# ANNUAL REPORT

2022/2023







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## **Letter from the Chairman**



Michael Waring
Chairman

Dear Friends,

This year brought new challenges to our industry. Current economic conditions, rising production costs accompanied by lower pricing representing a major challenge for most of our products, its growers and manufacturers. Worldwide inflationary pressures, and consequential central banking policy making it increasingly difficult to attract consumer discretionary spend to purchase our products. This has highlighted the need for us to come together as an industry and focus on demand creation for nuts and dried fruits.

Taking this into account, in 2022 the INC made key decisions under the framework of the Strategic Planning Meeting which took place in Reus last October. To ensure a healthy balance between supply and demand, a focus on the consumer is a must. Our vision, mission and value proposition and actions have been adapted to reflect the current climate, and to define our strategic goals for the next five years. This new strategic roadmap is outlined in greater detail by INC Executive Director Goretti Guasch in the pages that follow.

With our focus on the consumer, in 2022 there are some actions that I would like to specifically highlight. INC launched our Multi-country Dissemination Plan in China, which proved very successful. Targeting Generation Z, which is poised to become a key driver in the consumer market, the campaign targeted our audience with messages aimed at promoting nuts and dried fruits as accessible and healthy snacks to add into a daily diet. The campaign sparked the interest of these young consumers reaching 46 million members of China's Gen Z. The multi-county campaign will continue in China in 2023, and we will also be launching the second phrase of the initiative moving into India, which has one of the largest Gen-Z populations in the world.

Looking to the future for the promotion of nuts, last October, the INC hosted Nuts 2022, a historic two-day gathering of the world's leading researchers on the health benefits of nuts and dried fruits. Participants were asked to report on their respective

areas of expertise, answering the question "Where we are, and where to next?". Apart from setting the research priorities for future investigation, it was also agreed across the scientific cohort how a joint effort must be made to help bring awareness to the importance of including nuts and dried fruits as part of our daily diet, again reinforcing the need to come together to increase consumption.

Despite the challenges, thanks to the nature of our products, there are still key opportunities for growth. The keen interest among the consumer to move towards a healthier lifestyle, as well as the growing concern for the environment, has seen a shift towards the consumption of plant-based products. This gives our sector the opportunity to put nuts and dried fruits to the forefront of consumers' minds and grow demand through the creation of healthy, innovative products using nuts and dried fruits. Putting the spotlight on our organization, I would also like to highlight that this year was a year of growth for the INC. Our membership now stretches out to over 870 companies from more than 85 countries from all areas of the sector. This provides INC unprecedented reach and impact on the industry behalf.

I would like to thank the executive team lead by Goretti Guasch for their hard work and commitment to all the actions carried out by the INC. Thank you to the Board of Trustees, the INC Executive Committee and all who made the year 2022 a successful one.

I hope you enjoy reading about the achievements we have made throughout the year, which without the continued support from our members would not be possible. I hope to see you all at the Congress in London.

Sincerely

Michael Waring INC Chairman

# INC Strategic Plan to Aid in the Sustainable Growth of the Nut & Dried Fruit Sector, 2022-2026



Mrs. Goretti Guasch
INC Executive Director

To address new challenges within our businesses, it is imperative that we constantly monitor, evaluate, and adjust our strategic initiatives to reflect the current climate. Therefore, under the framework of the strategic planning meeting in Q4 of 2022, the INC defined a revised key set of goals and objectives to be rolled out over the next several years in order to surmount challenges and fully leverage opportunities.

The consumer is the linchpin of any successful strategy for sustainable growth of an industry therefore it was essential to incorporate the figure of the consumer into the INC's vision, mission and value proposition. The revised statements adopted by the Committee reflect our commitment to encouraging greater consumption in all markets across the globe and can be found, alongside the goals, on the pages that follow.

To achieve these goals, the INC will be taking action on various fronts. Increasing consumer demand is the key to growth. On the heels of a successful campaign in China, in 2023 focus of our multi-country dissemination plan will also include India. Under the theme of feel the goodness of nuts and dried fruits, the campaign will connect with India's Generation Z on their favourite digital channels. To ensure that our message resonates, we conducted market research to understand the habits, perceptions and desires of Gen Z in this vast potential market and we expect to reach millions of young consumers with our content.

Looking ahead, to gain a better understanding of how to boost consumption around the world, another pivotal action for 2023 will be to conduct a global consumer and market insights research project. One of the goals of this research is to find out whether a health claim on packaging would encourage consumers to buy nuts and dried fruits and determine the direct impact of such a claim on consumption worldwide. The outcomes of this study will be shared

among INC stakeholders and other industry professionals. Armed with these insights, the INC will take concrete steps to obtain an approved health claim for nuts.

The INC will also work to overcome trade barriers that hinder the growth of consumption. We will continue to be present in discussions where trade barrier challenges, tariffs, and regulatory and supply chain issues are topics on the agenda. Specifically, the INC will participate, as an observer, in the discussions of international and supranational institutions.

In the area of sustainability, we recently launched the INC Sustainability Project, under the theme of Reforestation as Key Enabler to Combat Climate Change, and Support Local Communities and Economies. The INC's role in this project will involve providing a forum for international interaction advising and supporting work on the sustainable development of forest product markets, raising awareness on the role that forest nuts can play in greening economies and in providing sustainable products and livelihoods, and delivering statistics on the trade, production and consumption of forest nuts.

Thanks to our revised vision, mission and value proposition and our new strategic goals, the INC is now equipped with an optimal strategic roadmap for the future. We are grateful to all members, stakeholders and the industry as a whole for your continued support.

Sincerely

Goretti Guasch Executive Director



# Who We Are

# Mission, Vision & Value Proposition & Goals for 2022-2026

The International Nut and Dried
Fruit Council (INC) was founded
in 1983 as the global organization
focused on advancing the interests
of the entire nut and dried fruit
industry. And today, we continue
to connect, empower and
inform our members to facilitate
sustainable growth in supply and
consumption through sharing the
goodness and the health benefits
of nut and dried fruit globally.

#### Vision

To grow consumption by being the leading international source of information on nuts and dried fruit for health, nutrition, statistics, food safety and quality standards while improving market access globally.

#### **Mission**

To facilitate sustainable growth in supply and consumption through sharing the goodness and health benefits of nuts and dried fruit globally.

### Value proposition

INC promotes the sustainable growth of nuts and dried fruit globally to improve consumption and benefit the businesses involved.

The INC is the leading global organization for nuts and dried fruits and as of today our membership represents over 85 % of the sector's commercial trade with a supply value with both nuts and dried fruits estimated at over US\$ 47 billion.

**Goal 1**: Increase global consumption to ensure a healthy balance between supply and demand.

**Goal 2**: Prioritize key areas of focus for health and nutrition to obtain regulatory approved health claims to aid the promotion of nuts and dried fruits globally.

**Goal 3**: Collaborate with international organizations regarding increasing market access and overcome the challenges of the trade barriers and supply chain issues.

**Goal 4**: Define the sustainability agenda for the nut and dried fruit industry.

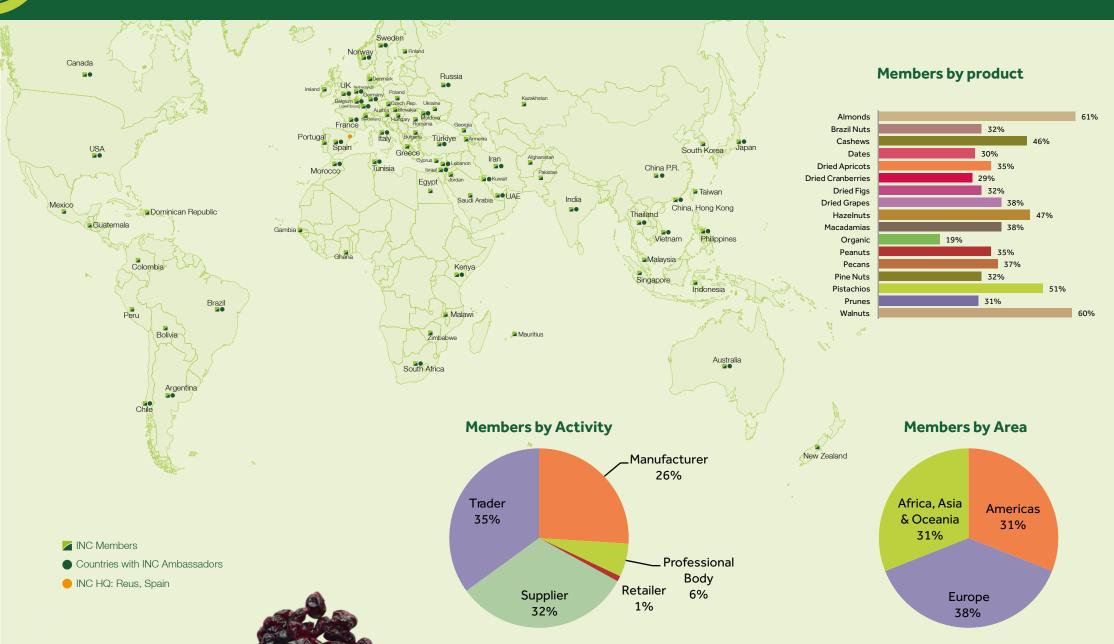
Membership represents over 85% of the sector's commercial trade

Supply value estimated at over US\$ 47 billion



# **World Map of Members**

Our members now span out to over 870 companies from more than 85 countries from all areas of the nut and dried fruit supply chain.



# **Membership Benefits**

INC promotes the sustainable growth of nuts and dried fruits globally to improve healthy eating habits and benefit the businesses involved.

## **Connecting Business Leaders**



Chance to contact 870+ member companies from 85+ countries via the INC Online Members Directory.



Access to industry leaders through advertising opportunities in the *Nutfruit* magazine, newsletter and website.

### **Nuts and Dried Fruits Pavilion**



Exclusive opportunity to exhibit at the INC Nuts and Dried Fruits Pavilion at SIAL-Paris, Anuga and Gulfood.



Sponsorship opportunities to promote your brand and enhance your reputation at top world trade fairs.

## World Nut and Dried Fruit Congress



Up to 30% discount on registration fees for the Annual World Nut and Dried Fruit Congress and exclusive sponsorship opportunities.



Network with top industry professionals and gain access to over 1,100 congress delegates through the Online Meeting Point.

## **INC** Academia



Get 25% off for the industry's top training program when you enroll in the Advanced or Basic Program on Nuts and Dried Fruits.



Students who enroll in the full advanced program (online and on-site) can also save 50% on INC Congress registration.

### **INC Short Form Contract**



Access to the INC Short Form Contract to deal with the main concerns during international operations, in a simple, balanced and transparent manner.



Simplify the sale and purchase process and have flexible Terms & Conditions and arbitration.

### Online Statistics Database



Access to 450,000+ statistics on crops, imports, exports and consumption since 1995, including a Statistical Yearbook.



World Trade Flow maps of nuts and dried fruits, highlighting trends and opportunities in production and consumption.

### **Publications**



Receive 3 free annual printed and online issues of the *Nutfruit* magazine, which provides a global network of information about statistics, food safety, trade issues, new promotional ideas, scientific findings and many other topics.



Weekly newsletter informs about the latest INC activities, industry updates, statistics, research findings, government regulations, press reviews of international media promoting the health benefits of nuts and dried fruits, as well as consumer trends and recipes.



## Leadership

#### **Board of Trustees:**

Formed by recognized leaders of the nut and dried fruit industry who volunteer their time and expertise on matters that benefit the entire industry.

- Michael Waring, MWT Foods. Australia - Chairmar
- Ashok Krishen, ofi, Singapore - 1st Vice Chairman
- Pino Calcagni,
   Besana Group, Italy 2nd Vice
   Chairman
- Riccardo Calcagni, Besana Group, Italy
- Bill Carriere, Carriere Family Farms, USA
- Karsten Dankert, Max Kiene GmbH, Germany
- Roby Danon, Voicevale Ltd, UK
- Cao Derong, China Chamber of Commerce, China
- **Joan Fortuny,** De Prado Almonds, Spain
- Giles Hacking, CG Hacking & Sons Limited, UK
- Michael Hohmann, The Wonderful Company, USA
- Cheng Hung Kay, CHK Trading Co. Ltd., China, Hong Kong
- Jack Mariani, Mariani Nut Company, USA
- Mark Mariani, Mariani Packing Company, USA
- Stephen Meltzer, Balcorp Ltd., Canada

- Russell Mooney, Intersnack Procurement B.V., Netherlands
- Pratap Nair, Vijayalaxmi Cashew Company, India
- Osman Oz, Aegean Exporters Association: Türkiye
- Antonio Pont, Borges Agricultural & Industrial Nuts. (BAIN), Spain - Honorary President
- Antonio Pont Jr, Crisolar Nuts, SL, Spain
- Chen Qi, Qiagia Food Co. Ltd., China
- Jan Vincent Rieckmann, August Töpfer and Co., (ATCO Group), Germany
- Hasan Sabir, Sabirlar Findik Ihracat Ltd. Sti., Türkiye
- Dick Walden, The Green Valley Pecan, USA

#### **Executive Committee:**

Formed by the Chairman, Vice-Chairmen and a maximum of ten more members of the Board in total, and the Executive Director, representing the regions and products of the INC members.

- Michael Waring, MWT Foods, Australia – Chairman
- Ashok Krishen, ofi, Singapore – 1st Vice Chairman
- Pino Calcagni,
   Besana Group, Italy 2nd Vice
   Chairman

- Bill Carriere, Carriere Family Farms, USA – Board Member
- Giles Hacking,
   CG Hacking & Sons Limited, UK Board Member
- Jack Mariani, Mariani Nut Company, USA - Board Member
- Mark Mariani,
   Mariani Packing Company, USA –
   Board Member
- Pratap Nair,
   Vijayalaxmi Cashew Company, India –
   Board Member
- Antonio Pont, Borges Agricultural & Industrial Nuts (BAIN), Spain - Board Member
- Goretti Guasch,
   Secretary General and Executive
   Director

#### **Ambassadors:**

This committee deals with issues related to new members, fees and dues, and establishes the best relations with all nut and dried fruit boards and officials of the different countries.

- Pratap Nair, India Chairman
- Oscar Vergara, Argentina
- Declan Dart. Australia
- Michael Waring, Australia
- José Eduardo Camargo, Brazil
- Stephen Meltzer, Canada
- Ranjeet Wallia, Canada
- Chen Xianbao, China
- Chen Ying, China
- Cheng Hung Kay, China, Hong Kong

- Richard Monnier, France
- Alexis Sumar, France
- Jan Vincent Rieckmann, Germany
- Catherine Balamoutsos, Greece
- Constantinos Cardassilaris, Greece
- Raju Bhatia, India
- Pankaj Sampat, India
- Behrooz Agah, Iran
- Yossi Mussafi, Iran
- Alessandro Annibali, Italy
- Hidemitsu Honda, Japan
- Kazuo Julian Tagawa, Japan
- Mbugua Ngugi, Kenya
- Hani Akzam, Lebanon
- Parissa Rafii, Luxembourg
- Jelle van de Sandt, Netherlands
- Kees Blokland. Netherlands
- Christopher Harlem, Norway
- Oliver Sio, Philippines
- Tomasz Szafarczyk, Poland
- Amit Khirbat, Singapore
- Alan Sutton, South Africa
- Alex Whyte, South Africa
- Miquel Borràs, Spain
- Stefan Boden. Sweden
- Varee Phonphaisan, Thailand
- Ahmed Boujbel, Tunisia
- Ahmet Goksan, Türkiye
- Hasan Sabir, Türkiye
- Jafar Moallem, UAE
- Roby Danon, UK
- Steve Sousa, USA
- Craig Duerr, USA
- James Warner, USA
- Jeffrey Sanfillippo, USA
- Marc Rosenblatt, USA
- Vu Thai Son, Vietnam



# What We Do

# Sustainability

The INC advances in the implementation of its sustainability agenda.

The INC is committed to supporting the nut and dried fruit industry and member companies in their sustainable journeys. To do so, the INC identified three objectives where we could all come together and have an impact:

#### 1. SAFETY NET

Monitoring sustainability policies to ensure regulations are achievable and commercially feasible.

#### 2. KNOWLEDGE SHARING

Increasing the understanding of sustainability challenges and opportunities through communication, awareness and partnerships.

#### 3. POSITIVE MESSAGING

Disseminating the improvements the sector is implementing.

At the time of writing, the INC is reorganizing the Sustainability, Scientific and Government Affairs Committee in three working groups, the Sustainability Working Group being one of them. Formed of experts from both the academic and the private sector, the objectives of this working group are to advise and oversee the good development of the INC Sustainability Agenda; to find areas for collaboration on sustainability for the long-term benefit of the nut and dried fruit sector; to advise the INC on any regulatory issues that might have a negative impact on the sector; and to work with the INC Centers of Excellence –a network of experts that can support and give advice on sustainability-related matters. Besides the Manifesto published in 2022, the INC also identified a shortlist of Sustainable Development Goals (SDGs) with targets and indicators, as a guide for companies to help them incorporate the SDGs into their Environmental, Social, and Corporate Governance (ESG) policies, identify specific metrics and indicators, and implement concrete actions.

In the last year, the INC has published a number of news stories, articles and educational materials with the focus on

sustainability and, more in particular, water management, due diligence, reforestation and circular economy principles. The INC keeps track and informs of new policies and reports that can be of interest for the industry—through the newsletters, the magazine, the website and social media. To this end, the INC follows very closely advances and implementation of regulations concerning rules on packaging and packaging waste, new labeling requirements, sustainability reporting and the Corporate Sustainability Reporting Directive (CSRD), deforestation-free products or reversing the decline of pollinators, among others.

In addition, the INC Academia now features a sustainability course as part of the Advanced Program on Nuts and Dried Fruits. This online course provides an overview of the sustainability sector, with different scopes, metrics and ranges of application for the nut and dried fruit industry. Under the title "Holistic Approach to Sustainability," students gain insight into international frameworks, sustainability reporting tools, sustainable finance and a look into sustainable practices in the nut and dried fruit sector.

The INC has also organized and attended a number of meetings and seminars on sustainability. At the INC 2022 Congress in Dubai, Ms. Marta Moren Abat, International Relations Coordinator, Trade Negotiations and Sustainable Fisheries Partnership Agreements for the European Commission, talked about the issue of water usage, providing insights into water resources management and policies, with special focus on the agri-food sector. The INC also participated in a round table on food loss and waste prevention organized by the United Nations Economic Commission for Europe, and the meetings of the Sustainability Working Group of the European Federation of the Trade in Dried Fruit, Edible Nuts, Processed Fruit & Vegetables, Processed Fishery Products, Spices, Honey and Similar Foodstuffs (FRUCOM). In the last year, these meetings have meant an opportunity to stay current on advancements in a variety of topics of interest, from carbon and water footprint to sustainability labeling, living wages and sustainable trade.

## **INC Manifesto**

The INC is the international umbrella organization for the nut and dried fruit industry. Representing over 85 per cent of the world's commercial value of "farm gate" value of trade in nuts and dried fruits. It is the leading international organization on health, nutrition, statistics, food safety, and international standards and regulations regarding nuts and dried fruit.

The mission of the INC Sustainability Working Group is to stimulate and facilitate the global nut and dried fruit industry's ability to speak about its contributions to sustainable growth. This sector employs millions of people across the globe and is expected to produce 11.2 million metric tons (in-shell basis) of tree nuts, 50.3 M MT of peanuts, and 3.2 M MT of dried fruits in 2021/2022.

We believe that all actors throughout the supply chain –including growers, processors, traders and retailers—can take action to tangibly improve and communicate how the nut and dried fruit industry has an impact on sustainability and contributes to the UN Sustainabile Development Goals.

#### The nut and dried fruit industry:

- supports and promotes the use of sustainable practices that preserve natural resources, e.g. improving water management techniques, reducing green-house gas emissions, increasing the use of precision farming, optimizing soil management practices, and enforcing the use of ethically sourced products;
- optimizes the use of resources and supports circular economies, e.g. using renewable energy, reducing food waste, using by-products, and opting for sustainable packaging;
- contributes to the economic wellbeing of producers and their communities:
- · and responds to consumer demand for a healthy diet.

- To help the nut and dried fruit sector to accelerate its sustainability journey, the INC has identified three objectives:
- SAFETY-NET: monitoring sustainability policies to ensure regulations are achievable and commercially feasible.
- KNOWLEDGE-SHARE: increasing the understanding of sustainability challenges and opportunities through communication, awareness and partnerships,
- POSITIVE-MESSAGING: disseminating the improvements the sector is implementing, including the health benefits of nuts and dried fruits.

The INC recognizes that there are economic and non-economic barriers that fall outside the scope of the industry.

However, there are actions that companies can implement directly within their own operations to tackle areas such as:

- regenerative and climate-smart agricultural practices,
- · zero-waste and clean energy solutions,
- + invest in research, digital technologies and innovation,
- + strengthen human rights, decent work and income opportunities,
- · promote healthy and nutritious foods.
- emphasize the importance of traceability, as a mechanism to increase supply chain visibility, improve quality control systems and reduce risks.

#### We call for industry support to:

- ensure collaboration with industry peers and other stakeholders for a coherent policy.
- promote sustainable practices across the supply chain and make it easier for consumers to choose healthy and sustainable foods.
- put forward sustainability commitments that are tangible, quantifiable and measurable if possible

# **Sustainability Project**

Last February, the INC Executive Committee approved reforestation as the focus topic to launch the INC Sustainability Project.

Forests and trees are widely recognized for their potential to mitigate the effects of climate change by storing carbon, making them vital to achieving SDG 13. But forests do much more than that. Forests are as crucial to ensuring water supplies as they are to reducing greenhouse gas emissions. They regulate rainfall, stabilize local climates, protect coastal land from erosion, and can provide a life support system for millions of people around the world.

The INC will conduct a one-year sustainability project addressing the topic of reforestation as a key enabler to combat climate change, and support local communities and economies.

Main nuts and regions linked to reforestation:

- Amazonia (Brazil) nuts and the Amazon rainforest
- Pine nuts and the Mediterranean rim. Siberia and North Asia
- Cashews and Sub-Saharan Africa
- Walnuts and Central Asia

This project will consist of two main components: documenting and disseminating. The INC will gather scientific evidence for dissemination as well as information from companies to get an overview of what companies in the sector are doing, analyze data, and produce recommendations. INC's potential role and impact include international interaction throughout cooperation with international institutions and other stakeholders, advise and support on the sustainable development of associated forest products markets, provide guidance and referral to the best available experts and sources of information, and raise awareness on the role that forest nuts can play in greening economies and in providing sustainable products and livelihoods.

As part of the project, the INC recently met with the Food and Agriculture Organization of the United Nations (FAO) to explore the possibility of partnering with the Mountain Partnership (MP) in the area of reforestation. The MP is a voluntary alliance of governments and organizations committed to working together with the common goal of achieving sustainable mountain development around the world

# INC Selected Sustainable Development Goals.









































From May 11-13, 2022, the INC XXXIX World Nut & Dried Fruit Congress gathered together in Dubai where over 1,100 leaders from 64 countries came together for 3 days of knowledge, networking and doing business to address the future of the industry.

## **Dubai in Numbers**

**VISITORS BY REGION** 



### **PARTICIPANTS**

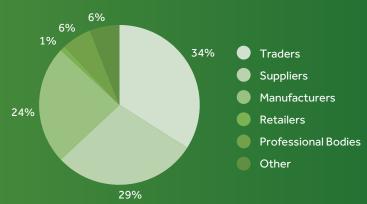




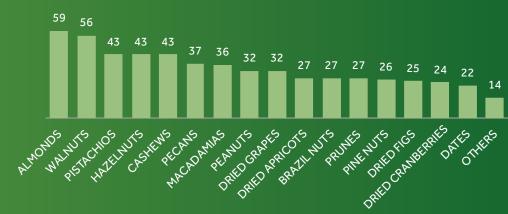




### **COMPANIES** BY ACTIVITIES



### **COMPANIES BY PRODUCTS**



# XXXIX World Nut & Dried Fruit Congress, Dubai 2022

## **INC** Awards

The INC Awards are the premier international showcase of excellence for the nuts and dried fruits industry. Given out at the INC Congress, the 2022 awards consisted of the Corporate Golden Nut Award, the Award for Excellence in Research, the Award for Excellence in Gastronomy, the Innovation Award, and the Lifetime Achievement Award for Research in Almonds. Here are the deserved award winners for 2022.



**ofi, Singapore** Corporate Golden Nut Award



Prof. Jordi Salas-Salvadó, Rovira i Virgili University Excellence in Research



**Dr. Karen Lapsley Lifetime Achievement**Award for Research in
Almonds



Chef Akmal Anuar, White Rice Co. Excellence in Gastronomy



ofi, Cashew Nut Oil Dripping Sauces & Dressings Innovation Award

# Keynote and Guest Speakers

The INC was fortunate to have two exceptional keynote speakers during the congress. Sustainable food and ag systems were discussed as well as the importance of cybersecurity in a rapidly changing world.



Sunny Verghese, Co-founder & Group CEO of ofi, Singapore - "Building sustainable food and Ag systems of the future"

During his keynote speech, Mr. Verghese looked at and provided evidence to show how the world's food and agricultural systems currently in place are failing, and how we must begin to develop truly sustainable food systems.



Saket Modi, Co-founder and CEO of Safe Security - "Predict your next cyber-attack: Be proactive with cyber risk quantification"

At his keynote speech, Saket Modi's discussion focused on the importance of ensuring that your company is secure in an everchanging and increasingly technological world.



Ms. Marta Moren Abat, International Relations Coordinator, Trade Negotiations and Sustainable Fisheries Partnership Agreements, European Commission, Belgium

During the Sustainability Seminar, Ms. Moren Abat's presentation took the issue of water usage and provided expert insights into challenges and opportunities facing the sector.



Dr. V Mohan, Chairman of Dr. Mohan's Diabetes Specialities Centre & President of the Madras Diabetes Research Foundation, India

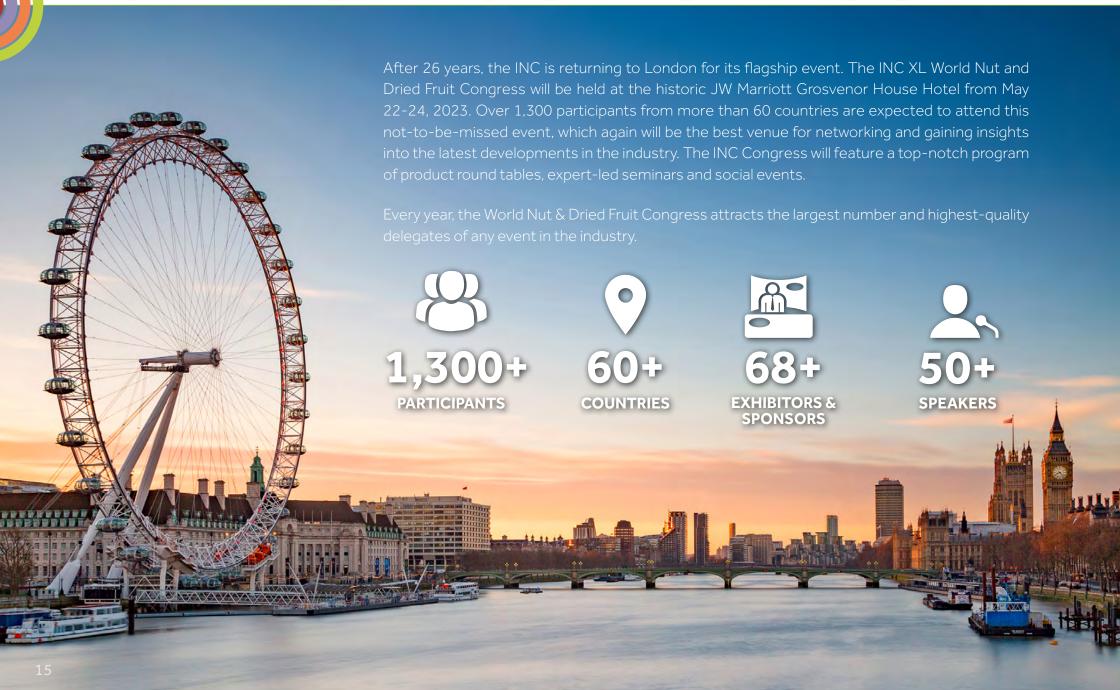
During the Nutrition Seminar, Dr. Mohan presented results from his latest research on cashews, almonds and pistachios in Indians with diabetes.



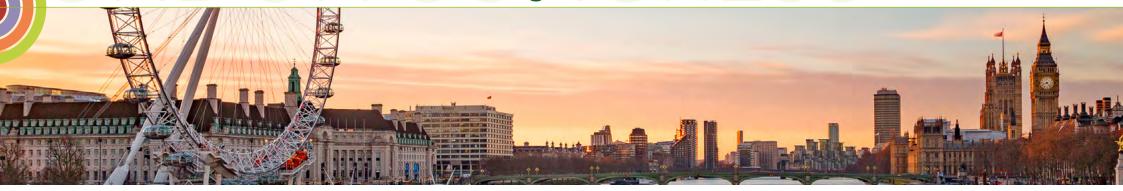
Assoc. Prof. Cesarettin Alasalvar, Director of the Food Institute at TÜBİTAK Marmara Research Centre, Türkiye

At the Nutrition Seminar, Assoc. Prof. Cesarettin Alasalvar discussed the health benefits and nutritional composition of dried fruits.

# XL World Nut & Dried Fruit Congress, London 2023



# XL World Nut & Dried Fruit Congress, London 2023



## Social events

In addition to the main program, the INC Congress will also feature ample opportunities for informal networking among attendees. This year's social events will take us to some of London's most iconic venues.



## Welcome Cocktail

May 22, 2023 - The Dorchester Ballroom

An iconic ballroom in an iconic London hotel, a room steeped in history and unabashed splendour, the Congress social events kick off with our traditional Welcome Cocktail at this standout Mayfair venue.



## **Buffet Casual Dinner**

May 23, 2023 - Tate Modern

This emblematic space embodies London's industrial heritage as well as its thriving contemporary art scene. On the evening of our Buffet Casual Dinner, we will arrive by bus across the river from the museum and cross the symbolic Millennium Bridge.



## Gala Cocktail, Dinner & Ball

May 24, 2023 - The Great Room at the JW Marriott Grosvenor House London

The traditional Gala Dinner and Ball will be held in one of London's most striking venues: the Great Room at JW Marriott Grosvenor House. As ever, we will bid farewell to the INC Congress with delicious food, fine wine and a splendid atmosphere, capped off with an evening of music and dancing.

# SIAL Paris, 2022

# 32 companies joined the INC in Paris for what was the largest INC Pavilion ever.

From October 15-19, the INC returned to SIAL Paris with its Pavilion. It was a fantastic opportunity for the nut and dried fruit industry to gather once again to showcase products, network, and expand market reach. INC Executive Director Goretti Guasch commented: "After four years, we are thrilled to be back in Paris with the biggest INC Pavilion ever; with 32 co-exhibitors from 17 countries, this pavilion represents the global scope and how the INC can empower and connect businesses together."

On October 16, the INC hosted its usual cocktail which provided an excellent and relaxed atmosphere for networking and connecting with industry leaders. The cocktail was sponsored by Almendras Llopis.

The INC Pavilion was in an excellent location which ensured that our co-exhibitors saw a large amount of foot traffic throughout the days of the event. The large number of visitors enabled co-exhibitors to showcase their products, make new connections, and find new leads for their company. INC Chairman Michael Waring discussed the INC Pavilion, saying: "This type of facility provides a great conduit for collaboration and moving into what is such a positive future for the nut and dried fruit industry globally."









## "Best Gulfood Ever"

# **INC Pavilion Brings Industry Together in Dubai**

The INC hosted yet another successful Pavilion at Gulfood in Dubai which served as the epicenter of the nut and dried fruit industry.

This year's Gulfood was, yet again, a big success—the best ever, according to some of the 18 co-exhibitors that occupied the exclusive INC Pavilion from February 20 to 24. The 168 m2 space in Za'abeel Hall 5 buzzed with activity, serving as the epicenter of the nut and dried fruit industry and representing an unprecedented range of countries.

Throughout the week, spirits were high at the strategically located pavilion, which served as the heart and soul of the nut and dried fruit world, providing high visibility for the companies exhibiting with the INC. Throughout the event, our co-exhibitors took full advantage of this opportunity to showcase their wares, make new contacts and do business. Gulfood is one of the world's largest annual food and hospitality

events. Now in its 28th edition, Gulfood 2023 was fully 30% larger than in previous years, with approximately 1,500 of the more than 5,000 exhibitors taking part in the fair for the first time. With nearly 100,000 visitors from over 125 countries, this year's event was a veritable hotbed of industry activity.









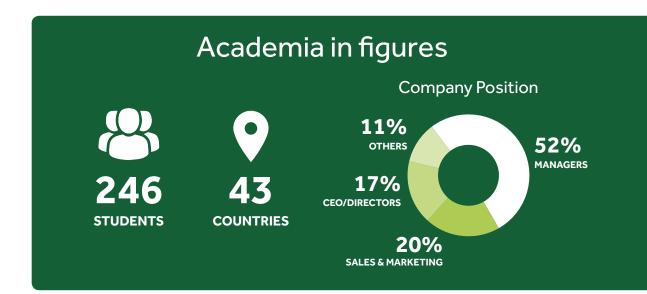
## **INC Academia**

# The best education for the nut and dried fruit industry



Since its launch in 2018, the INC Academia has successfully helped 246 students in their professional development and continues to impart knowledge that gives professionals an edge in the nut and dried fruit industry. This program is a pioneer in the area of education within the nut and dried fruit sector, offering professionals the opportunity to learn from leading experts and connect with like-minded peers in the sector.

The two online programs —basic and advanced— are ideal for anyone new to the industry, as students can start from the beginning with the basics and progress through to more advanced topics, getting a great picture of the nut and dried fruit industry. However, the INC Academia can also be perfect for those with experience in the sector.



## **INC Academia / On-Site Course**

# One of the best ways to network with like-minded peers

## **ON-SITE COURSE 2022**

The on-site course is ideal for students in the Advanced Program to gain a hands-on learning experience, visiting state-of-the-art processing facilities, distribution centers and orchards, and participating in lectures by top business school professors.

Last year, the on-site course took place in the region of Naples, Italy, from May 7-9, just before the INC Congress in Dubai. In total 26 students traveled to Naples to see, first-hand, orchards and processing plants, and participate in lectures on strategy and leadership, as well as negotiation. Moreover, during the Congress in Dubai, the INC offered an optional tour to the Port of Jebel Ali.



On-site Course, Italy, May 2022

## **ON-SITE COURSE 2023**

This year, the on-site course will take place in the UK, from May 18-20, right before the INC Congress in London. Attendees will have the unique chance to visit the Port of Felixstowe, the UK's busiest container port; the factory of multinational plant equipment manufacturer Bühler; Chelmer Foods' distribution center for dried fruits, nuts, seeds, and pulses, and one of the largest distribution centers in Europe, LDH (La Doria). Plus, a visit to some of the UK's most important supermarket chains to see how the products are marketed to Britain's consumers, and last but definitely not least, a lecture led by Prof. Kandarp Mehta, from the award-winning IESE Business School.

## Thu, May 18

Registration and welcome

Visit to factory: Bühler

Lunch

Visit to distribution center: Chelmer Foods

Welcome cocktail & dinner

### Fri, May 19

Visit to the Port of Felixstowe, the UK's busiest container port

Lunch

Visit to distribution center: LDH (La Doria)

### Sat, May 20

Visit to UK's top supermarkets chains

Lunch

Lecture: Negotiation by Prof. Kandarp Mehta, IESE Business School

### May 22-24

May 24: Presentation of certificates for 2023 students and cocktail reception for alumni



## **Publications**

## **NEWSLETTERS**

The INC sends out various types of newsletters with the aim of sharing updates, information and knowledge with our members and the wider world. Our industry newsletters, sent twice a month, contain pertinent insights for all industry members, typically in the form of legal updates, health news or timely statistics. Our consumer newsletters, sent once a month, share recipes, blog posts and articles that illustrate the wonders of nuts and dried fruits. Special newsletters are sent out occasionally to highlight the INC Congress or other important events and activities. Finally, we send out a monthly recap summarizing the most important news of the previous month.







## **CHINESE TRANSLATION**

As a means of increasing engagement with our Chinese members, the INC sends out a monthly Chinese-language newsletter covering the most pressing topics for the nut and dried fruit industry. This recap is sent out by email in the form of an INC-branded PDF document to all Chinese-speaking INC members.









## **Publications**

## **NUTFRUIT MAGAZINE**

As the official voice of the INC Foundation for the nut and dried fruit world. *Nutfruit* provides a diverse range of content of interest to the industry. As in previous years, the INC published three issues of the magazine, in March, July and November.

The magazine contains market-oriented sections such as Business News, Legal Update, Country/ Product Spotlight and Global Statistical Review. The Feature Articles and Health News sections contain articles by experts and scholars on subjects relating to their areas of expertise. Sections such as INC News, INC Congress and Industry News keep readers abreast of developments in the INC and the world of

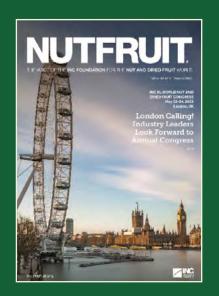
nuts and dried fruits. The magazine also features two interview-based sections: Gourmet and A Chat with the Industry. Over the past year, senior managers and executives from ofi, PepsiCo and FoodDrinkEurope were interviewed for A Chat with the Industry, and chefs from Michelin-starred restaurants in the United Arab Emirates, the United Kingdom and Italy shared their insights —and recipes—in the Gourmet section.

















# Industry Funding

# **Multi-Country Dissemination Plan**

INC launches campaign in China with great success

The first campaign of the INC's multi-country dissemination plan has been a great success, reaching over 46 million Gen Zs in China! To ensure the campaign was a hit, our journey into China began by localizing our consumer brand as Nutfruit Cool —a name in sync with the language of our target audience, China's Generation Z. This was combined with the incorporation of a mascot called Mr. Nutfruit into the logo —a common marketing practice for brands seeking to connect with younger Chinese consumers.



Our strategy in China was 100% online. WeChat, Weibo and Douyin (Chinese TikTok) were our key communication channels throughout the campaign as well as our collaborations with popular Gen Z influencers.

## HOW WE REACHED CHINA'S GEN Z



CREATED

122

NEW CONTENTS



COLLABORATED WITH

55
INFLUENCERS



46 million

GEN ZS



**155,000**INTERACTIONS

## Moving into 2023

Thanks to our success in 2022, the INC will continue the campaign in China in 2023 with the campaign "Nuts and dried fruits: a tasty source of energy." The main campaign will tackle the issue of Gen Z "living tired" and encourage them to eat nuts and dried fruits to make it through the day with energy. The strategy will then be broken down into sub-campaigns to share new ways of nut and dried fruit consumption to China's Gen Z through nuts and dried fruits as toppings or ingredients in flavorsome ice creams.





















# **Multi-Country Dissemination Plan**

## Moving into India

In 2023, the INC will push its multi-country campaign into India, once again focusing on the Gen Z audience. In collaboration with the strategic agency Ogilvy, the INC undertook a research survey, with Gen Z in India, to determine the perceptions our audience has on nuts and dried fruits, what are their purchasing habits, and how can we market to them to define the structure and content pilars of the campaign and identify the best channels for our message.

After reviewing the insights provided by the research, a long-term strategy was proposed featuring sustainable, meaningful and engaging content that can easily be adapted to new market trends in India year after year. The content will be broken down into three content pilars: Inspire and Guide, Educate, and

Connect. In keeping with the mission of the Nutfruit brand, the overriding theme of the campaign will be "Feel the goodness of nuts and dried fruits." Plus, taking into consideration that India is the country that spends the most time on social media, the campaign will concentrate on digital channels.

The research yielded an array of insights however, some key highlights were that Gen Z shows a strong interest in consuming healthy foods. Those rich in proteins, vitamins, and minerals and benefits such as immunity and energy are what they seek in foods. The study also uncovered that snacking is a popular consumption moment among 3/4 of Gen-Z, driven by the need to avoid food cravings.

# WHAT BENEFITS ARE IMPORTANT TO GEN Z IN INDIA



GIVES ME ENERGY



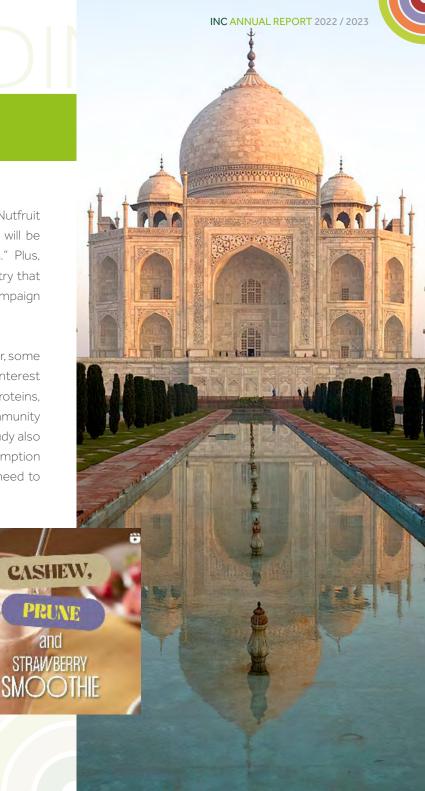
GOOD FOR IMMUNITY



HIGH IN PROTEINS







# NUTS 2022

# Leading health researchers gathered for the historic event at the INC headquarters

Health researchers from all around the world gathered for the first time ever at the INC, where diabetes was defined as a topic of focus for future investigation in nut and dried fruit research.

From October 20-21, 2022, leading international researchers gathered for NUTS 2022 to discuss the present and future of health research on nuts and dried fruits. NUTS 2022 was a historic gathering of the brightest minds in the field of nutrition research on nuts and dried fruits. Twenty-five researchers and professors from universities in Australia, Brazil, Canada, France, Iran, Italy, Norway, Spain, Türkiye, UK and USA summarized the latest evidence related to the health benefits of nuts and dried fruits, and then discussed and defined gaps, new topics, needs and opportunities in research for the future.

Chaired by Prof. Jordi Salas-Salvadó, Chairman of the INC Nutrition Research Committee and Distinguished Professor at Rovira i Virgili University, the meeting included highly-esteemed researchers like Dr. Frank Hu, Chair of the Department of Nutrition at Harvard T.H. Chan School of Public Health, Dr. David Jenkins, Professor at the University of Toronto, Department of Nutritional Sciences, Dr. Joan Sabaté, Professor of Nutrition and Epidemiology at Loma Linda University, and Dr. Penny Kris-Etherton, Distinguished Professor of Nutrition at Penn State University, among others.

The effects of nut and dried fruit consumption have gained traction over the last years, and supported by growing scientific evidence they have been associated with a myriad of health benefits, from cardiovascular health to insulin resistance and diabetes, weight management, lipoproteins and dyslipidemia, inflammation and oxidation, gut health, aging and cognition, and some forms of cancer. More recently, other lines of research have included fertility and nuts and dried fruits as part of sustainable diets. While some areas of research have been put into focus more than others, there is irrefutable evidence that they are nutrient-dense foods with an interesting nutritional composition.

The proceedings of this meeting appear in a special issue of the prestigious journal, Nutrients, titled "Nuts: Where We Are and Where We Are Going in Research. Proceedings from the NUTS 2022 International Conference" and guest-edited by Prof. Dr. Jordi Salas-Salvadó, Prof. Dr. Emilio Ros, Prof. Dr. Joan Sabaté and Dr. Stephanie K. Nishi.

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- Mandalari, G., Gervasi, T., Rosenberg, DW., Lapsley, K.G., Baer, D.J. (2023). Effect of Nuts or Gastrointestinal Health. Nutrients, 15(7), 1733.
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# NUTS 2022

# Leading health researchers gathered for the historic event at the INC headquarters

At the meeting, it was highlighted how a joint effort must be made to help bring awareness to the importance of including nuts and dried fruits as part of a healthy diet. The benefits of nuts are wide-ranging and include a variety of nutrients, mono- and polyunsaturated fats, fiber, vitamins, minerals, polyphenols and antioxidants, all of which have a beneficial effect on health, and dried fruits contain essential nutrients and health-promoting bioactive compounds such as antioxidants, which may help reduce cell damage.

Among the future lines of research discussed in the meeting, participants highlighted the potential role of nuts and dried fruits in the prevention of diabetes, which is of particular relevance in today's world. According to the International Diabetes Federation, there are currently 537 million people worldwide with diabetes, and this number is projected to reach 700 million people by 2045. Prevalence is increasing worldwide, leading to over 4 million deaths every year, and in countries such as China and India, the number of deaths attributable to diabetes is extremely high: 1.4 million and 648,000 people, respectively. Lifestyle measures and a healthy diet have been shown to be effective in preventing or delaying type 2 diabetes, which is the most common type of diabetes.





# Research

Last October, the *Journal of Nutrition* published the study "Mixed Tree Nuts, Cognition, and Gut Microbiota: A 4-Week, Placebo-Controlled, Randomized Crossover Trial in Healthy Nonelderly Adults." Funded by the INC, this research provided exciting evidence for improvements to cognition following only 4-weeks' consumption of tree nuts. Researchers at Northumbria University in the United Kingdom found positive effects on cognitive function as well as modulation of microbial taxa associated with gut health.

In addition, last year the INC approved funding for the study "Effect of Nut Consumption on Blood Lipids: A Systematic Review and Meta-Analysis of Randomized Controlled Trials." Researchers at the Pere Virgili Health Research Institute (IISPV) in Spain are conducting an updated and comprehensive systematic review and meta-analysis of the effect of tree nuts (almonds, Amazonia (Brazil) nuts, cashews, hazelnuts, macadamias, pecans, pine nuts, pistachios, walnuts) and peanut intake on blood lipids in randomized controlled trials. This research will update and synthesize the body of knowledge regarding nuts and blood lipids, providing current and comprehensive evidence-based guidance for public health policy and nutrition guidelines.

To date, the INC has funded 17 scientific studies through research grants, resulting in 14 publications in scientific journals.

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# **Other Industry Funding**

## PROMOTION AND DISSEMINATION

Last year, the INC funded the following projects through the Annual Call for Promotion and Dissemination Projects:

- 'Eat More Dried Fruit Increase consumer confidence in health benefits of natural dried fruit, growing global consumption' by The Dried Fruit Alliance. The goal of this campaign is to correct negative perceptions on dried fruit in the UK market.
- 'Nuts about good health Nuts as health influencers' by Nucis Italia, Italy. Nucis' aim is to continue spreading relevant, science-based information about nuts and dried fruits among the Italian public.

The INC has funded research and dissemination projects about the health benefits of consuming nuts and dried fruits for 5+ million euros over the past 10 years.

The INC is also one of the contributors to the International Tree Nut Council Nutrition Research & Education Foundation (INC NREF), an US based non-profit organization dedicated to promoting the health benefits of tree nuts and supporting nutrition research and education for consumers and health professionals throughout the world. Members include those US associations and organizations that represent nine tree nuts: almonds, Brazil nuts, cashews, hazelnuts, macadamias, pecans, pine nuts, pistachios and walnuts.





## **Contents & Press Releases**

## PRESS RELEASES

Supporting the INC's goal to be the global voice and source of information for the nut and dried fruit industry, 5 press releases were sent out in 2022. These press releases were sent out to international media contacts, INC Ambassadors, and INC Partners. A special press release was also sent out to mark the historic event of Nuts 2022 which was published in 461 publications globally.

## **INDIVIDUAL NUT & DRIED FRUIT VIDEOS**

This year, 16 new videos sharing facts about each individual nut and dried fruit were created. Shared across the INC's key consumer social media channels, Instagram, YouTube and TikTok, the videos were very well received by a Gen Z audience and reached 6.6 million Gen Zs globally!

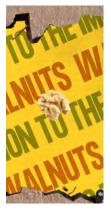


**REACHED** 

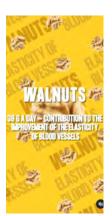


**PEOPLE** 





















## **Contents & Press Releases**

## **RECIPES**

At the end of 2022, the INC created 12 plant-based recipes and videos which will be published throughout 2023. In keeping with the INCs priority target audience of Gen Z, the recipes are quick, easy and delicious and feature ways to put nuts and dried fruits at the core of the creations.

The recipes have gained over 600,000 views on TikTok and Instagram since the start of the year.



VIEWS ON INSTAGRAM AND TIKTOK









# Social Media

In 2022 the INC made the decision to spilt its social media networks to separate the nuts and dried fruit professional industry from the consumer. This divide provided us the platform to really define our two distinct audiences and where the content focus needed to be on each channel.

## **CONSUMER SOCIAL NETWORKS**

The consumer strategy focuses on creating communications that gain both reach and engagement though the sharing of health benefits, recipes and tips with contents published both in image and short video format all with the aim to encourage the consumer to add nuts and dried fruits into their daily diet. Both engagement and reach rose across the board in 2022 and key highlights to note throughout the year were as follows:



For 2023, taking into consideration the power of Gen Z, this will be the main target for our digital consumer strategy. Therefore, TikTok has been incorporated into the consumer social media strategy as a key priority channel alongside Instagram and YouTube.

## INDUSTRY SOCIAL NETWORKS

The strategy for the nut and dried fruit industry focuses on two concepts. The first is to inform our members of INC activities and encourage the sharing of content to form an online community. The second is to promote the INC to the world. In these activities the contents are sectioned into three categories: Who We Are, What We Do and How We Work. This keeps in line with the structure of the new website to align the strategy across all channels. In 2022 the activity on social media was organic and the highlights were the following:



In 2023, the focus will be on building the online community even further, encouraging the industry to share contents to help with the growth of the sector.

# Websites

In 2022, the INC launched the new INC consumer and industry websites. Both websites were created to reflect the latest trends in web design and offer a quality user experience for individual needs across both desktop and mobile devices.

# CONSUMER WEBSITE nutfruit.org

The consumer website shares an abundance of information on nuts and dried fruits with the aim to inspire people to include them into their daily lives. The look and feel of the site has been designed to give a fresh and natural look and feel taking inspiration from the new consumer logo. Throughout the pages the design uses the leaves taken from the logo to give continuity and create connotations of naturalness. Taking into account latest designs trends, the website uses a mix of both animation and real imagery to share the messages of the health benefits of nuts and dried fruits to the user. Each page of the website includes interactive elements for the consumer such as quizzes to help engage and keep them on the website.





## **INDUSTRY WEBSITE**

## inc.nutfruit.org

The website for the nut and dried fruit industry is set out as two parts: the public site and the private members' area. The public website is an informative site which explains who the INC is and gives information on INC activities and actions comprised by the sections Who We Are, What We Do, How We Work and News & Events. The website was designed using the predominant colours of white and grey to give a modern feel to the design. The private area of was created with functionality in mind, and will provide members with all the material that the INC provides and publishes in one place, available to both view online and download.







# Technical \*\* Projects





# **Nutrition Research and Dissemination**



The INC World Forum for Nutrition Research and Dissemination brings together world-class researchers in defining research priorities and monitoring the research and dissemination grants supported by the INC.

- Prof. Jordi Salas-Salvadó, Rovira i Virgili University, Spain Chairman
- Mr. Antonio Pont, Spain INC Executive Committee Representative INC Honorary President

#### **Academic Honorary Members:**

- Dr. David Jenkins, St. Michael's Hospital, Toronto, Canada
- Dr. Penny Kris-Etherton, Penn State University, USA
- Prof. Gerhard Rechkemmer, Max Rubner-Institut, Germany
- Dr. Emilio Ros, Hospital Clínic, Barcelona, Spair
- Dr. Joan Sabaté, Loma Linda University, USA

Committee members evaluate project proposals submitted to the INC Calls for Research and Dissemination. They prioritize the candidates of the INC Award for Excellence in Research every year and implement the activities of the Forum according to the guidelines of the INC Executive Committee.

- Assoc. Prof. Cesarettin Alasalvar, FIF I, TUBITAK, Türkiye
- Dr. Josefina Bressan, Federal University of Viçosa, Brazil
- Dr. Crystal Haskell-Ramsay, Northumbria University, UK
- Prof. Catherine Itsiopoulos, RMIT University, Australia
- Dr. Penny Kris-Etherton, Penn State University, USA
- Dr V Mohan Madras Diabetes Research Foundation India
- Ms. Maureen Ternus, INC Nutrition Research and Education Foundation, USA.

The goals of the Forum are to promote research and dissemination projects, to disseminate the latest research findings worldwide, and to promote calls for research and dissemination projects. The Forum recommends research priorities, advises on scientific awards, participates in peer-reviews of project applications, and promotes meetings with world-class researchers to discuss the latest research findings and debate future lines of research.





# Sustainability, Scientific and Government Affairs Committee

At the time of this writing, the INC is reconfiguring the Sustainability, Scientific and Government Affairs Committee, dividing it into three working groups.



**Sustainability Working Group:** The objectives of this group are to advise and oversee the good development of the INC Sustainability Agenda; to find areas for collaboration on sustainability for the long-term benefit of the nut and dried fruit sector; to advise the INC on any regulatory issues that might have a negative impact on the sector; and to work with the INC Centers of Excellence—a network of experts that can support and give advice on sustainability-related matters.



**Scientific Working Group:** This group, composed of scientists, laboratories and industry leaders from reputed world companies, monitors scientific and technical issues that may have an impact on the nut and dried fruit sector.



International Government and Regulatory Affairs
Working Group: This group monitors regulatory
developments that could affect the nut and dried fruit
sector. The working group is formed of industry leaders from
reputed world companies.



# Sustainability, Scientific and Government Affairs Committee

As the official voice of the global nut and dried fruit industry, the INC follows up and participates, as observer, in the discussions of international and supranational institutions like the Codex Alimentarius (the joint food standards program for the United Nations Food and Agriculture Organization (FAO) and the World Health Organization (WHO)), the World Trade Organization (WTO), and the United Nations Economic Commission for Europe (UNECE), among others.

These consultations, meetings and working groups provide forums for the INC to discuss topics of special interest to the industry, like sustainability, food safety and trade barriers.

- Codex Alimentarius: In May 2022, the Codex Committee on Contaminants in Food (CCCF15) agreed to re-establish the electronic working group, chaired by India and co-chaired by Senegal, to prepare a new proposal for a maximum level for total aflatoxins in ready-to-eat peanuts and an associated sampling plan. The working group is preparing a proposal for consideration at the CCCF16, in April 2023. As for pesticides, at the Codex Committee on Pesticide Residues (CCPR) meeting of July 2022, the Secretariat of the Joint FAO/WHO Meeting on Pesticide Residues (JMPR) reported that chlorpyrifos and chlorpyrifosmethyl had been scheduled together for a periodic evaluation by the 2024 JMPR.
- **UNECE:** The INC collaborates with the UNECE in the review of Agricultural Quality Standards for nuts and dried fruits. In the last year, the UNECE approved new standards for raw and roasted inshell peanuts and peanut kernels, and extended the 1-year trial periods for the recommendations for inshell pecans and pecan kernels. Besides, the Specialized Section on Agricultural Quality Standards plans to finalize the explanatory poster on almond kernels, to conduct a study on the impact of dry and dried produce standards on trade, to develop a guidance document similar to the Code of Good Practice to facilitate food loss and waste reduction (SDG 12) in dry and dried produce, and to organize capacity-building events to improve the capacity to use the standards and carry out inspections, including for countries of Central Asia.

- European Commission: The INC has been monitoring the publication of new regulations of critical importance, like the Corporate Sustainability Reporting Directive (CSRD), Deforestation-Free Products, Packaging and Packaging Waste, and the Due Diligence legislative proposal, as well as legislative changes on contaminants, pesticides and additives. Concerned about potential market disruptions, on September 30, 2022, the INC sent a position letter to the European Commission on the revision of the EU Marketing Standards.
- U.S. Food and Drug Administration: On September 29, 2022, the U.S. Food and Drug Administration (FDA) issued a proposed rule to update the definition for the implied nutrient content claim "healthy," which was set in 1994. Nuts, seeds, avocados and salmon are some examples of foods currently ineligible to bear the "healthy" claim based on the existing regulatory definition, but that would qualify under the proposed definition. The INC submitted a comment to the FDA pleading in favor of updating the definition and adjusting the baseline limit for saturated fat for the nuts category.





## Pesticides, Contaminants and Additives

In 2022/2023, the INC paid special attention to the following issues:

#### **HERBICIDES:**

Glyphosate: The European Commission extended the authorization for the use of
glyphosate until December 15, 2023. The EU is partly funding a project to develop a
natural substitute for glyphosate —the CARINA project— as part of the EU's Horizon
Europe Framework Program for Research and Innovation. They will use the natural
molecules and compounds of two plants, Carinata and Carmelina, to develop an
effective bioherbicide to replace glyphosate. The CARINA project, which started on
November 1, 2022 and is expected to end on October 31, 2026.

#### **CONTAMINANTS:**

- Ochratoxin A: Commission Regulation (EU) 2022/1370 of August 5, 2022, established new maximum levels for ochratoxin A (OTA) in dried fruits and pistachios. For dried vine fruit (currants, raisins and sultanas) and dried figs, the ML is 8.0 µg/kg; 2.0 µg/kg in other dried fruit; 10.0 µg/kg for pistachios to be subjected to sorting, or other physical treatment, before placing on the market for final consumer or use as ingredient in food; and 5.0 µg/kg for ready-to-eat pistachios.
- Hydrocyanic acid: Commission Regulation (EU) 2022/1364 of August 4, 2022, established maximum levels for hydrocyanic acid in almonds and apricot kernels.
   The maximum level for almonds is 35 μg/kg; for apricot kernels 20 μg/kg.
- Alternaria toxins: Commission Recommendation (EU) 2022/553 of April 5, 2022, on monitoring the presence of Alternaria toxins in food sets indicative levels for alternariol (AOH), alternariol monomethyl ether (AME) and tenuazonic acid (TeA) in certain foods. TeA indicative levels for tree nuts are 100 µg/kg; for dried figs 1000 µg/kg.

#### **ADDITIVES:**

Sulphur dioxide: On November 24, 2022, the European Food Safety Agency (EFSA) published a scientific opinion on the follow-up of the re-evaluation of sulfur dioxide (E 220), and sulfites E 221–224 and E 226–228. The EFSA concluded that the intake of sulfur dioxide-sulfites may represent a safety concern, however, the available toxicity data was insufficient for them to derive an Acceptable Daily Intake level.

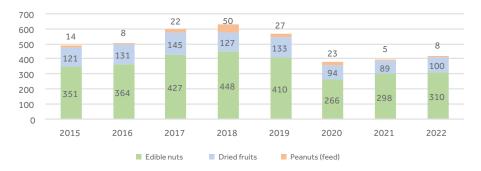


# **Border Rejections**

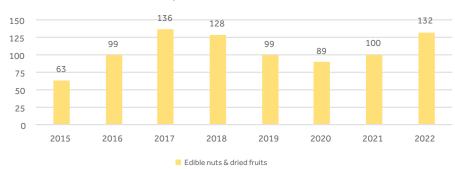
The INC monitors import border rejections in Europe, the United Sates, Japan and Australia, analyzing the trends and monitoring the causes and origins.

In 2022, the European Union's Rapid Alert System for Food and Feed (RASFF) issued a total of 418 notifications distributed as follows: edible nuts (310 notifications), dried fruits (100 not.) and peanuts for feed (8 not.). These figures represent an increase of 6.6% compared with 2021. In the US, the number of notifications for edible nuts and dried fruits were higher (by 55% and 50%, respectively) than in 2021. In Japan, notifications for edible nuts and dried fruits increased by 32% compared to 2021 (from 100 to 132 not.) while Australia issued 48 notifications in 2022, matching the number of notifications issued in 2021. In Europe, Japan and Australia, the main reason for notifying nuts and dried fruits was the presence of aflatoxins, while in the US the main reason was misbranding and filth in dried fruits.

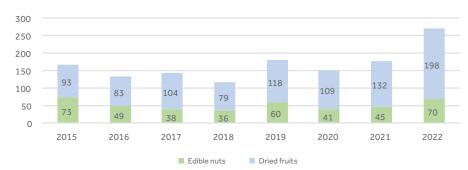
## **EU (RASFF) Notifications**



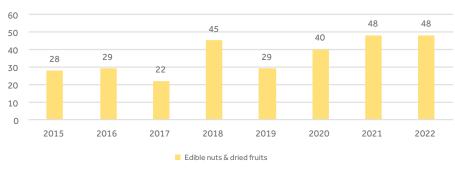
## **Japan Notifications**



## **USA Notifications**



### **Australia Notifications**



## **Statistics**

The **Statistics Committee** contributes to the collecting and analysis of statistical data for distribution to industry, governments and the general public. The Committee also contributes to the expansion of the INC statistical record range in order to gain a better understanding of the state of the nut and dried fruit industry.

• Mr. Pino Calcagni, Besana Group, Italy - Chairman

#### Leaders of the Working Groups:

- Almonds: Ms. Julie Adams, Almond Board of California, USA
- Brazil Nuts: Mr. Edward Danon, Voicevale, UK
- Cashews: Mr. Ümit Ergin, ofi, USA
- Hazelnuts: Mr. Ahmet Bilge Anbarlilar, Balsu Gida, Türkiye
- · Macadamias: Ms. Lizel Pretorius, Macadamias South Africa (SAMAC), South Africa
- Pecans: Mr. Jeff Worn, South Georgia Pecan Company, USA
- Pine Nuts: Ms. Chen Ying, Chamber of Commerce, China
- Pistachios: Mr. Mike Hohmann, The Wonderful Company, USA
- Walnuts: Mr. Jinkui Zhou, Fen Yang Reell Food Co., Ltd., China
- Peanuts: Ms. Chen Ying, Chamber of Commerce, China
- Dates: Mr. Ahmed Boujbel, Boudjebel, Tunisia
- Dried Apricots: Mr. Osman Oz, Aegean Exporters Association, Türkiye
- Dried Cranberries: Mr. Lee Doleman, Ocean Spray, USA
- Dried Figs: Mr. Osman Oz, Aegean Exporters Association, Türkiye
- Dried Grapes: Mr. Osman Oz, Aegean Exporters Association, Türkiye
- Prunes: Mr. Steve Sousa, Mariani Packing, USA

## **NEW ONLINE DATABASE**

This 2023, the INC kicked-off the new statistics database project which features two separate sections for nuts and dried fruits, respectively. Within each section there are six different reports to analyze the data:

The new database uses the system of Power BI which is much more user friendly and will offer INC members much faster and responsive interphase.

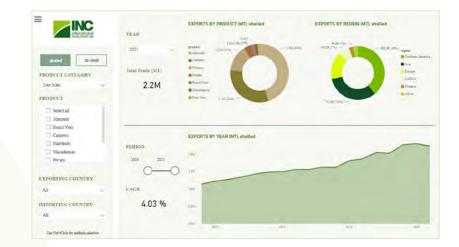
The new platform leads to either the nuts or dried fruits sections. Within each section there are four different analysis reports:

- Production
- Trade
- Consumption
- Planted Area

As well as two additional reports that will allow users to make customized queries:

- Supply and Consumption Data
- Imports and Exports Data

The new online database will be launched during the second half of the year.





## **Statistics**

## Statistical Yearbook

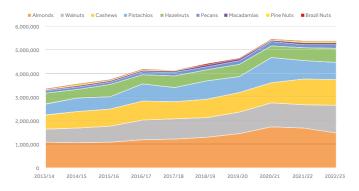
This annual report explores tree nuts, peanuts and dried fruit production, trade and consumption. The publication first focuses on worldwide production and consumption trends over the last decade before digging into them through 16 ad hoc chapters, one for each of the nuts and dried fruits under the umbrella of the INC.

Over the last ten years, there has been an increase in global tree nut production. The total crop for the 2022/2023 season is estimated at 5.3 million metric tons (kernel basis, except pistachios in-shell), comparable to the previous season and less than 2% behind the record high of 5.4 M MT in 2020/21. Global tree nut production grew at an average pace of roughly 250,593 MT per year over the 2013/14 and 2022/23 crop years. Almonds and walnuts accounted for 27% and 22% of global production, respectively, followed by cashews (20%), pistachios (14%) and hazelnuts (11%). Pecans, macadamias, pine nuts and Brazil nuts together accounted for the remaining 6%. At the same time, tree nut exports have showed a favorable trend, with an average annual growth rate of 112,700 MT, reaching roughly 3.3 M MT in 2021. Global consumption, estimated at 5.2 M MT, increased at a rate of 222,500 MT each year, on average.

Over the last three seasons, total peanut production has exceeded 50 million MT. The output for 2022/23 was estimated at over 50.7 million MT (in-shell), 2% lower than the previous crop year but 26% above 2013/14. Total shelled peanut exports hit 2.5 million MT in 2021, with a 146,100 MT average annual growth rate over the previous decade. Global consumption increased at a rate of 1.5 million MT per year, reaching roughly 51.3 million MT.

Over the last decade, there has been an upward trend in the production of dried fruit with the last six seasons seeing production surpass the 3 million MT mark. The 2022/23 total production added up to over 3.1 M MT. With 1.3 M MT (42% of the total), dried grapes (raisins, Sultanas, and currants) were once again the top dried fruit by volume in 2022/23. Table dates made up nearly 1.2 M MT, or 37%, of the overall production of dried fruit, and experienced the fastest rate of growth during the last ten years, with an average annual growth rate of 5% from 2013/14 to 2022/23. Increasing at a pace of around 72,400 MT annually, dried fruit exports exceed the 3 million milestone, totaling about 3.3 M MT in 2021, up by 15% from the prior year. Similarly, dried fruit consumption amounted to 3.2 M MT and grew at an average of around 56,800 MT per year over the previous decade.

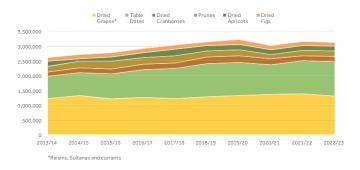
#### World Tree Nut Production (Metric Tons) Kernel basis, except pistachios in-shell



#### World Peanut Production (Metric Tons) In-shell basis



#### World Dried Fruit Production (Metric Tons)







# **Business Integrity**

Upholding business integrity is a key pillar of the INC. The role of the Business Integrity Committee is to promote and raise awareness of codes, practices and guidelines with regard to honest and diligent business.

- Mr. Bill Carriere, Carriere Family Farms, USA Chairman
- Mr. Stephen Meltzer, Balcorp Ltd., Canada
- Mr. Pratap Nair, Vijayalaxmi Cashew Company, India
- Mr. Andrew Waring, MWT Foods, Australia
- Mr. Karsten Dankert, Max Kiene GmbH, Germany
- Mr. Antonio Pont Jr., Crisol de Frutos Secos SAT, Spain
- Mr. Giles Hacking, CG Hacking & Sons Limited, UK
- Mr. Michael Waring, INC Chairman, Australia
- Mrs. Goretti Guasch, INC Executive Director



The Business Integrity Committee handles reviewing and ensuring that all INC members are maintaining good business practices as membership in the INC is characterized by respectable and reputable companies within the nut and dried fruit industry. Any dispute brought up that involves an INC member is subject to be reviewed by this committee.

Furthermore, to address business integrity, all new members go through a selective review process ensuring that they are honest companies. The ability to know that all INC members are trustworthy and decent companies brings significant value to membership. This review and approval of new members is the responsibility of the INC Leadership.



# Stakeholder Meetings

## GEORGIAN NUTS 2022: QUALITY AND VALUE OF THE EXPORTED PRODUCTS

On May 19, the National Food Agency of Georgia held the seminar "Georgian Nuts 2022: Quality and Value of the Exported Products" in Tbilisi, with the support of the U.S. Agency for International Development (USAID). This was a great opportunity to learn about the latest advances in pest and disease management, harvest and drying management, and quality parameters. As part of the work of the INC Global Hazelnut Project, Pino Calcagni, Chairman of the INC Sustainability, Scientificand Government Affairs Committee, presented a global statistical review of the state of the hazelnut industry.

#### BROWN MARMORATED STINK BUG: A GLOBAL THREAT FOR HAZELNUT PRODUCTION?

Edagricole hosted a webinar in collaboration with the INC Global Hazelnut Project on May 25, 2022, covering the Brown Marmorated Stink Bug and how it is affecting hazelnut production. Pino Calcagni, Chairman of the INC Sustainability, Scientific and Government Affairs Committee, presented a global statistical review of the hazelnut industry and the work of the INC. The program featured experts from Italy, Türkiye, Georgia, and the US who touched on the status of the stink bug in their respective regions, and plans and tools to control it.

#### WTO-INC MEETING

On June 17, 2022, Pino Calcagni, Chairman of the INC Sustainability, Scientific and Government Affairs Committee, met with representatives from the World Trade Organization (WTO) in Geneva to discuss trade barriers, tariffs and INC collaboration as a source of industry statistics. They also talked about improvements in the production of quality nuts and dried fruits, and how developing countries are improving technology and generating added value.

## CHINA INTERNATIONAL TREE NUTS CONFERENCE

The 2022 China International Tree Nuts Conference was cancelled due to COVID-19. However, the China Chamber of Commerce (CFNA) shared the video presentations created for the event through WeChat. Pino Calcagni, Chairman of the INC Sustainability, Scientific and Government Affairs Committee and the Statistics Committee, presented, through a pre-recorded video, a global statistical review of the tree nut industry, highlighting production, trade and consumption, with special focus on China, and the INC dissemination campaign in China.

#### VII ALMOND AND HAZELNUT MEETING

was invited to speak at the VII Almond and Hazelnut Meeting organized by the Spanish Almond Board in Madrid, on October 3, 2022. She touched on global supply and demand of nuts and dried fruits as well as the challenges currently facing the industry. She then moved on to the results of a consumer research on Generation Z carried out by the INC. And finally, she presented the INC's plans to launch regional marketing campaigns in China, India, and LATAM.

#### AUSTRALIAN ALMOND CONFERENCE

On October 12, 2022, INC Chairman Michael Waring presented a snapshot of the nut industry during the 2022 Australian Almond Conference. His presentation highlighted world tree nut production and consumption, Chinese demand, Indian imports and other emerging markets like LATAM. The presentation then touched on Generation Z consumer and INC's multi-year dissemination campaign. Lastly, he presented the INC's Sustainability Agenda.

## TÜRKIYE-EU COOPERATION SCHEME ON HAZELNUTS

On October 17, 2022, representatives from Türkiye, the European Union and Member States Italy, Spain and France gathered for the annual meeting of the Türkiye-EU Cooperation Scheme on Hazelnuts 2022. The event was

also attended by industry organizations such as FRUITIMPRESE, FRUCOM and the INC. Participants discussed production and trade, emerging producing countries like Azerbaijan and Georgia, and current and future challenges the industry is facing.

## UNECE ROUND TABLE ON FOOD LOSS AND WASTE PREVENTION AND REDUCTION

In addition to its core standard-setting work, the UNECE Working Party on Agricultural Quality Standards has over the past few years focused on food loss and waste reduction and prevention. Pino Calcagni, Chairman of the INC Sustainability, Scientific and Government Affairs Committee, participated in this round table of November 15, 2022, by highlighting the impacts of climate change and giving an overview of zero-waste actions in the nut and dried fruit industry.

#### **EUROPEAN TRADE MEETING**

The INC attended the 35th European Trade Meeting, organized by the German Wholesale and Foreign Trade Association (Waren-Verein der Hamburger Börse e.V.) on November 18, 2022, in Hamburg. The event brought together over a hundred participants from different nut and dried fruit organizations and companies from 12 countries. The discussions revolved around new due diligence rules, sustainability labeling, carbon neutral sea freight solutions, deforestation and transparency as a key USP (unique selling point) for consumer trust.

## 12TH VINACAS GOLDEN CASHEW RENDEZVOUS

Michael Waring, Chairman of the INC, participated in the 12th Vinacas Golden Cashew Rendezvous in Ho Chi Minh City, Vietnam, on February 26-28, 2023. This is the annual event of the Vietnam Cashew Association (Vinacas) to discuss on the cashew industry and market with hundreds of domestic and international delegates. Mr. Waring participated in the opening with a presentation of the INC Strategic Goals for 2022-2026, an overview of the state of the tree nut industry, and a global statistical review with a special focus on cashews.

#### FRUCOM WORKING GROUPS

Throughout the year the INC attends several meetings of the European Federation of the Trade in Dried Fruit, Edible Nuts, Processed Fruit & Vegetables and Processed Fishery Products (FRUCOM). In particular, the working groups on nuts and dried fruit, sustainability, and nutrition and communication, where FRUCOM members contribute to targeted stakeholder consultations on issues of special concern, from food safety (mycotoxins, pesticides, additives...) and import controls to sustainability.

## 108TH CHINA FOOD AND DRINKS FAIR IN CHENGOU

Organized by the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce & Animal By-Products (CCCFNA), on April 12, Pino Calcagni, a co-founder of the INC and chair of the Statistics and Sustainability, Scientific & Government Affairs Committees, participated in the China Snacks and Bakery Food Forum, an event held in parallel with the 108th China Food and Drinks Fair in Chengdu. The event brought together experts and scholars from across the globe to analyze trends in China's baking and snack food industry. At the event, Mr. Calcagni delivered a keynote speech before an audience of 250 importers, processors and exporters of nuts.

# 16TH FOOD EXHIBITION & CONFERENCE FOR CHINA NUTS, ROASTED SEEDS AND DRIED FRUITS

April 18-22 was the 16th Food Exhibition & Conference for China Nuts, Roasted Seeds and Dried Fruits, an event organized by the Specialized Committee for Nuts and Roasted Seeds of the China National Food Industry Association. Before an audience of 550 people, Mr. Calcagni gave a keynote talk and INC Chairman Michael Waring participated remotely via video address.

## **National Associations**

INC collaborates with organizations around the world that share common goals and interests in representing and defending the nut and dried fruit industry, as well as promoting research and education, and communication campaigns



- Almond Board of Australi
- Almond Board of California
- American Pecan Counc
- American Peanut Council
- American Pistachio Growers
- Argentine Chamber of Peanuts
- Argentine Pecan Committee
- Associação Brasileira de Nozes, Castanhas e Frutas Secas [Brazilian Association of Nuts and Dried Fruits]
- Association of Chocolate, Biscuit and Confectionery Industries of Europe
- Association of Turkish Nut and Dried Fruit Industrialists and Businessmen
- Australian Cashew Association
- Australian Macadamia Society
- Australian Nut Industry Council
- Australian Pistachio Growers Association
- Australian Walnut Industry Association
- Black Sea Exporters Association
- Brazilian Macadamia Association
- California Almond Exporters Association
- California Prune Board
- California Fig Advisory Board
- California Walnut Board and Commission
- Centro Nacional de Competências dos Frutos Secos [National Center for Tree Nuts

of Portugal]

- Chile Prunes Association
- Chilean Walnut Commission
- Chilenut
- China Chamber of Commerce for Import and Export of Foodstuffs
- China Tree Nut Association
- ComCashew
- CNSA (Nuts and Roasted Seeds of China National Food Industry Association)
- DFA of California. Safe Food Alliance
- Dried Fruits Australia
- European Federation of the Trade in Dried Fruit, Edible Nuts, Processed Fruit & Vegetables, Processed Fishery Products
- European Pistachio Council
- European Snack Association
- Freshfel
- Georgian Hazelnut Growers Association
- Greek Nuts and Fruits Trade Association
- Hazelnut Growers Association and Federation of Agricultural Cooperatives of Catalonia
- Hazelnut Growers of Oregon
- Hortgro Dried Tree Fruit, South Africa
- International Society for Horticultural Science
- Iran Dried Fruit Exporters Association
- Iran Pistachio Association

- Istanbul Exporters Unions
- Kenya Nut Processors Association
- Macadamias South Africa
- Netherlands Association for the Trade in Dried Fruit, Spices and Allied Products
- Nucis Italia
- Nutrition Research and Education
- Nuts for Life Australia
- Oregon Hazelnut Industry Office
- Raisins South Africa
- Spanish Almond Board
- Spanish Association of Almond Shellers
- Spanish Association of Nuts and Carobs
- TechnoServe
- The Dried Fruit Alliance
- The Peanut Institute
- Tree Nut Growers Association of Malawi
- UK Nut and Dried Fruit Trade Association
- Ukrainian Nut Associatior
- US Association of Food Industries
- US National Pecan Shellers Association
- US Peanut and Tree Nut Processors Association
- Vietnam Macadamia Association
- Waren-Verein der Hamburger Börse e.V.
- World Macadamia Organisation







inc.nutfruit.org

