

California Walnuts

WALNUT INDUSTRY



THE CALIFORNIA WALNUT INDUSTRY

- The California walnut industry is made up of over 4,600 walnut growers and 58 walnut processors (marketers).
- Established in 1987, the California Walnut Commission (CWC) is a State of California Commission involved in export market development activities, health research, promotion and education on walnuts and their health benefits.
- The CWC is funded by mandatory assessments of the growers and works in concurrence with the Secretary of the California Department of Food and Agriculture.
- Ninety-nine per cent of U.S. walnuts are produced in California, primarily in the San Joaquin and Sacramento valleys.

CURRENT MARKETING ACTIVITIES

- The CWC is actively marketing the superior quality and taste of California walnuts, as well as its commitment to a rigorous growing and processing program that ensures the excellence of its product.
- Represented in Canada by Faye Clack Communications Inc., the CWC is promoting California walnuts to consumers, foodservice and trade by developing new California walnut recipes; reporting on the health benefits of walnuts and scientific studies that validate the health benefits; participating in trade and consumer events; and promoting California walnuts in newspapers, magazines, and on television programs and websites.

WALNUT CONSUMPTION IN CANADA



- California walnut shipments into Canada have increased by 81 per cent to 14.6 million pounds in 2007/2008 since 2000.
- According to a recent survey, 91 per cent of Canadians surveyed have purchased walnuts during the past year and 88 per cent indicated that they are using the same or more walnuts in their meals compared to the year before.¹

¹ Rose Research, "California Walnut Promotional Activity Evaluation Study," 2009.

EXPANDING YOUR MARKET – HOW WE CAN HELP

Product marketing and promotion are key to the overall success of a product launch.

- The CWC is here to help by working with Canadian companies to market new products using California walnuts.
- Interested applicants can contact the CWC in Canada to learn more about how to qualify for marketing support and to find out what type of marketing support is available.
- Marketing opportunities may include customized in-store POS materials, signage, stickers, in-store demonstrations and advertising.

GROWERS AND HANDLERS

For a complete list of walnut handlers, contact information, as well as a listing of the products each carries, please visit the "Trade & Foodservice" section of the CWC website, www.walnutinfo.com.