



The Almond Conference

2020 Summary



CONFERENCE SUMMARY

The Almond Conference (TAC) is the premier almond industry event, drawing members of the almond community from across the globe. The event, in its 48th year, was focused on reaching California almond growers, handlers, and industry partners, while offering valuable information to international guests.

In 2020, given restrictions on large gatherings in California and ongoing uncertainty due to the COVID-19 pandemic, the Almond Board of California (ABC) hosted the first-ever virtual Almond Conference.

The agenda included educational sessions, social gatherings, an exhibit hall, and poster sessions. ABC President and CEO Richard Waycott, along with Almond Board Chair Kent Stenderup and Vice Chair Brian Wahlbrink, discussed the challenge of marketing the 3-billion-pound crop and how the Almond Board is investing in building demand and protecting the reputation of California almonds and almond growers around the globe.



CONFERENCE BY THE NUMBERS

- **Total Attendees:** 3,048
 - **Growers/Handlers:** 818
- **US States Represented:** 39
- **Countries Represented:** 45
- **Exhibitors:** 149
- **Educational Sessions:** 44
 - **ABC:** 30
 - **Almond Stage:** 14
- **Speakers:** 81



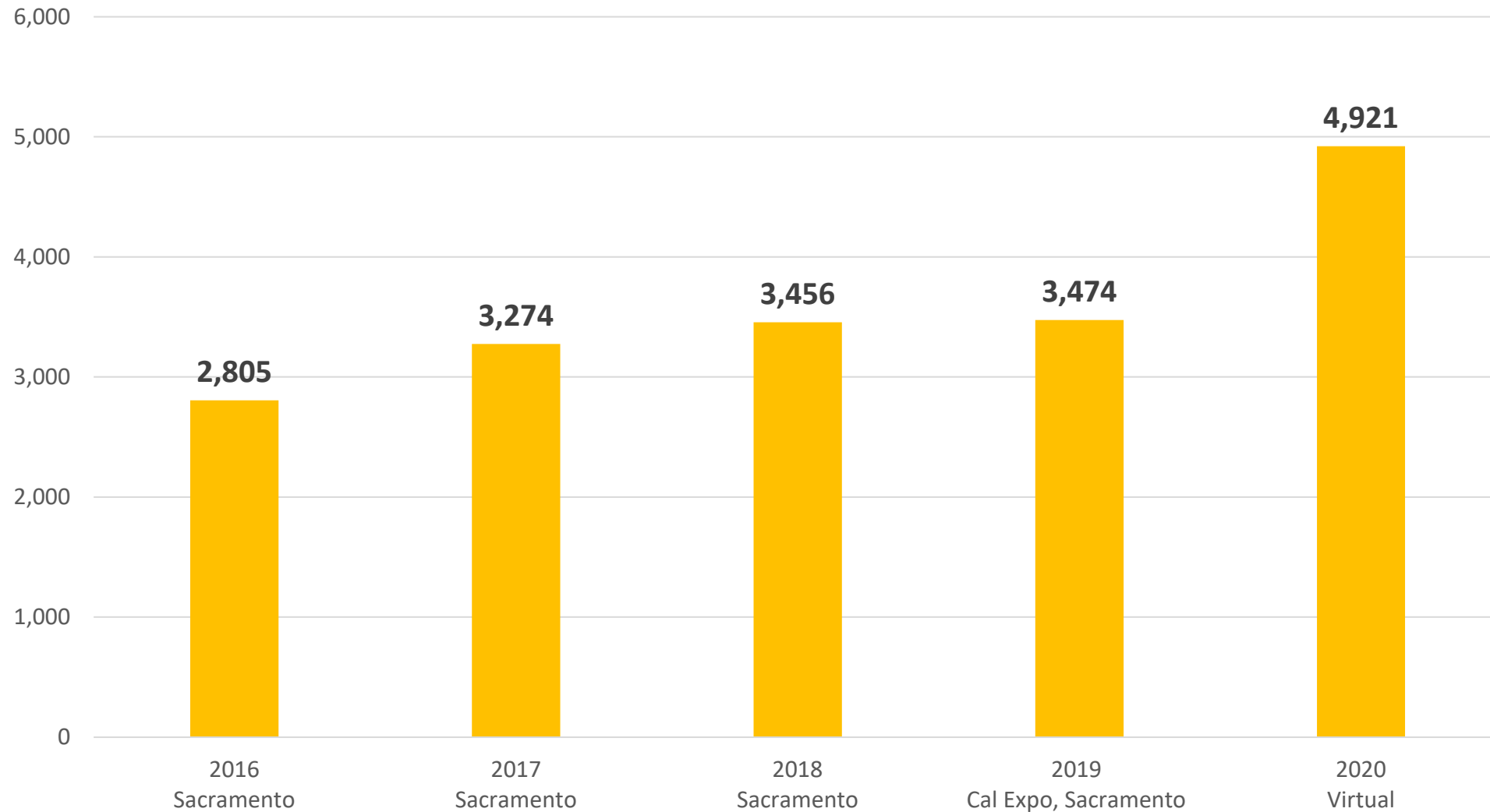


REGISTRATION REPORT



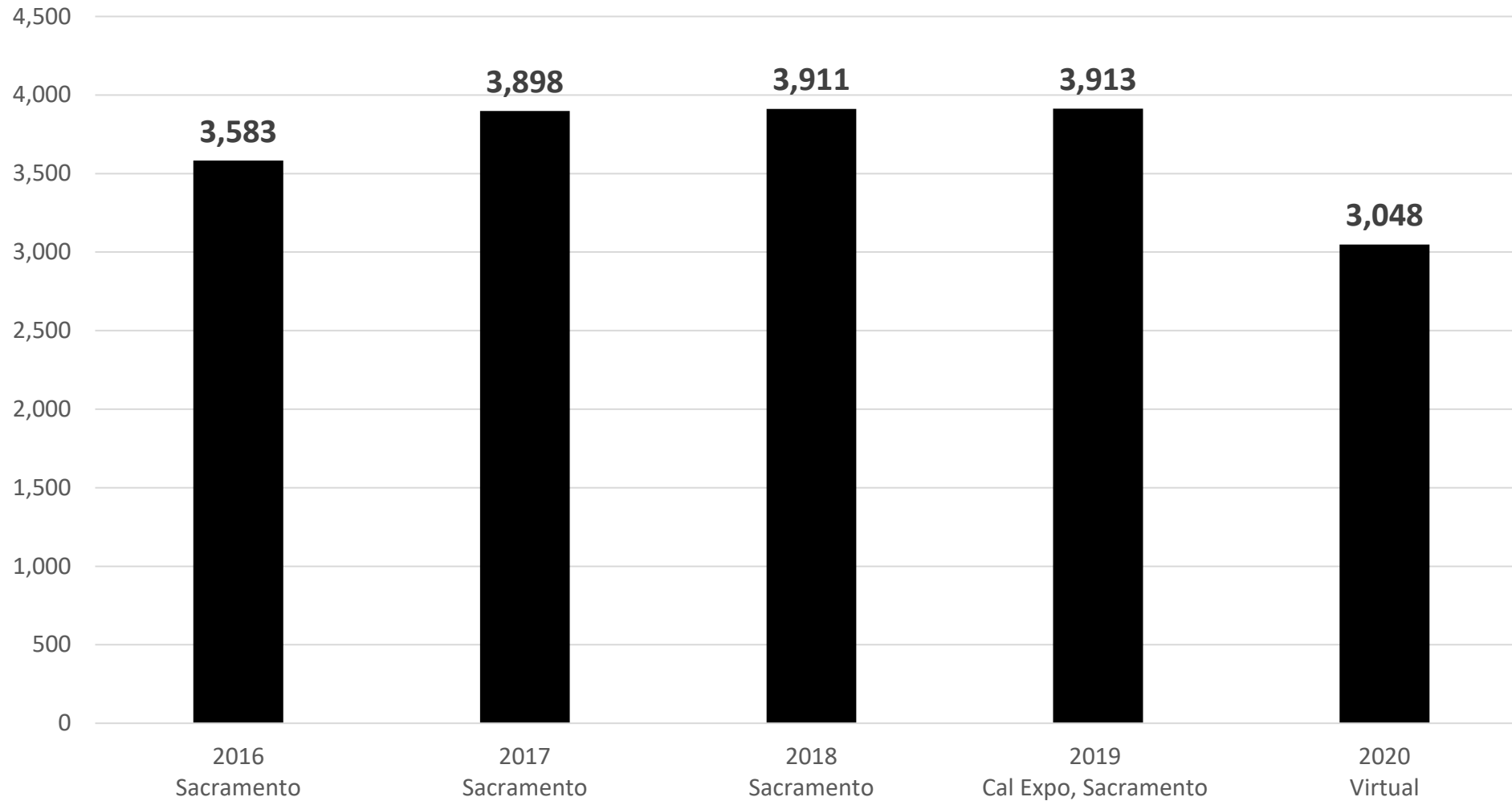


TOTAL ATTENDEE PRE-REGISTRATION | 2016-2020 COMPARISON



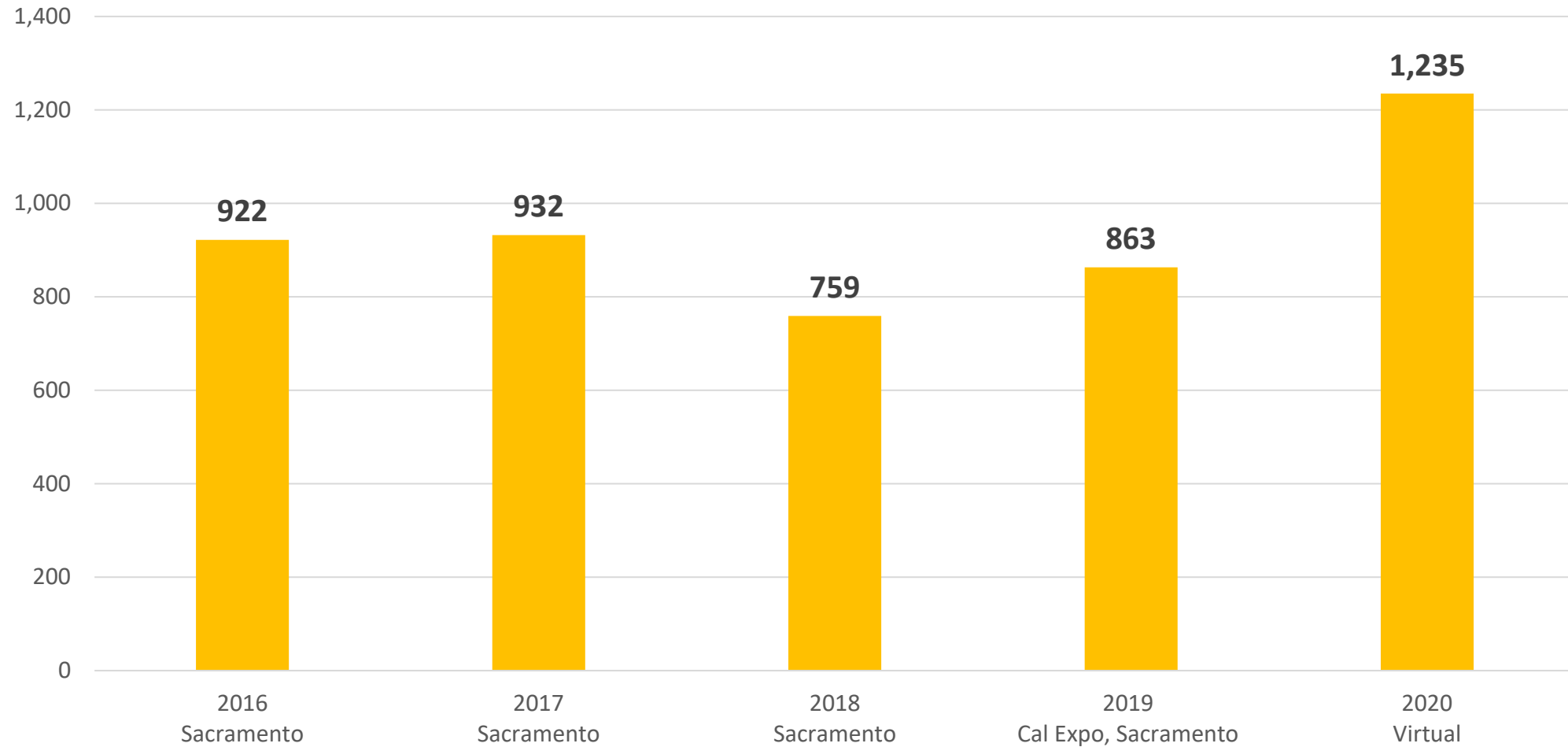


TOTAL ATTENDANCE | 2016-2020 COMPARISON



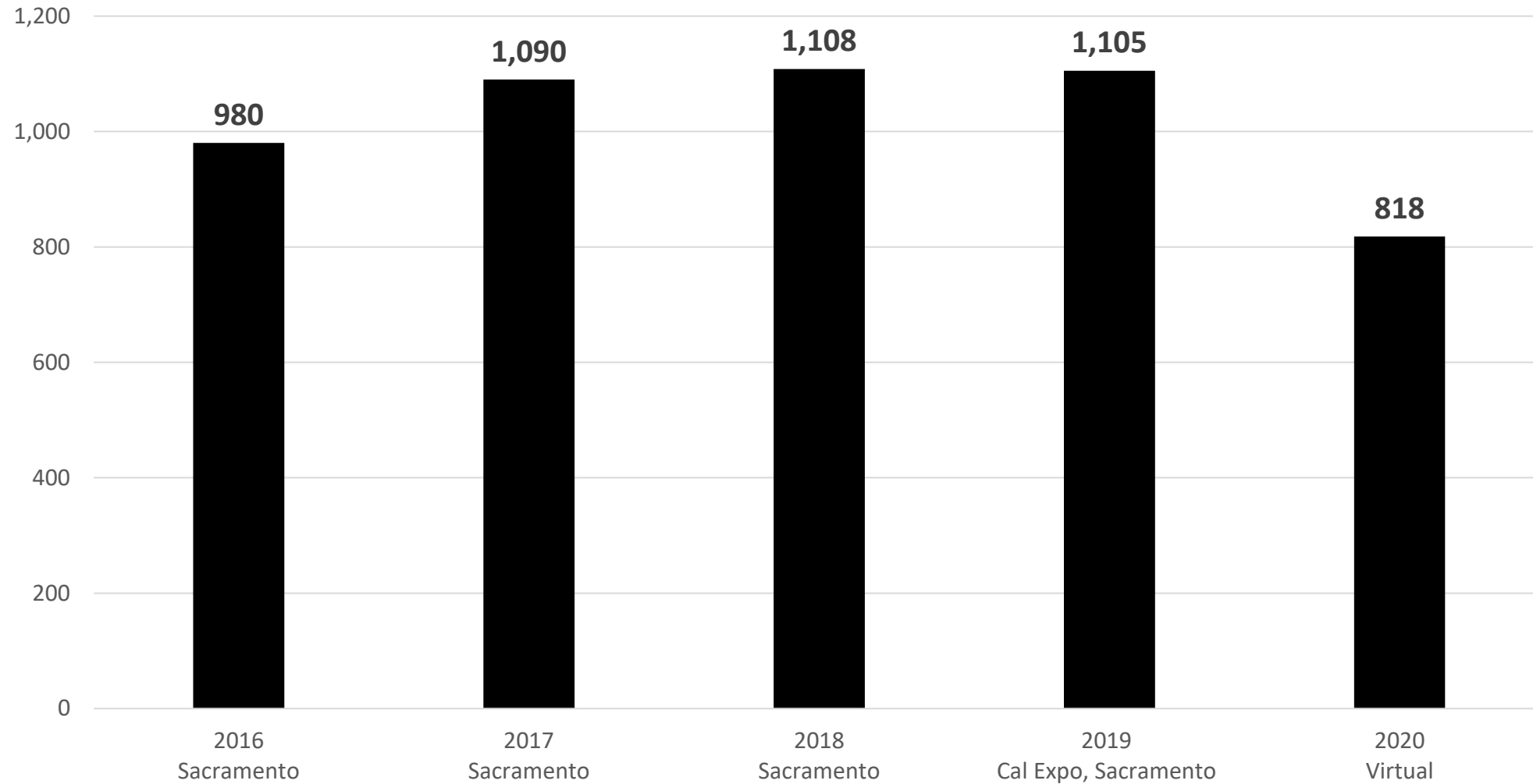


TOTAL GROWER/HANDLER PRE-REGISTRATION | 2016-2020 COMPARISON





TOTAL GROWER/HANDLER ATTENDANCE | 2016-2020 COMPARISON





FINAL REGISTRATION | 2016-2020 COMPARISON

	2016	2017	2018	2019	2020
Checked-In	3,583	3,898	3,911	3,913	3,048
Onsite	1,000	1,021	1,110	1,066	751
No-Show	700	675	665	882	1,873





DEMOGRAPHICS REPORT





SELF-REPORTED DEMOGRAPHICS | 2016-2020 COMPARISON

	2016	2017	2018	2019	2020
<i>Number of Respondents</i>	2,040	2,356	2,323	2,394	2,560
<i>Representing Percent of Total Attendees</i>	57%	60%	59%	61%	84%
Allied Industry	100	85	103	100	113
Beekeepers	44	38	51	50	38
Food Safety/Lab	50	52	52	50	43
Grower	823	915	968	941	689
Processor	278	245	271	240	184
Huller/Sheller	173	144	187	147	106
Importer/Exporter	230	215	203	166	174
Media	23	30	19	14	51
PCA	152	171	182	196	215
Regulator/Government Official	35	25	37	19	77

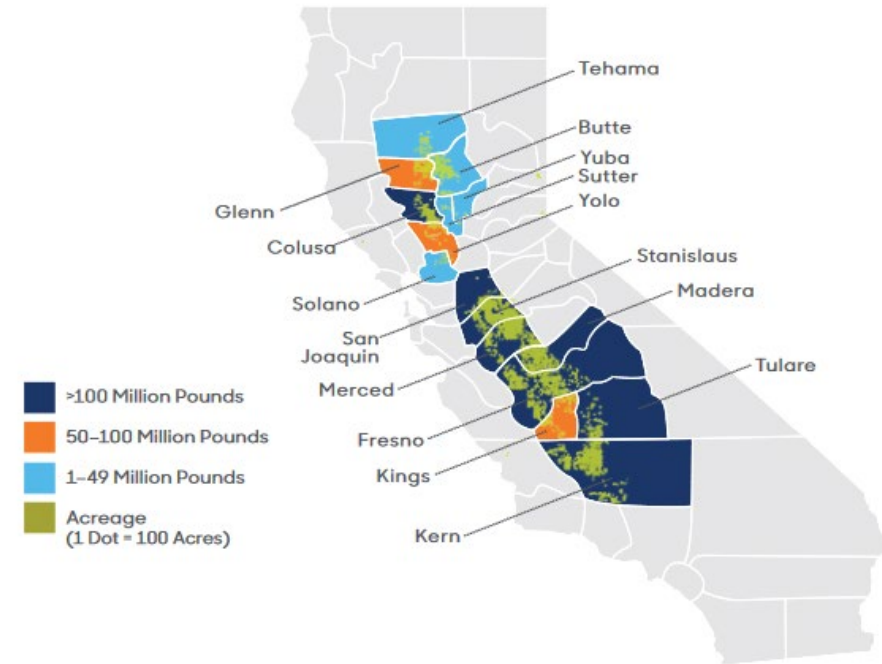


» GROWER ATTENDANCE BY COUNTY

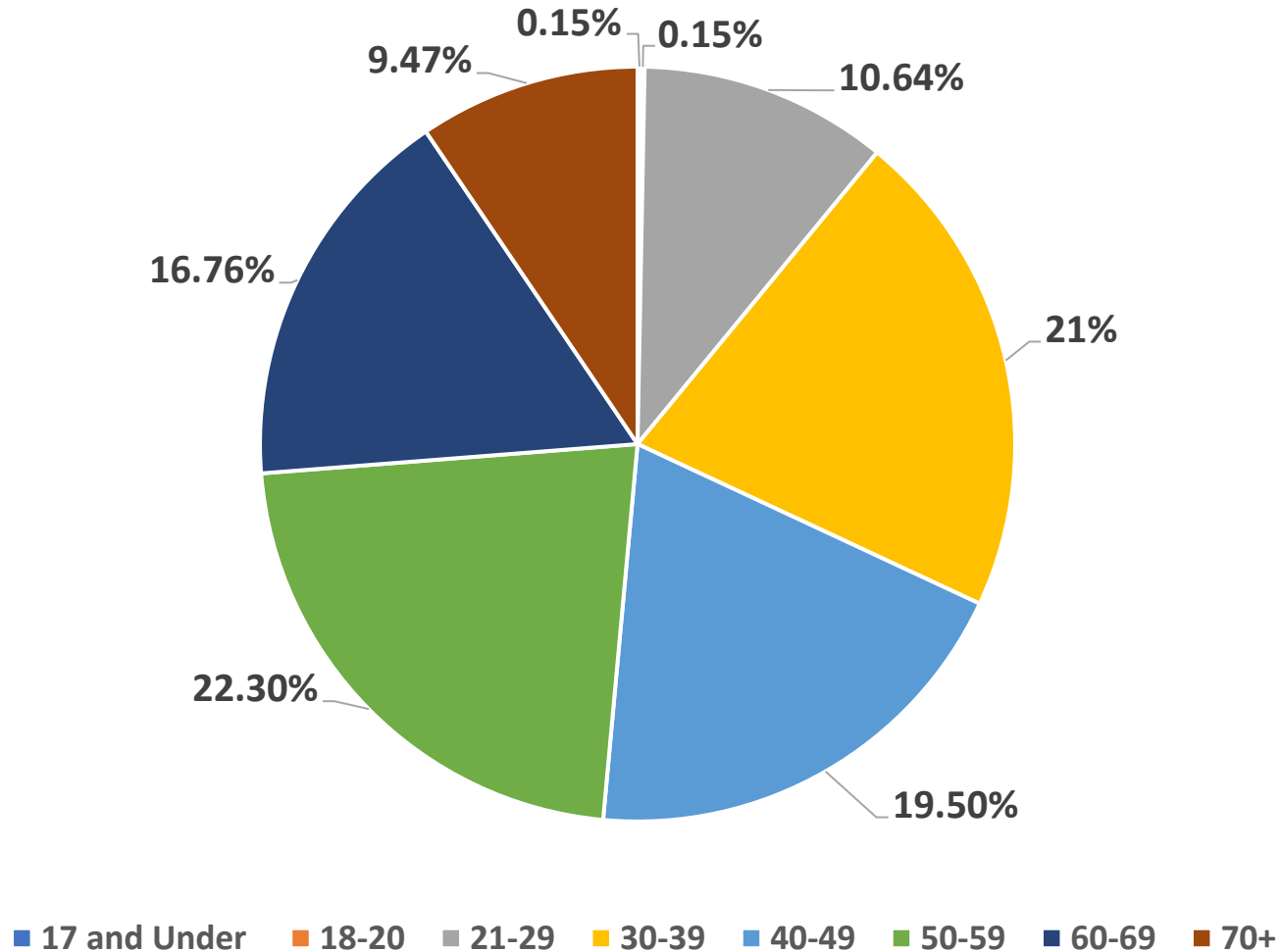
During the registration process, growers were asked to select all the counties where they grow almonds. The responses, though voluntary, have been grouped by growing region and can be compared to the production by county map to the right.

- North:
 - Butte: 43
 - Colusa: 36
 - Glenn: 40
 - Solano: 17
 - Sutter: 20
 - Tehama: 20
 - Yolo: 31
 - Yuba: 10
- Central:
 - San Joaquin: 79
 - Stanislaus: 156
 - Madera: 79
 - Merced: 96
 - Tulare: 44
- South:
 - Fresno: 112
 - Kern: 85
 - Kings: 16

Where Almonds Are Grown
production by county | crop year 2019/20



» GROWER ATTENDANCE BY AGE



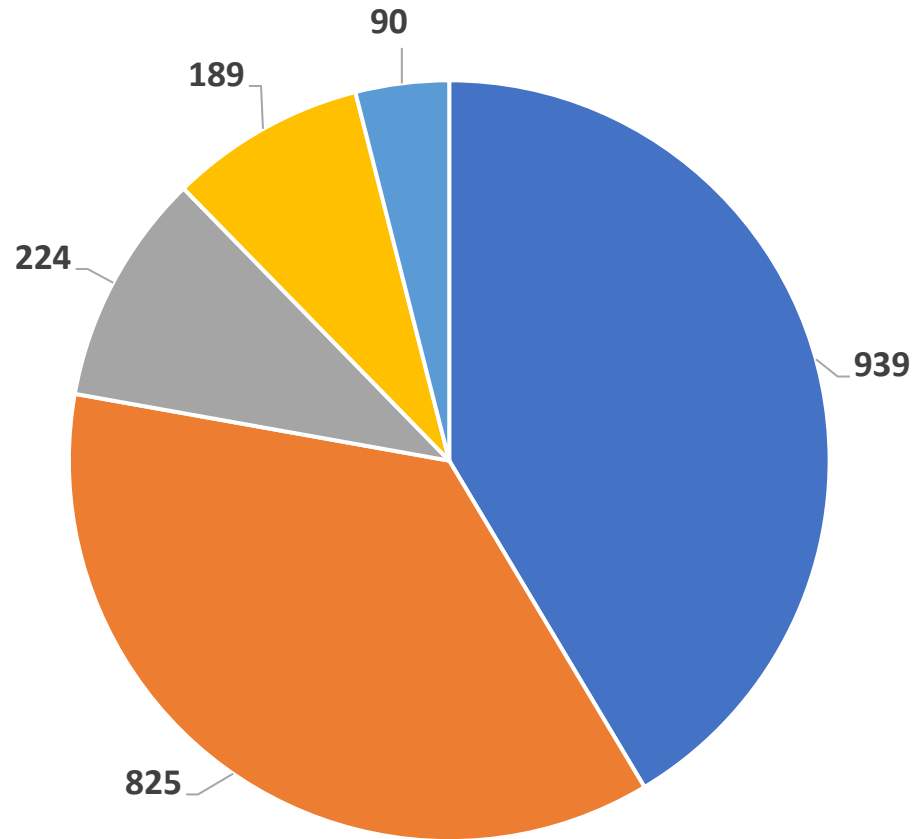
Reference Key:

Age	# of Growers
17 and Under	1
18-20	1
21-29	73
30-39	144
40-49	134
50-59	153
60-69	115
70+	65





ATTENDEE'S TAC PARTICIPATION HISTORY



■ First-year attending ■ Attended 2-5 times ■ Attended 6-10 times ■ Attended 11-20 times ■ Attended 21+ times





HANDLE REPRESENTED

88.87% of the 2019/2020 crop handle was represented at
The Almond Conference 2020.



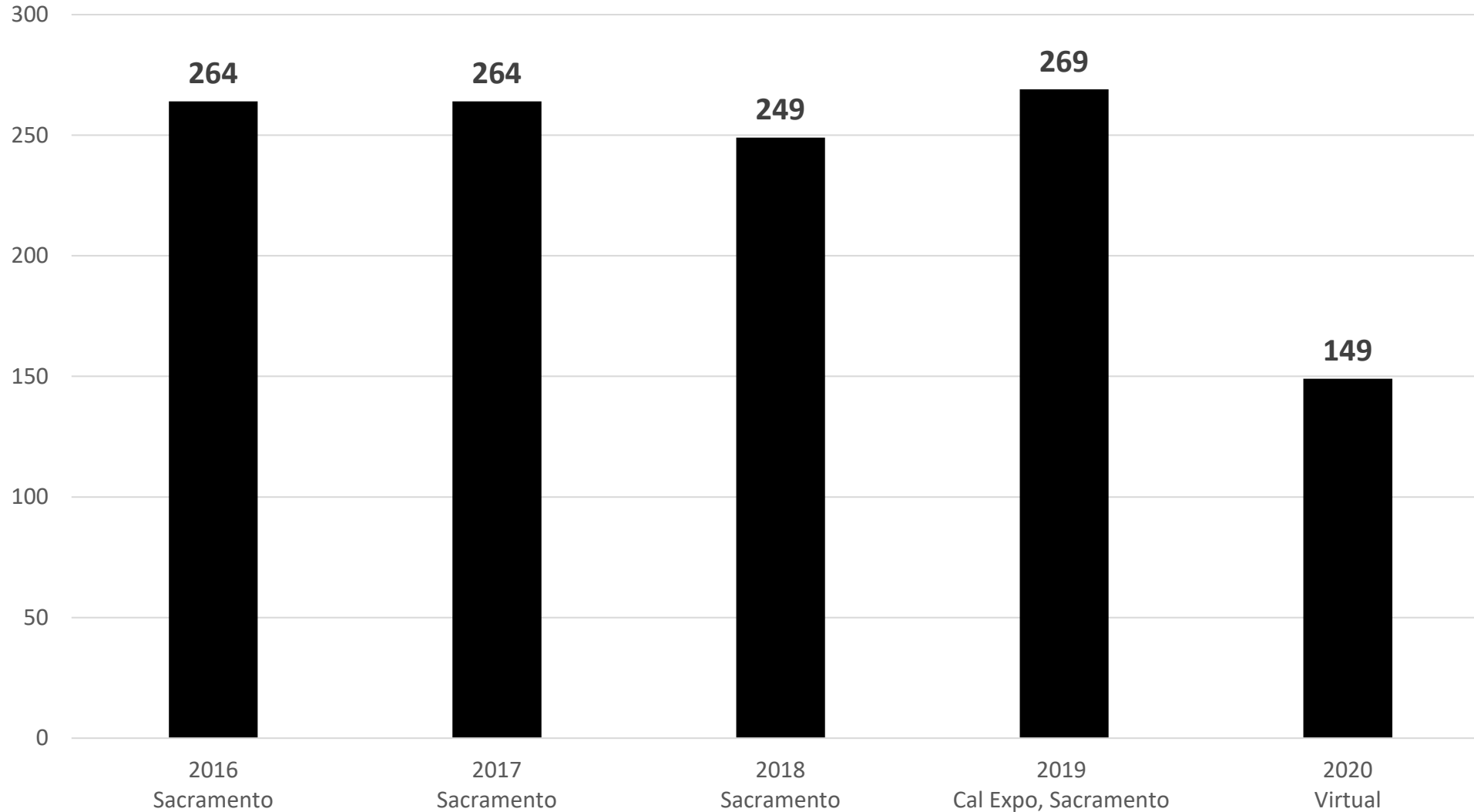


EXHIBITION





UNIQUE TRADE SHOW EXHIBITORS | 2016-2020 COMPARISON



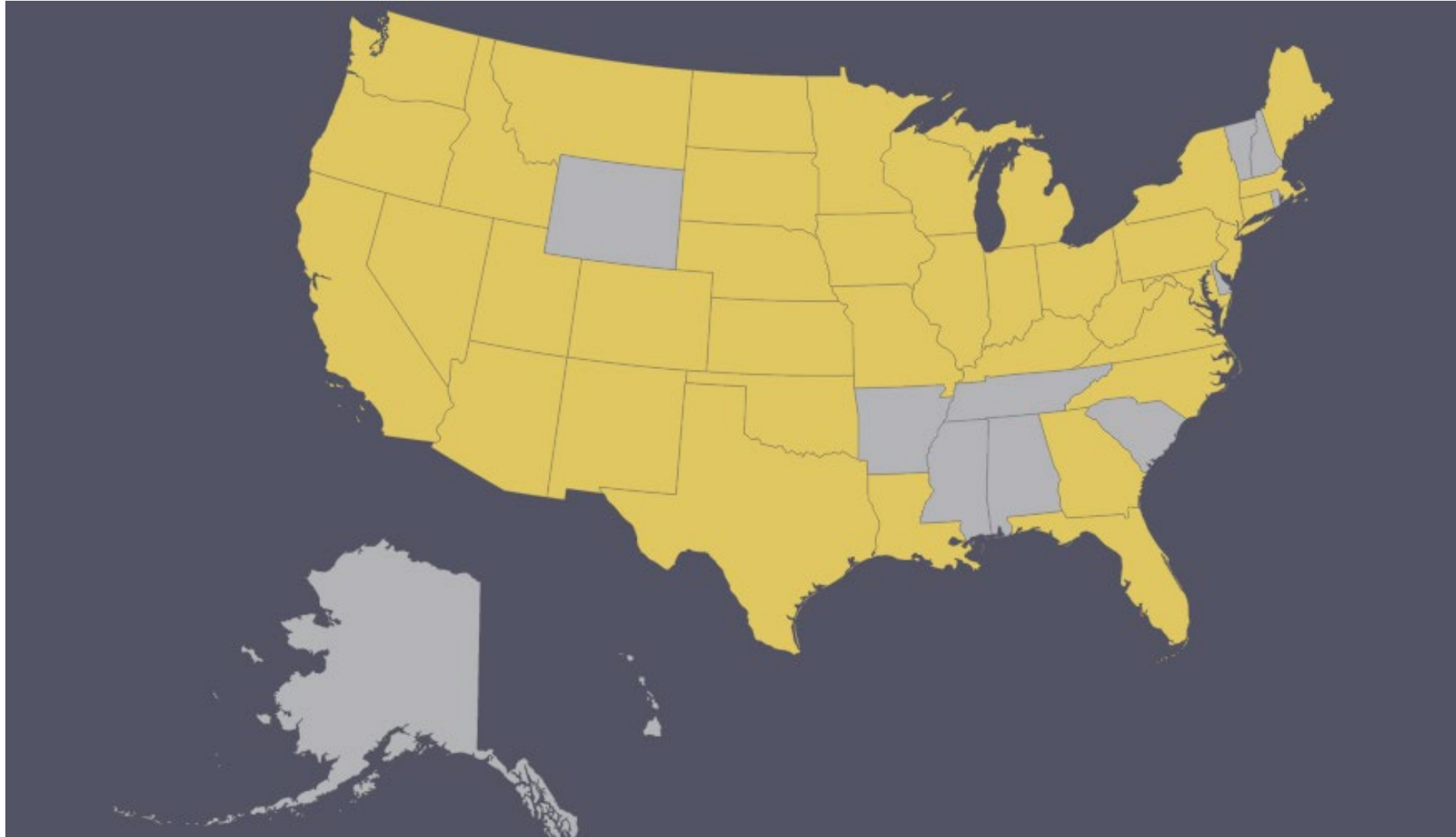


REGIONAL ATTENDANCE

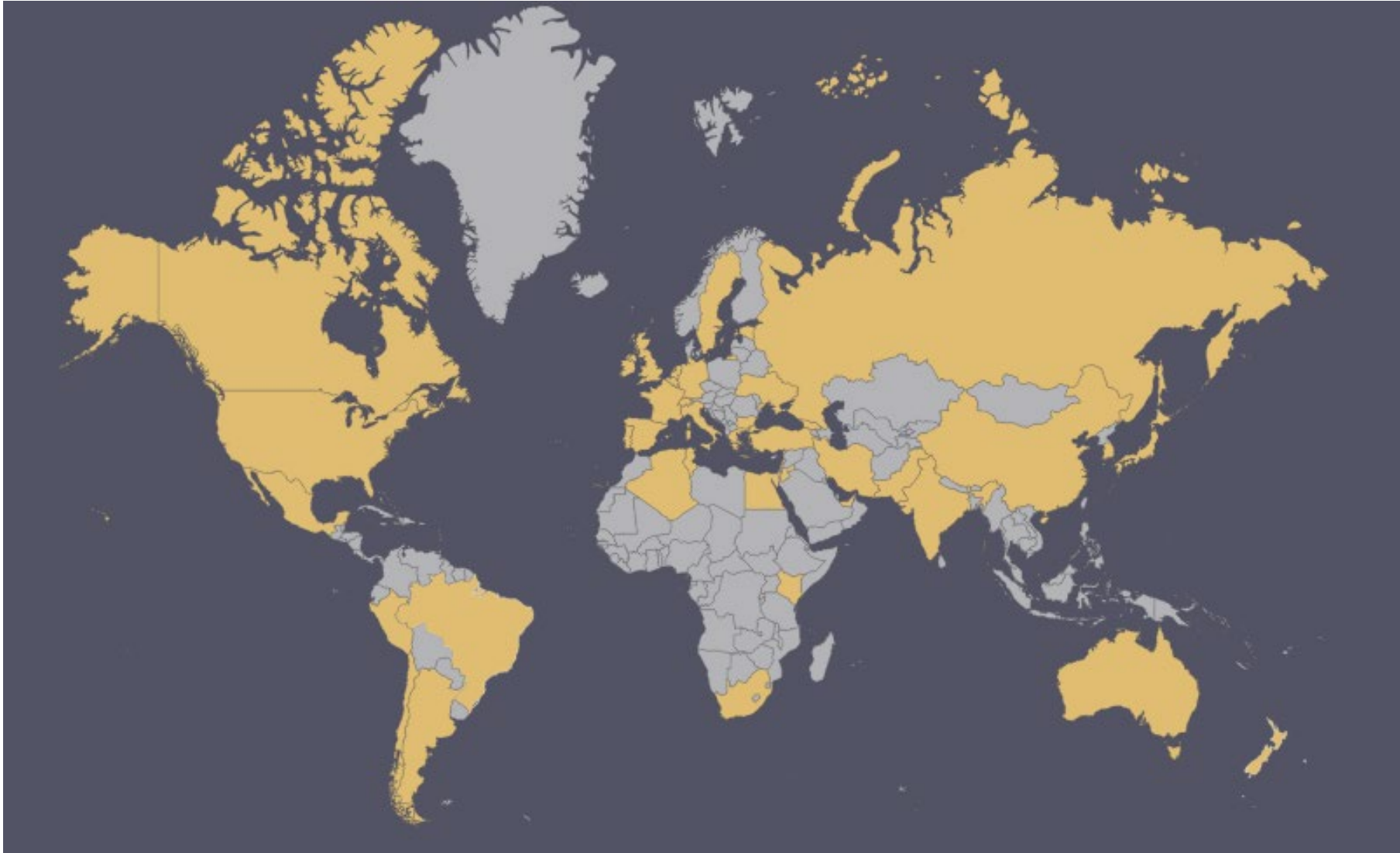




39 STATES REPRESENTED



» 45 COUNTRIES REPRESENTED





ATTENDANCE BY COUNTRY

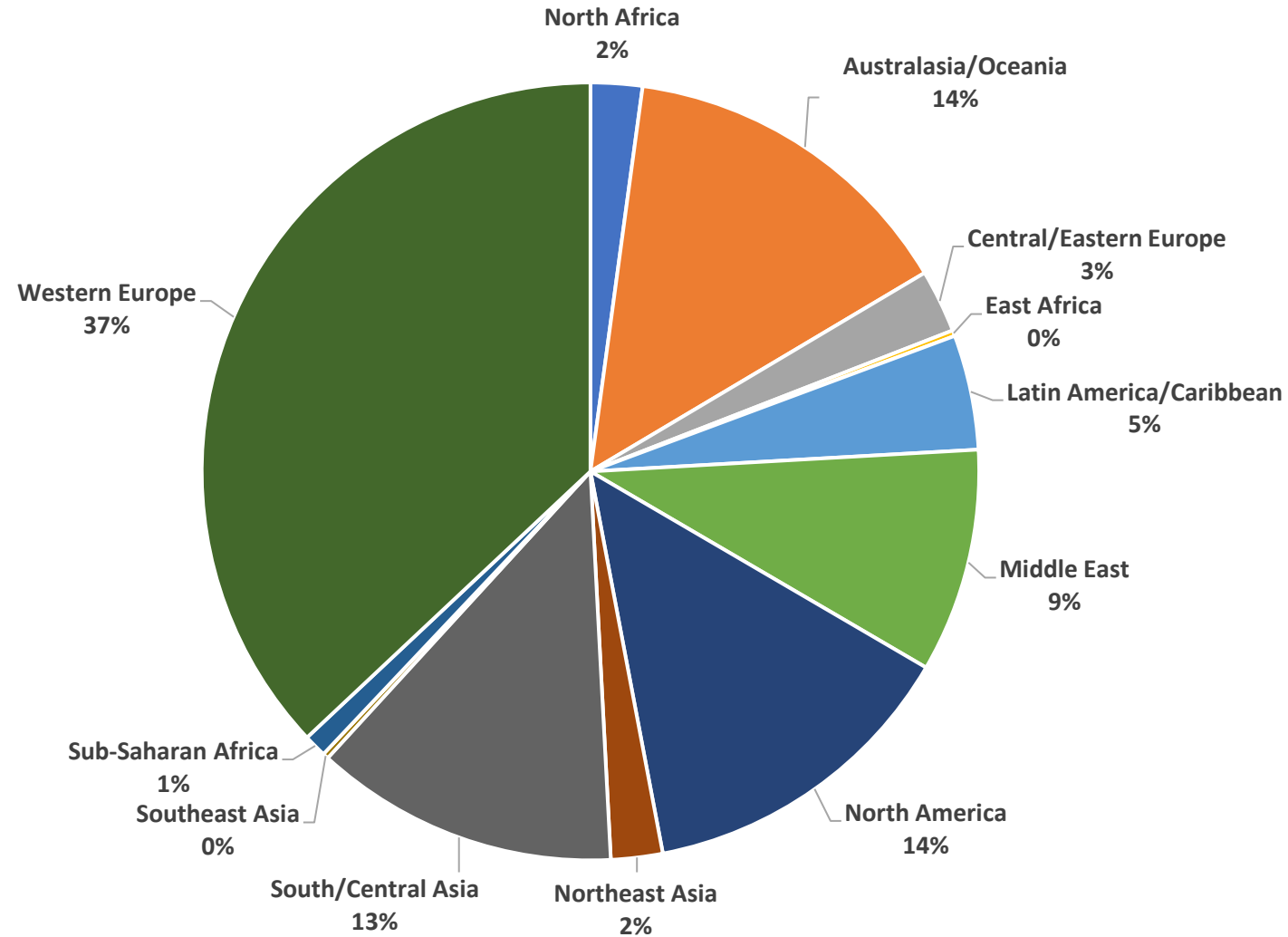
COUNTRY	ATTENDEES
Algeria	3
Argentina	3
Australia	53
Belgium	11
Brazil	1
Bulgaria	1
Canada	41
Chile	8
China	4
Egypt	1
Estonia	1
France	9
Georgia	7
Germany	15
Greece	1

COUNTRY	ATTENDEES
Hong Kong	2
India	52
Iran	16
Ireland	1
Israel	13
Italy	7
Japan	2
Jordan	1
Kenya	1
Lebanon	2
Luxembourg	1
Mexico	16
Netherlands	5
New Zealand	7
Pakistan	1

COUNTRY	ATTENDEES
Peru	8
Portugal	28
Russia	1
Singapore	1
South Africa	4
South Korea	1
Spain	45
Sweden	2
Switzerland	6
Tunisia	5
Turkey	3
Ukraine	1
United Arab Emirates	4
United Kingdom	24



ATTENDANCE BY WORLD REGION



International Attendees (419) by World Region (not including USA).





GENERAL SESSIONS



Tuesday, Dec. 8

STATE OF THE INDUSTRY ADDRESS



KENT STENDERUP
ALMOND BOARD CHAIR

BRIAN WAHLBRINK
ALMOND BOARD VICE CHAIR

RICHARD WAYCOTT
ABC PRESIDENT AND CEO

***1,410 active users participated in this session**



Wednesday, Dec. 9

THE BIG PICTURE: HOW GLOBAL EVENTS WILL IMPACT AMERICAN AGRICULTURE IN THE YEARS AHEAD



DARCI VETTER
FORMER U.S.
TRADE REPRESENTATIVE

KRYSTA HARDEN
FORMER USDA
DEPUTY SECRETARY

SPONSORED BY
YOSEMITE FARM CREDIT

*688 active users participated in this session



Thursday, Dec. 10

POLITICAL OUTLOOK: 2020 ELECTION AND BEYOND



CHARLIE COOK
THE COOK POLITICAL REPORT



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FARM CREDIT

*649 active users participated in this session





SAVE THE DATE
DECEMBER 7-9, 2021
SACRAMENTO CONVENTION CENTER

