

THE CALIFORNIA GROVE



California Walnuts in the UK

WINTER 2019

UK CONTINUES SIGNIFICANT GROWTH IN 2018/19

2019 PRODUCTION

FORECAST AT
630,000
TONS
(571,526 MT)*

* US Department of Agriculture (USDA)
National Agricultural Statistics Service, 2019
California Walnut Objective Measurement Report,
Released: August 30, 2019

An overview of California Walnuts' UK trade and consumer activities during 2019.

AN OVERVIEW OF CALIFORNIA WALNUTS' UK TRADE AND CONSUMER ACTIVITIES DURING 2019.

The 2018-19 year-to-date results (to 31st August) show that the UK demand for 'shelled' California Walnuts has grown significantly.

UK shipment figures to 31st August highlight a year-on-year increase for 'shelled' California Walnuts of over 15%. This equates to an **uplift of 1,358,293 pounds**, or just over **616 metric tonnes (MT)**¹ – a sizeable increase on 2017/18.

UK shipments to 30th September show a year-on-year **increase of over 131%** to 190,072 pounds, versus 82,000 in 2018/19. However, volume for 'shelled' California Walnuts then dipped significantly in October by 61.3% over the previous year, from 948,132 pounds to 366,585 pounds. Year to date figures since 1st September are also down 46%.

The UK remains **5th in shipments** to the EU behind Germany, Spain, The Netherlands* and Italy. (*Netherlands tranships CA walnuts to other EU countries including Germany and the UK).

The 2019 California Walnut Objective Measurement Report (Released: August 30, 2019), estimates the 2019/20 crop at 630,000 tons (**571,526 MT**), down 6.8 % from 2018's production of 672,723 tons (610,284 MT). The forecast is based on **365,000 bearing acres**, up 4.3 percent from 2018's estimated bearing acreage of 350,000².

¹CWC Shipment figures in August 2019 – shelled pounds – 2017/18: 8,689,019 against 2018/19: 10,047,312

²United States Department of Agriculture (USDA) National Agricultural Statistics Service 2019 California Walnut Objective Measurement Report, Released: August 30, 2019



"The growing season started with some heavy rains which delayed bloom and we have had a fairly mild summer. As with any natural product, weather plays a big part in production from year to year. This season we're anticipating a slightly smaller crop than last year. But over the past 10 years, our crop size has doubled to meet the growing demand".

Pamela Graviet,
Sr. Marketing Director, International,
California Walnut Commission

October 2019

TRADE: EVENTS

BAKO Western Trade Day

Cullompton, Devon

13th October 2019

During October CWC partnered with the 'Western Region Craft Bakers Association (CBA) Bakery Championships 2019' supporting the new competition category – **'California Walnut, Cheese & Olive Bread'** (Class no. 17).

The popular BAKO Western trade day in Cullompton, Devon promoted California Walnuts to the bakery trade. The event brings together over **500 suppliers and key buyers**. Visitors to CWC's booth were invited to sample a selection of products containing California Walnuts, such as the **Lemon & California Walnut Drizzle Cake**.

BAKO is one of the largest ingredient suppliers to the UK baking and food-to-go industry. The annual BAKO Western trade event aims to facilitate trade in and around the West Country and offer seasonal price incentives.

Bakers were invited to produce their best California Walnut, Cheese and Olive Bread, weighing in at 600g. Judging took place by the Western Region CBA during the annual open day, with prizes awarded from 1st to 4th place. **The winner of the California Walnuts bread category was Bridgewater based Somerset Bakehouse.**

BAKO

'The key ingredient to the food industry'®



FOOD MATTERS LIVE 2019

London, ExCeL,
19 & 20 November 2019

The California Walnut Commission (CWC) exhibited at the Food Matters Live 2019 trade exhibition (on 19th and 20th November) at London ExCeL. The theme for the show was 'Be Inspired' and encouraged visitors to discover the incredible quality, consistency and versatility of 'smooth and creamy' California Walnuts.

CWC was the 'official 2019 plant-based supporter' and was strategically positioned within the International Innovations section, near to the main hall entrance and plant-based pavilion. Visitors to the show spanned a range of professions and disciplines, including manufacturing, retailing, food science, R&D, food marketing / brand management, nutrition and public health.

A key objective was to embrace the plant-based movement and showcase how California Walnuts can be used in a variety of ways. To communicate with **manufacturers and trade buyers looking for quality walnuts**— for use in sweet, savoury and meat free plant-based products.



19-20 November
ExCeL, London
www.foodmatterslive.com

SHOW STATS:

365 EXHIBITORS AND PARTNERS
10,500 – UNIQUE VISITORS (3,500+ VIPS)
OVER 300 MEETINGS/SEMINARS COMPLETED OVER THE 2-DAYS.

STAND VISITOR STATS:

200 STAND VISITORS (81 BADGES SCANNED), WHICH INCLUDED: **14** MANUFACTURERS (17%) • **18** HCPS (22%) OF WHICH 6% DIETITIANS & 9% NUTRITIONISTS • **6** INGREDIENT SUPPLIERS (14%) • **5** WHOLESALERS (6%) • **5** CHEFS (6%)

14 STAND VISITORS (MANUFACTURERS & WHOLESALERS) SHOWED INTEREST IN CA WALNUTS TO AN ESTIMATED METRIC TONNAGE OF 245 MT.

If you missed the event, see the roundup here: californiawalnuts.co.uk/trade/thanks-for-visiting-food-matters-live-2019

10,500
UNIQUE VISITORS



Floor tiles led the visitors to the stand.



November to December 2019

TRADE: ADVERTISING & EDITORIAL

Christmas 2019

A trade media Christmas campaign launched in November, running through to the end of December, with new festive creative for both online and print. The campaign focus centred around iconic Christmas images using a bauble, cracker and a Christmas tree as the visual.

The campaign concept is designed to bring Christmas cheer and to convey to the trade how California Walnuts can inspire. Offering great taste - with consistency, quality, provenance and versatility as key messages.

Three ad concepts progressed into final adverts, which offer the following messages:

- **'ADD SOME SPARKLE'** – Inspire your products, great taste and added health benefits
- **'A CHRISTMAS CRACKER'** – Versatile, Inspiring and added health benefits
- **'A CHRISTMAS TRADITION'** – Consistency, Quality, Provenance and health benefits

The advertising and editorial campaign targeted professionals in the following industries:

BAKERY, WHOLESALE, RETAIL, FOODSERVICE, FOOD TECHNOLOGY, MANUFACTURING, PUBLIC SECTOR CATERING, GROCERY AS WELL AS MULTIPLE AND INDEPENDENT RETAIL.

The CWC aims to reach out and inspire wholesalers, retailers and manufacturers and to emphasise California Walnuts by origin.



CAMPAIGN AUDIENCE ESTIMATED AT 396,345



5 MINUTES WITH... Pamela Graviet, Senior Marketing Director, California Walnut Commission

With healthy food high on consumers' agendas, is the spike in nut sales here to stay or merely a short-term trend?

Who is California Walnut Commission (CWC)?

What's the big opportunity for walnuts?

When that third will...
...the per capita consumption is...
...equating to only 13 walnuts of a big portion...
...California walnuts have made...
...the products in olives, rapeseed...
...the Commission has been the...
...perfectly positioned to its...
...CWC can substitute as a...
...products are available...
...types and sizes, and...
...looking at how the...
...In these countries...
...the California...
...the market...

California Walnuts embrace the plant-based movement at Food Matters Live

With the consumer demand for plant-based products...
...the per capita consumption is...
...equating to only 13 walnuts of a big portion...
...California walnuts have made...
...the products in olives, rapeseed...
...the Commission has been the...
...perfectly positioned to its...
...CWC can substitute as a...
...products are available...
...types and sizes, and...
...looking at how the...
...In these countries...
...the California...
...the market...

Christmas Cheesecake, California Walnut & Apricot Pastrytorte

10 California Walnut Commission

U.S. Nut & Dried Fruit Conference

September to December 2019

TRADE: RETAIL SUPPORT

A taste of Christmas

CWC conducted instore sampling in all Costco UK depots.

The objective of the instore promotional activity, which took place across all **29 Costco UK stores**, was to **highlight California Walnuts** by origin and also to provide an **opportunity to sample**.

California Walnuts were creatively paired up with Apple and Maple syrup and enabled the trade customers to experience the great tasting high-quality walnuts.

The promotion included End Caps to position California Walnuts on the main aisle for the two-week campaign duration. The activity helped to support the sales of the **Costco Kirkland Signature Walnuts available in 1.36 kg packs**. An information leaflet supported the activity. The recipes showcased were:

- **BAKED FIGS, CALIFORNIA WALNUTS & CEMBERT**
- **CALIFORNIA WALNUT SUPERFOOD CHRISTMAS SALAD**
- **WINTER CALIFORNIA WALNUT SLAW**
- **CALIFORNIA WALNUT & CRANBERRY PIE**

Results of this activity will be reported in the next newsletter update.



COSTCO
co.uk



29
COSTCO UK
STORES

October to December 2019

TRADE: WEBSITE

www.californiawalnuts.co.uk

During October to December the website was updated with new content across Trade and Consumer activities. The UK site provides trade focused content, as well as offering inspiring recipes, latest news, blogs and health & nutritional information.

12 trade news updates featured online during Oct to Dec which covered trade events, retail activity, advertising campaigns and monthly shipment/crop updates.

An online promotional campaign started in mid November, which was designed to increase the interaction and visitor numbers across the site.

NOVEMBER USER RESULTS*:

USERS: 3,605

up **64%** from 1,315 in October

SESSIONS: 4,186

up **62%** from 1,593 in October

PAGE VIEWS: 6,852

up **56%** from 2,999 in October

* Google Analytics report 1 Nov to 31 Nov 2019

USERS UP
64%



For the latest trade news, visit: californiawalnuts.co.uk/trade-news

HCP AND CONSUMER: EVENTS



SHOW FOOTFALL
5,376

Diabetes Professional Care show London Olympia

29 - 30 October 2019

In October we exhibited at the Diabetes Professional Care show at London Olympia (**show footfall of 5,376**) to help educate health care professionals on how eating walnuts can help manage diabetes.

We also held an event at the **British Dietetic Association's** (BDA) head office in Birmingham, with dietician **Sian Porter** to share the latest studies on walnuts relating to cognition, heart health, gut health and reproductive health.



BBC GOOD FOOD SHOW

NEC in Birmingham

We also exhibited at the consumer show BBC Good Food at the NEC in Birmingham (**show footfall of 75,000**) and showcased the versatility of California Walnuts, as well as explaining storage tips and health benefits. **5,000 sample packs** of California Walnuts were handed out along with **4,500 sample dishes** and **1,500 smoothies**.



SHOW FOOTFALL
75,000

October to December 2019

CONSUMER: PR ACTIVITIES

Media Partnerships

California Walnuts carried out partnerships with **Delicious magazine** and **Healthy Food Guide** to promote the versatility and health benefits of California Walnuts. The partnership with Delicious magazine included sponsorship of the magazine's **Veggie & Vegan Christmas pull-out** with branding on the cover, 3 recipes using California Walnuts, an advertorial on the versatility and health benefits of California Walnuts, plus a Christmas Cracked advert, inclusion in e-newsletters and a social media post. Activity with Health Food Guide included a digital takeover of the website homepage with California Walnut branding, as well as an advertorial in print and inclusion in e-newsletters. The publications have a combined reach of 146.5k and the social post achieved **1.3m impressions**.

REACH
146.5K



1.3M
IMPRESSIONS



REACH OF OVER

9M

Press coverage

During Q4, California Walnuts featured in over **70 articles** across national, consumer and regional print and online titles with a total reach of over 9m. This included four times in **The Sun**, as well as **OK!**, **Veggie**, **Healthy Diet**, **Female First** and **StyleNest** with California Walnut recipes, storage tips, as well as health advice and information featured.



MEDIA INFLUENCERS

California Walnuts worked with leading UK influencers throughout this period including **Dr Rupy** and **2018 Bake Off** finalist **Ruby Bhogal**, who developed new recipes using California Walnuts which have been shared on social media. Ruby's recipes have also featured in consumer titles, including **The Sun**, **OK!** and **Love it!** magazine.

A radio day was also conducted with Dr Rupy to promote the health benefits, versatility and great taste of California

Walnuts ahead of the festive season. Interviews

took place with **16 national** and

regional radio stations with a **total reach of 2,321,000**.



TOTAL REACH
2,321,000



2K

NEW FOLLOWERS

SOCIAL MEDIA

We have continued to gain new followers across the UK California Walnuts social media channels with over **2k new followers** gained in Q4 – a **17% increase** since the start of October.*



TWITTER

786.4k impressions

1k engagements

19k video views

55 link clicks

31% increase in followers



FACEBOOK

1.3m impressions

14.8k engagements

157.4k video views

2.2k web clicks

17% increase in followers



INSTAGRAM

334k impressions

16.4k engagements

36k video views

6% increase in followers

17%

INCREASE IN FOLLOWERS

*Stats from 1st October – 10th December 2019

#ChristmasCracked

In the lead up to Christmas we developed a **#ChristmasCracked campaign**, creating eight new festive themed recipes, three Christmas recipe videos, an Adwords campaign, as well as a #ChristmasCracked print advert and digital MPU, which both featured in Delicious magazine and online. We also worked with a number of leading UK influencers including **Dr Megan Rossi, Becky Excell, Luce Hosier** and **Charlotte Roberts** to create new festive recipes using California Walnuts, which have been shared on social media.



DR MEGAN ROSSI



FOR MORE INFORMATION CONTACT:

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