

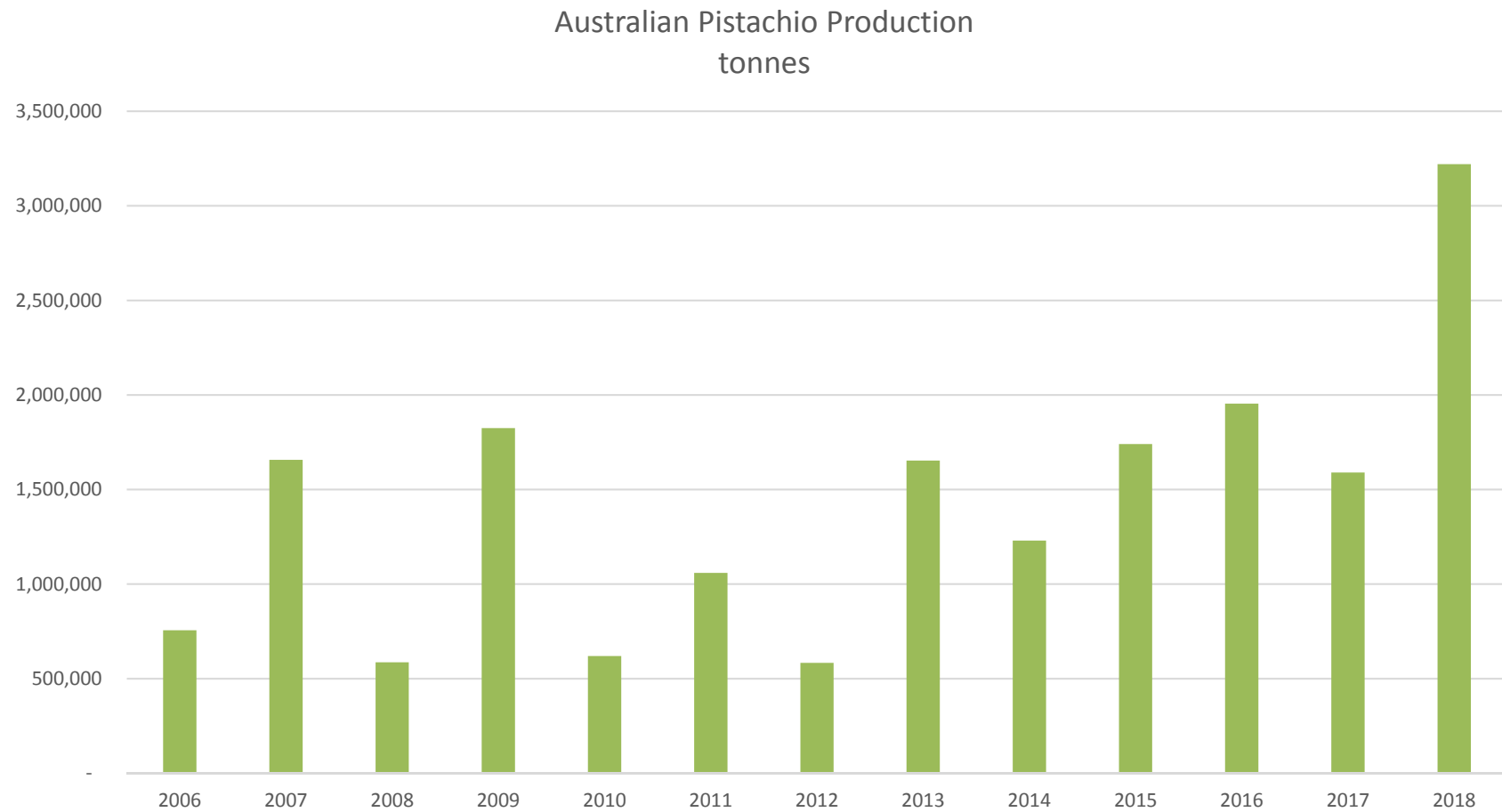
Pistachio Market Update

Chris Joyce

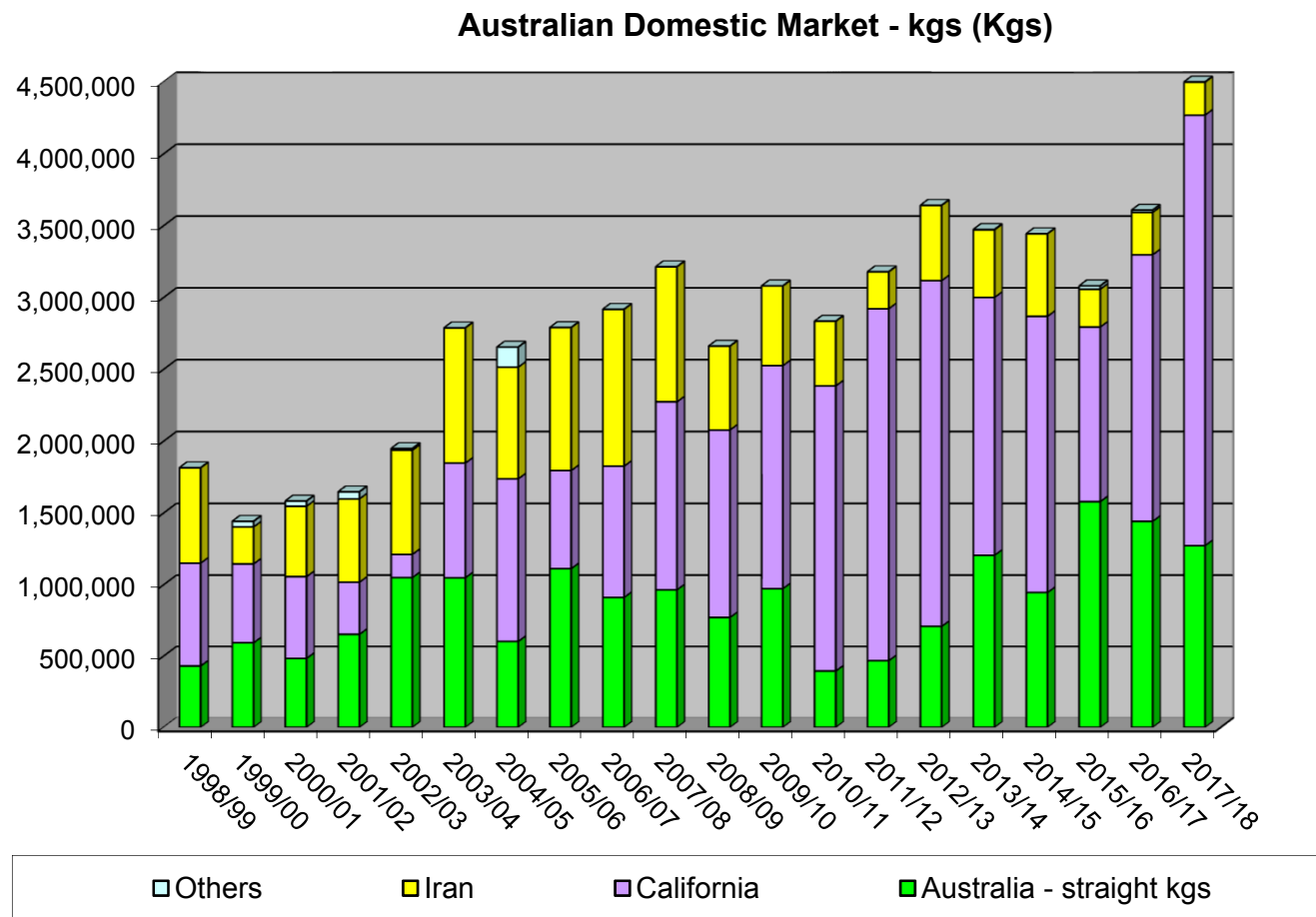
September 2018



Record 2018 Australian crop

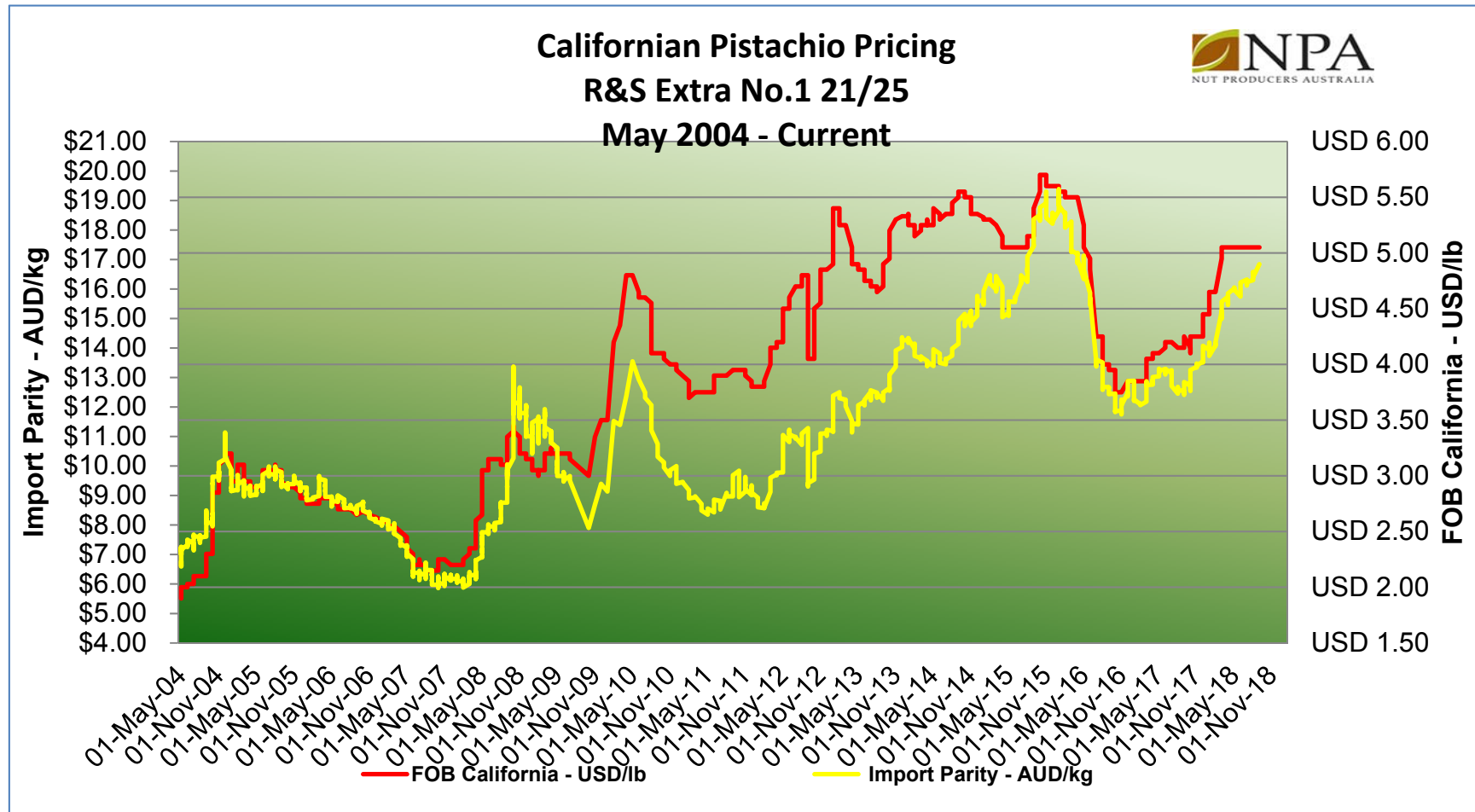


Domestic Market consumption surging on lower prices and cashew shortage

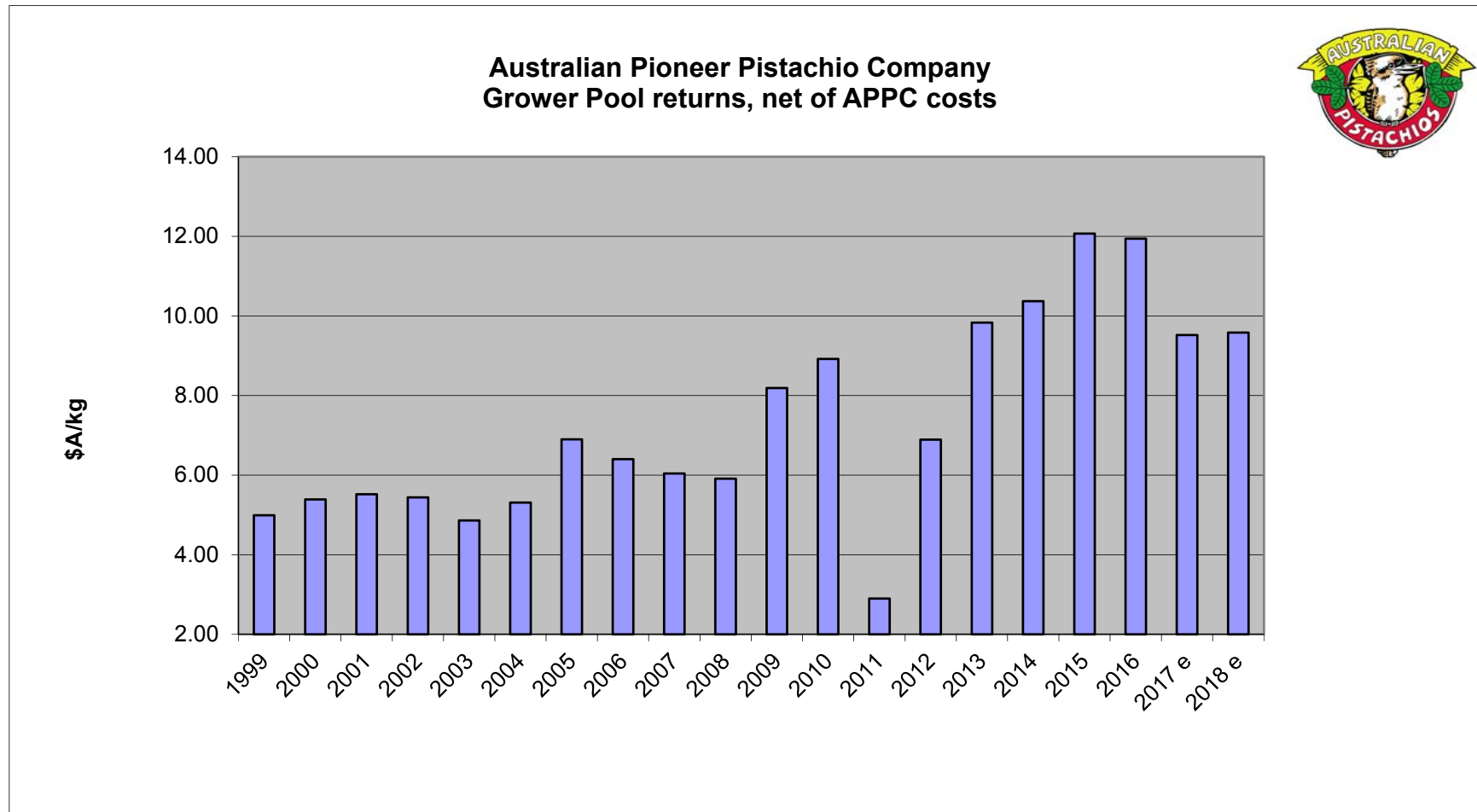


International Market Solid

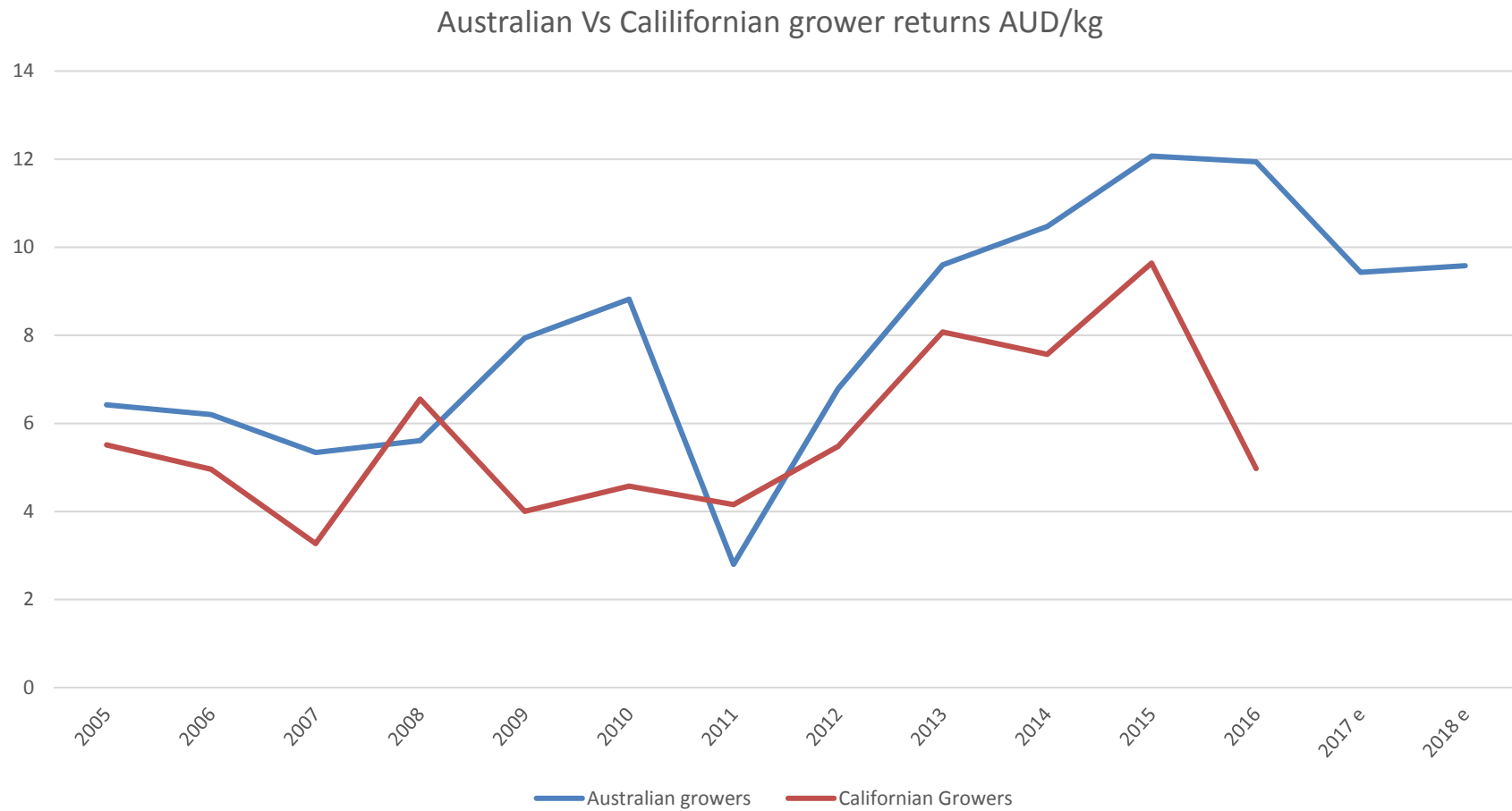
(expected to ease with 2018 new crop Ca prices)



Grower Returns Solid



Aust V Californian grower returns \$A/kg (net of H&G costs)



Prospects – 2018

- Huge California 2018 crop
 - ~400,000 to 500,000 tonnes
- Very poor Iranian crop ~ 60,000 tonnes
 - on going water problems
- World demand continues strong
 - health message in western markets
 - rising middle class in China & India
- The Trump effect
 - 45% retaliatory tariffs by China will reduce China demand (30% of world consumption)

Future Prospects - Australia

- **New hectares being planted –**

2014 46

2015 127

2016 165

2017 207

2018 150 695 ha = potential extra 3,500 tonnes

2019 150 ??

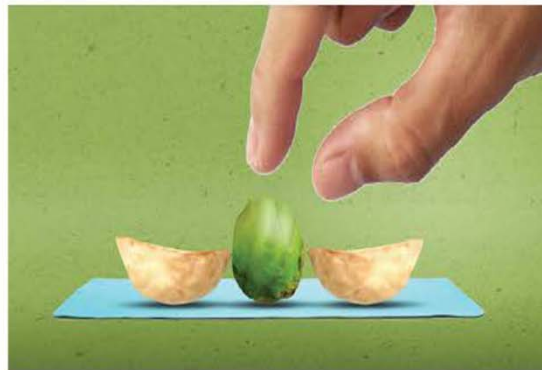
- **Australian crop ~10,000 tonnes by 2030**
- **APPC increasing hulling capacity to meet this new production.**

Australian Marketing Campaign

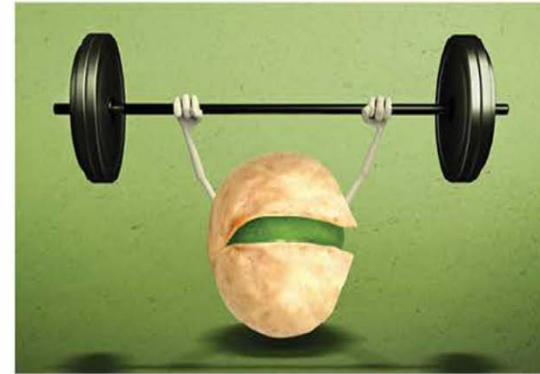
- 2018 production can almost satisfy demand for inshell pistachios. Now time to promote.
- Social media, radio, supermarket posters.
- The wise crack – the smart Aussie snack
- Costs about \$0.10/kg



The Healthy Snack



The Healthy Snack



Fibre, protein & antioxidants



We see a pistachio in front of microphone talking to camera.

VO: I'm a straight shooter. I'm also a good source of fibre, protein and antioxidants.

SFX: Applause.

VO: I tell it like it is. The other day this Aussie Pistachio tells me he's bored. So I said. Look bro, you just got to come out of your shell.

SFX: laugh track.

Aussie pistachios. The wise crack.

Graphic: Grab some at your local supermarket.

Graphic: Australia Pistachios logo.

Graphic: Grown in Australia logo.

Graphic: aussiepistachio.com.au



The wise crack





YOU KNOW YOU'RE
A SMART SOURCE
OF PROTEIN,
FIBRE AND CONTAIN
ANTIOXIDANTS.



The golfing nut

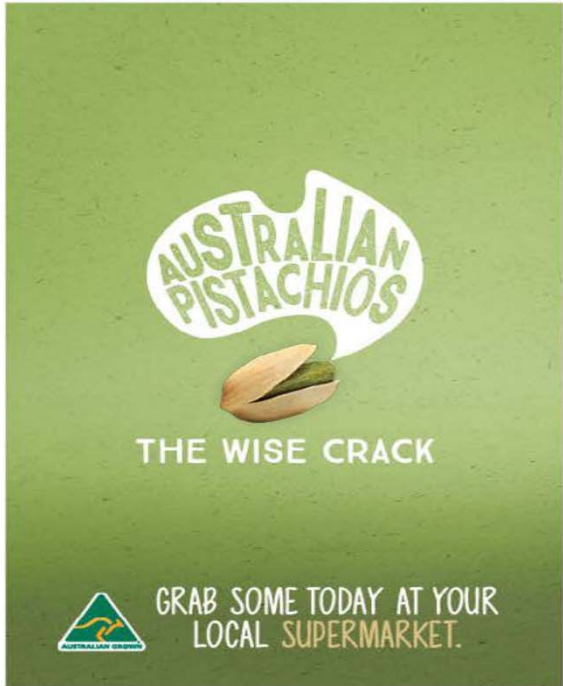




I REALLY FEEL
LIKE A HEALTHY
SNACK.



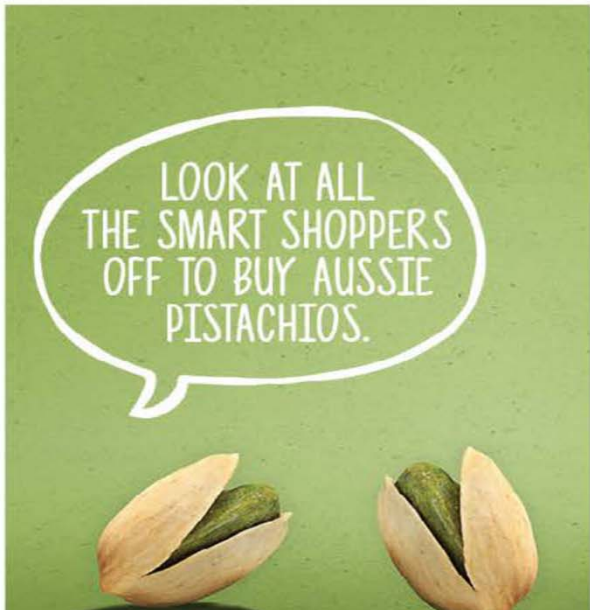

YOU LOOK
LIKE ONE TO.



AUSTRALIAN
PISTACHIOS

THE WISE CRACK

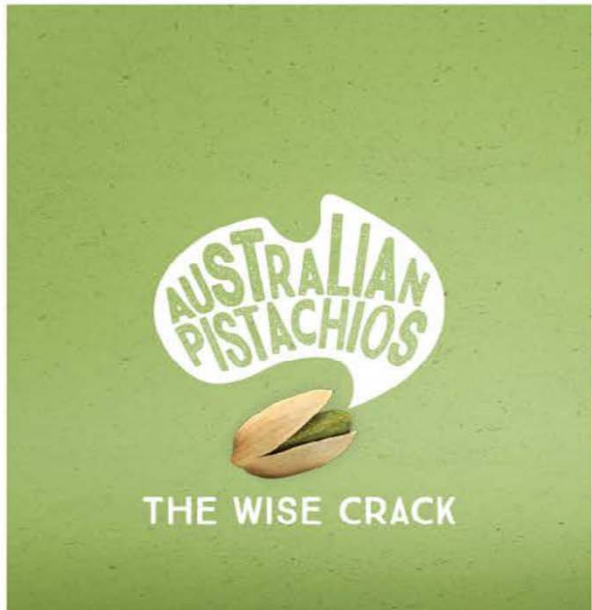
GRAB SOME TODAY AT YOUR
LOCAL SUPERMARKET.



LOOK AT ALL
THE SMART SHOPPERS
OFF TO BUY AUSSIE
PISTACHIOS.



YEAH SMART,
SO SMART.



AUSTRALIAN
PISTACHIOS

THE WISE CRACK

The future continues bright and green

