for manufactured and processed almonds across culinary sectors.

Maximising Crop Value

Ensuring every grade and variety of the Australian crop finds high-value, sustainable market channels.



CULINARY INITIATIVE • CRUNCH

Australian Almonds in More Kitchens



50,000+ Books Distributed

Placed directly into the hands of culinary professionals, trade partners, and home cooks globally.

Loxton Launch to Southeast Asia

Premiered at the Almond Centre of Excellence in Loxton (2025), expanding across SE Asia in May 2026.

Television Broadcast Special

Aired across Australia and regional SE Asian networks showcasing almond versatility.

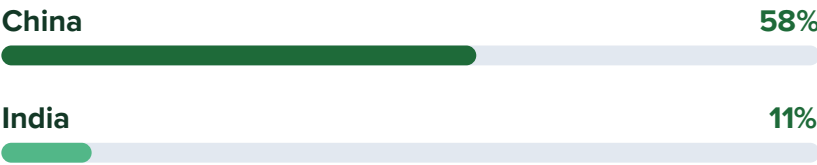


Established & Emerging Markets



Core Markets: 69% Total

Export Volume



Close ongoing stewardship of established retail, wholesale, and processor partnerships.

Emerging Markets

Diversification

Türkiye Key Growth Market	7,942t
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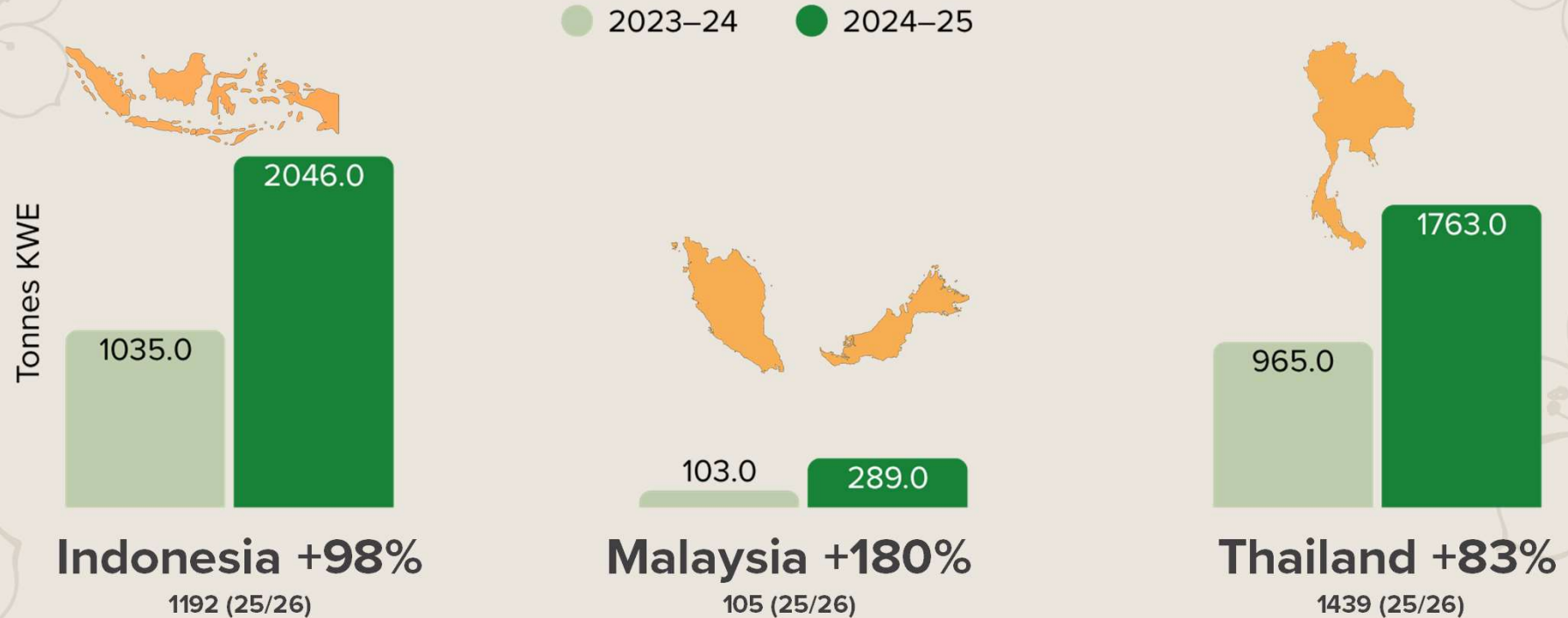
Malaysia
Snack & Foodservice

Indonesia
Snack & Bakery

Thailand
Value-Added

Tailoring recipes and trade messaging to match local food culture and purchasing habits.

Growth in emerging Southeast Asian markets



Annual shipments, March–February. Southeast Asia overall: –8%. ABA February 2025 report.



GLOBAL EXECUTION • IN-MARKET PARTNERSHIPS

Relationships Behind the Activity



Sumit Saran – SS Associates

In-Market Partner • India

Driving consumer education, trade outreach, and seasonal health campaign engagement in India.



Joseph Yuan & YZL Team

In-Market Partner • China & SE Asia

Connecting global strategy with local buyer relations, retail promotions, and culinary activations.



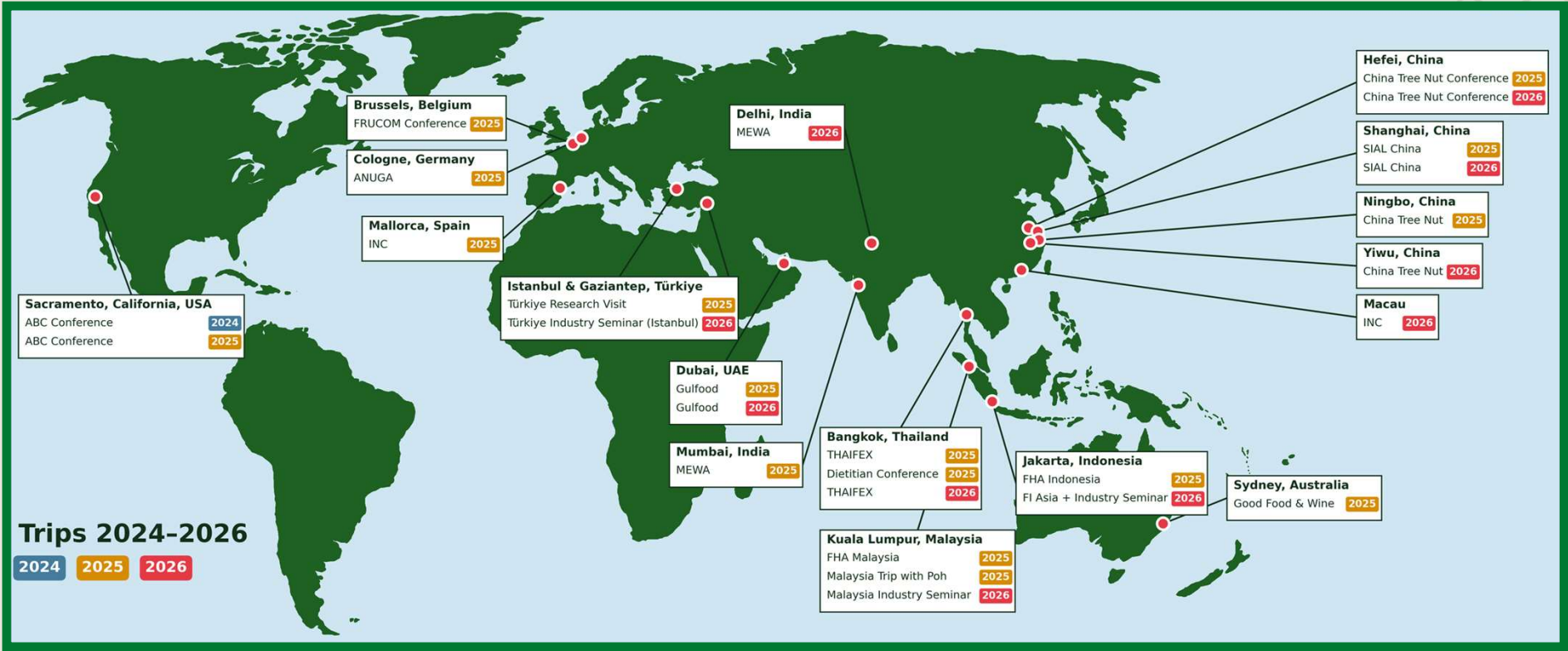
Trade Missions

ABA & Processors Combined

Delivering our largest commercial delegation program to date, building and securing new trade partners.

Largest Trade Program

Global Presence



HUMAN CONNECTION • BRAND ADVOCATES

People Who Make the Story Relatable



Poh Ling Yeow

CULINARY AMBASSADOR

Makes cooking with almonds approachable, inspiring, and achievable in every home.



Kyle Chalmers

ATHLETE AMBASSADOR

Connects everyday health, high performance, and nutritious snacking for youth, wellness seekers and sports lovers.



Simone Austin & Jemma O'Hanlon

NUTRITION SPECIALISTS

Delivering practical dietetic evidence so health professionals recommend almonds daily.

The Opportunity Ahead



Building on Strong Foundations

Expanding our core campaigns across China, India, Southeast Asia, and Australia, while systematically developing emerging channels in Türkiye.

✂✂ **Aligning product profile with high-return uses**



1. Broadening Ingredient Applications

Matching crop output with high-growth food service, bakery, and beverage manufacturing.

2. Closing the Behaviour Gap

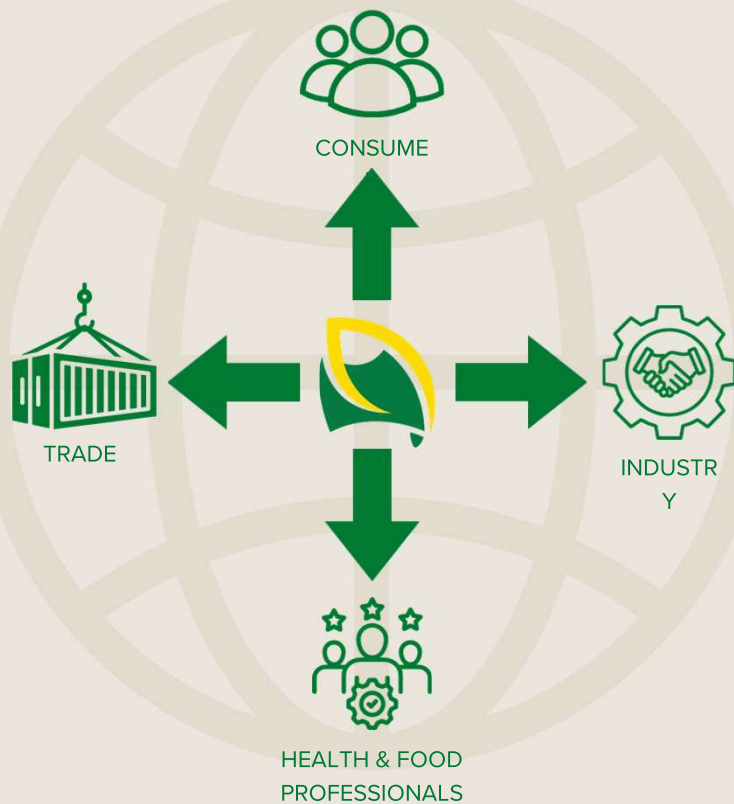
Moving from initial recipe awareness into habitual grocery shopping and regular kitchen use. 'Everyday Ingredient'

3. Commercial Accountability

Ensuring every marketing conversation directly converts into grower-level commercial demand.

COMMITMENTS • STRATEGIC PILLARS

Our Focus to 2028



1

Strengthen Established Markets

Protect our premium origin position and deepen high-volume commercial relationships in China and India.

2

Build Demand in Emerging Hubs

Deploy localized knowledge in Türkiye and Southeast Asia to nurture high-potential trade corridors.

3

Demonstrate Everyday Versatility

Showcase almonds as an indispensable ingredient across home kitchens and industrial food formulations.

4

Measure & Optimize Investment

Continuously review campaign returns to maximize grower dollars and adapt quickly to season shifts.

SPECIAL GUEST • AMBASSADOR Q&A

Welcome Kyle Chalmers

Olympic Champion

Gold medalist (Rio 2016) and multi-Olympic medalist (Tokyo & Paris)



1

The Partnership

Proudly from regional South Australia and championing healthy Australian produce.

2

Daily Nutrition & Training

Fueling an elite athlete's schedule with practical almond snacks.

3

Inspiring the Next Generation

Sharing wholesome habits and genuine connection with Australian growers.



AUSTRALIAN ALMOND CONFERENCE 2026



Growing for the Future, Together.

Thank you to our growers, processors, marketers, Hort Innovation,
and the entire Almond Board of Australia team.



Special thanks to Tom Cooper, Zara Lewis

australionalmonds.com.au