

THE NUTCAST

Valley Harvest
Nut Co., Inc.



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April Fools Pranks

We all need reasons to laugh, so I googled a few ideas for you. Give yourself time to properly prepare for your AMAZING pranks.

1. Hide one shoe from every set of shoes a person owns.
2. Place sets of googly eyes throughout your home (on the milk in the frig, on the sink faucets, etc. If you can see it, make it 'see' you.)
3. Substitute the delicious Oreo creamy filling for mayo or toothpaste.
4. Offer M&Ms, Skittles, and Reese Pieces mixed in a bowl.
5. For the coffee lovers in your house, switch the sugar for salt.
6. Completely wrap a car with Suran Wrap.
7. Duct tape a harmonica underneath the front bumper of your friend's car. As they pick up speed, the harmonica will whistle.



Market Report

Cold, wind, rain, hail, and even some snow has been and continues to be our weather since our last newsletter. We aren't complaining but, definitely, a little shocked! Apparently, this weather pattern isn't over yet! It's been a long cold and wet bloom season with limited bee activity.

The question is –
how will the crop set be affected?

It will probably take another month before we can estimate the set damage, if any. We've heard conflicting stories...one grower said the set looks good even with the inclement weather while another grower is fearful the trees may only have a 20% set. It's all speculation at this point.

One thing is definite –
there won't be a shortage of irrigation water!



Shipments for February were up again this month. Last month, only export shipments were up, but this month both export and domestic shipments are up. Valley Harvest Nut saw robust sales and shipments for February –

it was a BUSY month.

Industry shipments were up in China, India, and the Middle East. Although Western Europe received less almonds last month than February 2021, overall their receipts are higher for the 2022 crop.

With increased sales and shipments AND given the weather conditions, we have seen prices increase about \$0.20 per pound. The increased prices are expected to remain firm until the subjective estimate around May 12th.

The luck of the Irish was on our side.



Almond Board Marketing Strategies

Interesting initiatives by the Almond Board to increase and boost almond demand.

1. Four hundred spots during the NCAA Basketball March Madness tournament featuring Al the Almond.
2. Two-month marketing campaign during the theatrical release of the Marvel movie, "Thor: Love and Thunder."
3. Advertising at the Music Festival San Marino, Italy, with the theme, "Keep your rhythm with almonds."
4. Digital media partnering with 15 different brands in China.
5. Continuing to advertise on the Twitch gaming platform, emphasizing almonds' energy boost.
6. A recent published Board study found that almond consumption may benefit some gut microbiota functionality.
7. Continued efforts to reduce water usage, food waste, and a study of the use of almond hulls as a human food ingredient as well as animal feed.