Contents

3 Mission and Objectives
   Membership Benefits
4 Letter from the Chairman
5 Priorities for 2018/2019
6 New Strategic Priorities 2018-2023
7 Organization
9 World Nut and Dried Fruit Congress
11 INC Awards
12 International Trade Exhibitions
13 Publications
14 Communication and Digital Media
15 Nuts for Gifts
16 Scientific and Government Affairs
18 Nutrition Research and Dissemination
20 Statistics
22 Academia
24 Business Integrity
   Retailers, Manufacturers and CPG’s
25 Ad Hoc Working Groups
26 Stakeholders Meetings
Mission and Objectives

Founded in 1983, the International Nut and Dried Fruit Council (INC) is the global organization representing the interests of the broadest nut and dried fruit ecosystem, including producers, processors, traders, distributors, consultants, laboratories, machinery companies, packers, and trade organizations.

• Mission: To stimulate and facilitate sustainable growth in the global Nut and Dried Fruit Industry.

• Vision: To be the international source for information on Nuts and Dried Fruits for Health, Nutrition, Statistics, Food Safety, Government Standards and Regulations regarding Trade Barriers and Agricultural Quality Standards.

INC aims for:

• Increasing understanding about production, processing, marketing, distribution and consumption trends in the nut and dried fruit industry.
• Increasing marketing access by monitoring customs duties and trade barriers and advising governments on behalf of INC membership.
• Assuring global quality standards and trading terms are within the framework of existing national and international bodies and do not inhibit trade within the industry.
• Promoting research, especially nutrition, education and new product development.
• Promoting international cooperation by interacting with various public, private, national and international organizations, which share our common goals.
• Increasing goodwill and mutual understanding of the nut and dried fruit industry by promoting international meetings in producing and consuming countries.

Membership Benefits

INC supports the whole nut and dried fruit industry in reaching its international growth objectives and provides the platform that ensures the sector remains united and focused.

• Access to 750+ member companies in 70+ countries via the INC Online Members Directory.
• Access to industry leaders through advertising opportunities in the Nutfruit magazine, newsletter and website.
• Networking with top industry managers and access to the Online Meeting Point with 1,000+ Congress participants.
• Up to 30% discount on the Annual World Nut and Dried Fruit Congress and exclusive sponsorship opportunities.
• 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.
• Three free annual printed and online issues of the Nutfruit magazine, which provides global news and information about statistics, food safety, trade issues, new promotional ideas, scientific findings and many other topics.
• Monthly e-newsletter with the latest research findings and government regulations, and weekly press review with international media news promoting the health benefits of nuts and dried fruits.
• Access 400,000+ statistics on crops, imports, exports and consumption since 1995, including an Annual Global Statistical Review.
• World Map of Trade Flows highlighting trends and opportunities in production and consumption.
Dear Friends,

As I enter my fourth year as your INC Chairman, I am more thrilled than ever because of the momentum that we have developed as an industry. As health and well-being are big drivers in today’s consumer trends, our sector is at the forefront in providing nutritious and healthy food.

We embark on our fifth year of the annual Call for Research, which together with the grant for Promotion and Dissemination Projects, adds up nearly 1.5 million Euros to help better understand the benefits of nut and dried fruit consumption, and spread the healthy news to the world.

The INC Congress held in Chennai, India was attended by nearly 1,000 delegates from 60 countries, and we gained insight into the principals of innovation from Mr. Gopi Kallayil, Brand Marketing Chief Evangelist at Google, and inspiring visions of a violence-free society from Mr. Gurudev Sri Sri Ravi Shankar.

In February 2018 we launched our latest and most exciting projects, the INC Academia and its first course, the Executive Program on Nuts and Dried Fruits. Designed and created by top experts from the world’s most prestigious institutions and companies, this is the first ever educational program on the basics of the nut and dried fruit industry. And, while the online course gives the general yet broad picture, the on-site part of the program will allow the participants learn through case studies conducted by world top business school professors and visit orchards and factories in the Seville region.

Last but not least, I would like to make a special mention of the ever-growing INC Pavilion. SIAL-Paris, Anuga-Cologne and GulFood-Dubai are witnesses of the leading role of the nut and dried fruit industry and the trading hub the INC Pavilion has become in just a few years. The Pavilion has become a winning business-to-business networking and sales platform, and a must visit in the world’s largest food fairs.

On behalf of the Board of Trustees and the Executive Committee, I would like to thank you for your continued trust in the INC and for your support.

Wishing you good harvests, good selling and continuing dedication to improving people’s lives!

All My Best,

Mark A. Mariani

Chairman
The INC Board of Trustees approved a new mission statement, “To stimulate and facilitate sustainable growth in the global Nut and Dried Fruit Industry”, and strategic plan to guide the foundation’s priorities and projects for the future. To turn this mission into reality, we will need to help the industry to successfully work in a complex geopolitical environment, advocating on behalf of our members and the industry’s interests, promoting the health benefits of nuts and dried fruits, supporting research, education and collaboration, and offering tools to help the industry succeed.

Food safety and trade barriers are critical to the future of the industry. By monitoring regulatory changes and cooperating with institutions on global economic policy-making, we will keep up the work as the trusted voice in the debates on contaminants, pesticides, import controls, agricultural quality standards, and trade barriers.

Research and dissemination will continue to play a vital role in our work. New this year, we are launching a newsletter targeting doctors, nutritionists and health professionals with the latest findings in the field of health and nutrition, and a Call for Open Access Studies to facilitate the transfer of knowledge and to promote the dissemination of the health benefits of nut and dried fruit consumption as widely as possible, through the payment of the Open Access charges of articles in scientific journals.

The Nuts for Gifts launched in 2017 to present nuts and dried fruits as a top-of-mind gift became an international trend, driven by dozens of influencers and their hundreds of thousands of followers. Following this successful first year, we are making a new move forward so as to consolidate the plan and reinforce its core values: the Nuts for Gifts program will incorporate a solidarity campaign based on the idea that nuts and dried fruits are a gift from nature that everybody should enjoy. Just by sharing the videos of the campaign “Nuts for Gifts - For a Healthier World” on social media, users will be donating nut and dried fruit mixes to people living in disadvantaged regions of the world, to be canalized through an NGO.

We will keep up the work with the different sub-committees and ad hoc working groups, and expand our scope with the addition of five new strategic priorities for 2018-2023: 1) the newsletter for health professionals; 2) a toolkit on nut allergy facts and allergen management practices; 3) identifying megatrends, production areas, consumption trends and sustainability initiatives; 4) identifying and resolving trade barriers, both tariff and non-tariff, that hinder nut and dried fruit trade; and 5) issuing a Model Contract aimed at helping INC Members avoid contractual issues.

My team and I will continue working to raise the voice, profile, and visibility of INC and the nut and dried fruit industry worldwide.

Thank you for your ongoing support.

Goretti Guasch
At the Strategic Meeting held on March 21, 2017, at the INC headquarters in Reus, Spain, the Executive Committee revised the INC mission and vision statements. The new mission was identified as “To stimulate and facilitate sustainable growth in the global Nut and Dried Fruit industry”, and the old mission became the vision: “To be the international source for information on Nuts and Dried Fruits for Health, Nutrition, Statistics, Food Safety, Government Standards and Regulations regarding Trade Barriers and Agricultural Quality Standards.”

At the May 2017 meeting of the INC Board of Trustees, members approved the new mission and vision proposal by the Executive Committee and updated the INC Bylaws and Internal Organization Manual in order to introduce and address the latest legal developments of the Foundations Law, and simplify some of the procedures and structures established in the past.

The new strategic priorities for 2013-2020 were identified as follows:

1. **Newsletter for Health Professionals:** To develop a new specialized newsletter targeting doctors, nutritionists and health professionals, and to disseminate it through social media, bloggers and own database of health professionals.

2. **Allergens:** To create a toolkit with nut allergy facts and allergen management practices.

3. **Megatrends:** To identify production areas and consumption trends, to analyze and report on the sustainability of the industry, both ecologically and economically, and produce periodical reports through the creation of a working group.

4. **Duties and Trade Barriers:** To create an internal trade representative committee to identify and resolve issues of interest concerning duties and trade barriers.

5. **INC Standard Contract and Arbitration:** To offer a Standard Contract for use by the INC members for the international trade of nuts and dried fruits, and cooperate with arbitration organizations.
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.

- **Mark Mariani**, Mariani Packing Company, USA - Chairman
- **Michael Waring**, MWT Foods, Australia - 1st Vice Chairman
- **Pino Calcagni**, V. Besana S.P.A., Italy - 2nd Vice Chairman
- **Asadollah Asgaroladi**, Hassas Export Co. Ltd., Iran
- **Karsten Dankert**, Max Kiene GmbH, Germany
- **Giles Hacking**, CG Hacking & Sons Limited, UK
- **Cheng Hung Kay**, CHK Trading Co. Ltd., China, Hong Kong
- **Mark Jansen**, Blue Diamond Growers, USA
- **Zhou Jinkui**, Fenzhou Yuyuan Native Produce, China
- **Ashok Krishen**, Olam International Limited, Singapore
- **Jack Mariani**, Mariani Nut Company, USA
- **Jordi Martí**, Borges S.A.U., Spain
- **Stephen Meltzer**, Balcorp Ltd., Canada
- **Pratap Nair**, Vijayalaxmi Cashew Company, India
- **Osman Oz**, Aegean Exporters Associations, Turkey
- **Antonio Pont**, Borges S.A.U., Spain - Honorary President
- **Hasan Sabir**, Sabirlar Findik Ihracat Ltd. Sti., Turkey
- **Harry Sinclair**, Treehouse Foods, USA
- **Berton Steir**, The Wonderful Company, USA
- **Dick Walden**, The Green Valley Pecan, USA
- **Chen Ying**, China Chamber of Commerce, China
- **Cuneyd Zapsu**, Balsu A.S., Turkey

Observers: Composed of recognized leaders of the nut and dried fruit industry who work closely with the members of the Board of Trustees.

- **Ahmet Bilge Anbarlar**, Balsu A.S., Turkey
- **Mohsen Boujbel**, Boujbel SA VACPA, Tunisia
- **Riccardo Calcagni**, V. Besana S.P.A., Italy
- **Antonio Pont Jr.**, Crisol de Frutos Secos SAT, Spain
- **Michael Rund**, Bösch Boden Spies, Germany
Executive Committee: Formed by the Chairman, Vice-Chairmen and a maximum of eight more members of the Board and the Executive Director, representing the regions and products of the INC members.

- Mark Mariani, Mariani Packing Company, USA - Chairman
- Michael Waring, MWT Foods, Australia - 1st Vice Chairman
- Pino Calcagni, V. Besana S.P.A., Italy - 2nd Vice Chairman
- Giles Hacking, CG Hacking & Sons Limited, UK - Board Member
- Ashok Krishen, Olam International Limited, Singapore - Board Member
- Jack Mariani, Mariani Nut Company, USA - Board Member
- Antonio Pont, Borges S.A.U., Spain - Board Member
- Berton Steir, The Wonderful Company, USA - Board Member
- Cuneyd Zapsu, Balsu A.S., Turkey - Board Member
- Goretti Guasch - Secretary General and Executive Director

Ambassadors Committee: 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.

- Stephen Meltzer, Canada - Chairman
- Oscar Vergara, Argentina
- Chris Joyce, Australia
- Michael Waring, Australia
- Frank Vaerewijck, Belgium
- José Eduardo Camargo, Brazil
- Francisco Assis, Brazil
- Ranjeet Wallia, Canada
- Siegfried von Gehr, Chile
- Cheng Hung Kay, China, Hong Kong
- Chen Ying, China
- Richard Monnier, France
- Alexis Sumar, France
- Jan Vincent Rieckmann, Germany
- Raju Bhatia, India
- Pratap Nair, India
- Pankaj Sampat, India
- Asadollah Asgaroladi, Iran
- Vitali Levi, Israel
- Yossi Mussafi, Israel
- Alessandro Annibali, Italy
- Hidemitsu Honda, Japan
- Kazuo Julian Tagawa, Japan
- Mbugua Ngugi, Kenya
- Abdellah Fouad Abdellah, Kuwait
- Hani Akzam, Lebanon
- Parissa Rafii, Luxembourg
- Fiodor Slanina, Moldova
- Khalid Bennani, Morocco
- Jelle van de Sandt, Netherlands
- Kees Blokland, Netherlands
- Christopher Harlem, Norway
- Oliver Sio, Philippines
- Rustam Khusn, Russia
- Kourosh Mojibian, Russia
- Hani Akzam, Lebanon
- Parissa Rafii, Luxembourg
- Fiodor Slanina, Moldova
- Khalid Bennani, Morocco
- Jelle van de Sandt, Netherlands
- Kees Blokland, Netherlands
- Christopher Harlem, Norway
- Oliver Sio, Philippines
- Rustam Khusn, Russia
- Kourosh Mojibian, Russia
- Carl Henning, South Africa
- Alex Whyte, South Africa
- Miquel Borrás, Spain
- Stefan Boden, Sweden
- Vreephonphaison, Thailand
- Ahmed Boujbel, Tunisia
- Ahmet Goksan, Turkey
- Hasan Sabir, Turkey
- Muzaffer Taviloglu, Turkey
- Jafar Moallem, UAE
- Roby Danon, UK
- Marc Rosenblatt, USA
- Jeffrey Sanfilippo, USA
- Steve Sousa, USA
- Jim Warner, USA

Senators: The Senators perform exceptional services towards achieving the aims of the INC and participate in Board meetings, sharing knowledge and collaborating with the members of the Board.

- Hubert Berrebi, France
- Helmut Dankert, Germany
- Raoul Gamon, France
- Walter F. Payne, USA
Chennai welcomed more than 900 participants at the first-ever INC Congress hosted in India. Three days of intense activity provided delegates with inspiring keynote presentations, informative round tables, scientific seminars and much more. From May 19 to May 21, industry leaders presented the latest updates, forecasts, insights and analyses of the nut and dried fruit market.

Mr. Gopi Kallayil, Brand Marketing Chief Evangelist at Google, outlined current trends on marketing and innovation, whereas spiritual leader Gurudev Sri Sri Ravi Shankar unfolded his vision of the world and his keys to success and happiness.

In addition, esteemed researchers Prof. Jordi Salas-Salvadó, Dr. Richard D. Mattes and Dr. V. Mohan highlighted the benefits that have been associated to nut and dried fruit consumption and the most relevant scientific studies published over the year, and Mr. Prakash Kalbavi gave an overview of the technological improvements in the cashew industry.
INC Awards

The Individual Golden Nut Award was granted to Mr. Ravindranathan for his indefatigable dedication to the cashew business for more than 40 years and pivotal role in accelerating the distribution of nuts worldwide; Dr. Richard D. Mattes, Distinguished Professor of Nutrition Science at Purdue University received the Award for Excellence in Research; Bukhara Restaurant at the ITC Maurya Hotel received the Award for Excellence in Gastronomy, and Qcify Inc. won the Innovation Award with its Quality Inspection System (QiS).

Congress App

In March 2017, the INC launched a mobile App focused on the XXXVI World Nut and Dried Fruit Congress in Chennai. Congress App contained a complete set of information regarding the program, speakers, awards, list of participants and sponsors. Users also got hold of Congress documents, exhibition floor plan and information about tours.

The App was available to download by Google Play Store (for Android) and App Store (for Apple iOS). Special actions were implemented so as to encourage INC members to download and install the App in their mobile devices, such as the chance to win a free registration for Sevilla Congress by voting for the Innovation Award through the app. The tool obtained a total of 481 installations (353 from iOS and 128 from Android).

As for the 2018 XXXVII Congress to be held in Sevilla, Spain, in May 2018, a new edition of the App it has been launched, again available both for Android and iOS operative systems. Along with all the features that it already offered in previous years, this new release will incorporate new attributes, such as an interactive Q&A that allows Congress participants to interact during the sessions by asking questions that will be displayed on the screen so that panelists can answer them. Now that this has been included, Congress delegates will be able to get the most out of the App using their mobile phones during the event.
Corporate and Individual Golden Nut and Dried Fruit Awards

1984 Reus, Spain
Ferrero S.p.A., Italy
Jack Axer, USA
Alick J. Renshaw, United Kingdom

1985 Hamburg, Germany
Antonio Borras, Spain
Dr. Leon Pisani, Germany
Lewis S. Slate, USA

1986 Istanbul, Turkey
Dr. Pier Luigi Noberasco, Italy
Prof. Dr. Mahmut Ayfer, Turkey

1987 Montreux, Switzerland
Migros Cooperative, Switzerland
Rafael Moran Medalia, Spain
Edmond Opler, USA

1988 Lisbon, Portugal
Perugina S.r.l., Italy
Antonio Magalhaes Silva, Portugal

1989 Paris, France
Nestle S.A., Switzerland
Gill & Duffus Landauer, United Kingdom
Simon Khayat, France

1991 Vienna, Austria
Dipl. Ing. Otto Riedl, Austria
Cadbury Ltd., United Kingdom

1992 Manaus, Brazil
Maseto S.L., Spain
Isaac Benayon Sabba, Brazil

1993 Athens, Greece
ION S.A., Greece
Paul Graf, Switzerland

1994 Cairns, Australia
Deane Stahmann, Australia
Ian McConachie, Australia

1995 Luxembourg
The Ülker Group, Turkey

1996 Tel-Aviv, Israel
Elite Industries Ltd., Israel

1997 London, United Kingdom
Hershey Foods Corporation, USA
Chris Hacking, United Kingdom

1998 Charleston, USA
Fleeters Company, USA
Dr. Gary Fraser, USA

1999 Rome, Italy
Banila Spa, Italy

2000 Kona, Hawaii, USA
Omer Paruk Dogan, Turkey

2001 Barcelona, Spain
José Borrell S.A., Spain

2003 Istanbul, Turkey
Don Soetaert, USA

2005 Berlin, Germany
Werner Holm, Germany

2006 Montreal, Canada
Johnvince Foods, Canada

2007 Madrid, Spain
Ferrero, Italy
Antonio Pont, Spain

2008 Santiago de Chile, Chile
ProChile, Chile

2009 Monte-Carlo, Monaco
Giuseppe Calcagni, Italy

2010 Beijing, China
CCCFA, China
Cheng-Hung Kay, Hong Kong, China

2011 Budapest, Hungary
Tesco Stores Ltd, UK

2013 Barcelona, Spain
Jasper Sanfilippo, USA

2014 Melbourne, Australia
John Waring, Australia

2015 Antalya, Turkey
H. Cuneyd Zapsu, Turkey

2016 San Diego, USA
The Wonderful Company, USA
Jack Mariani, USA

2017 Chennai, India
K. Ravindranathan, India

Award for Excellence in Research

2012: Dr. Joan Sabaté, Loma Linda University, USA

2013: Dr. David Jenkins, University of Toronto, Canada

2014: Dr. Emilio Ros, University of Barcelona, Spain

2015: Dr. Jeffrey B. Blumberg, Tufts University, USA

2016: Dr. Penny Kris-Etherton, Pennsylvania State University, USA

2017: Dr. Richard Mattes, Purdue University, USA

Award for Excellence in Gastronomy

2012: R. Christopher Christie, Marina Bay Sands, Singapore

2013: Ferran Adrià, El Bulli, Spain

2014: Neil Perry, Rockpool Group, Australia

2015: Mert Seran, Ulus 29, Turkey

2016: Christopher Kostow, The Restaurant at Meadowood, USA

2017: Bukhara Restaurant, India

Innovation Award

2011: Jas Trading, Netherlands, and Mariani Packing Company, USA

2012: Besana Group, Italy

2013: Toximet Ltd, UK

2015: Tomra, Belgium

2016: Blue Diamond Growers, USA

2017: Qcify Inc, USA

Honorary Golden Nut and Dried Fruit Awards

1985: Juan Carlos I, King of Spain

1989: Mario Soares, President of Portugal

1990: Turgut Özal, President of Turkey

1992: Pete Wilson, Governor of California, USA

1998: Jacques Delors, President EEC Commission Brussels

2000: Daniel Inouye, Senator, USA

2001: Franz Fischler, Commissioner of Agriculture EEC Commission Brussels

2003: Recep Tayyip Erdoğan, Prime Minister of Turkey

2005: Helmut Kohl, (Former) Chancellor of Germany

2007: Josep Pujol, General Secretary of Agriculture and Food, Ministry of Agriculture of Spain

2015: Mevlüt Çavuşoğlu, Minister of Foreign Affairs of Turkey
Nuts and Dried Fruits Pavilion at Anuga-Cologne

Anuga-Cologne became the capital of planet food from 7 to 10 October 2017. INC participated with a new and revamped version of the Nuts and Dried Fruits Pavilion. 320 sq m with new facilities and services aimed at providing the 20 co-exhibitors with the highest quality standards.

Featured by its premium position at Fine Foods hall 10.2, the Pavilion became an attraction pole for visitors. The hospitality area witnessed a succession of meetings, visitors coming and going and industry representatives dealing with prospective customers. Hundreds of coffees were served and dozens of meetings took place at the 2 rooms reserved for that purpose. Such a frantic pace of work shed light about the positive results achieved by the INC members joining the Pavilion.

In addition, the Welcome Cocktail held on February 18 drew a great number of attendees. This new INC concept served to promote meetings in a more relaxed atmosphere.

GulFood 2018: 2nd Edition of the INC Pavilion in Middle East

INC attended GulFood 2018 (February 18-22) with the second edition of the Nuts and Dried Fruits Pavilion in Middle East. 19 companies from 11 countries joined the INC in the world’s biggest annual food and hospitality show.

Along its 180 sq m the Pavilion became a trading hub for the nut and dried fruit businesses, with hundreds of business or informal meetings being held at the co-exhibitor’s booths or the hospitality area.

Heavy and continuous traffic of visitors through Za’abeel Hall 2 Stand Z2-D40 turned INC Pavilion into a vivid and lively space to do business and network with top industry leaders. A ‘happy hour’ was held on February 18 which afforded great visitor’s attendance to do networking in a different and relaxed atmosphere.

Exploring New Regions within the European Market

INC debuted at World Food Moscow, an exhibition attracting more than 28,000 visitors. From September 11-14, 2017 INC attended the Russia’s top food and drink exhibition willing to open new markets within the Russian market and East Europe region.

As Spain hosts the XXXVII World Nut and Dried Fruit Congress, great efforts were put in promoting Sevilla 2018 in the largest country in the world by area and the 9th in terms of population. When it comes to economic power, Russia represents the 12th largest economy in the world being member of the G20 major economies.
The INC continued its Publications strategy, applied in several forms: the Nutfruit magazine, website and newsletters. All of them share the same common ground: to provide the INC members with useful and high-value information. At the same time, they aspire to faithfully portrait the industry and its interests.

**Nutfruit Magazine**

Once again, the INC magazine was launched in March 2017, July 2017, November 2017 and March 2018 and fulfilled its aimed diversity of topics and formats, shaping it as a first-class exclusive news to our members.

The Nutfruit Magazine combines strictly utilitarian sections (such as the Business News, Legal Update or the Global Statistical Review...), that provide our members with high-value information and keep them updated on the industry’s trends; divulagive news such as Health News, INC Congress, INC News, Industry News... In-depth sections as well: Gourmet, A Chat With the Industry and Feature Articles.

**Newsletter**

Three types of newsletter were sent in 2017 to INC members, stakeholders and industry-related organizations around the world. “Cracking the News” published on a weekly basis includes an exhaustive selection of news and reports published all over the world, mostly in prime newspapers and magazines, concerning nuts or dried fruits and, usually, their influence on health and wellness.

Additionally, during the first week of every month, members were sent the regular monthly newsletter, focused on informing on the INC’s latest news: updates on the organization details of the INC Congress, announcements of new events, promotion of the INC Pavilion, the Nutfruit Magazine or other sponsorship opportunities, post-event reviews, new projects or advantages to members... were some of the typical topics featured on the monthly newsletter. In addition, the monthly newsletter also gives insight on the latest research findings and government regulations.

Finally, several special newsletters were also released during the year. They were related to specific subjects that, due to their relevance, interest or timing, deserved an individualized publication. As for the 2018 calendar of publications, a new quarterly newsletter for health professionals has been launched and a monthly newsletter for consumers will be also published including the Cracking the News, reciès and much more.

**Website**

During 2017, INC corporate website nutfruit.org registered a total of 76,735 visits. May (INC Congress in Chennai) stood out as the month with the highest rates of traffic, reaching a total of 8,800 visits.

An in-depth KPIs analysis shows how the INC corporate website fulfilled its objectives when it comes to matching current members’ needs, while grabbing the attention of potential new members. As a matter of fact, the Members Area page received a total of 23,000 visits (+60%, compared to the 12,817 of 2016). Those regions achieving the highest number of visits are Europe, USA, India, Turkey and China, being all of them strategic regions in which INC is focused.
Numerous actions and strategies were implemented during 2017 as part of the INC Communication and Digital Marketing Plan pursuing several goals: promoting INC initiatives, divulging the properties of nuts and dried fruits, increasing their popularity and, ultimately, fostering the nut and dried fruit industry in general.

**PR and Communication Actions**

The 2017 PR Communication Plan included 10 press releases, basically focused on highlighting the health benefits of nuts and dried fruits, and on disseminating those INC’s projects with visible impact on society such as the call for research, promotion and dissemination projects. Those releases were published by international media and achieved 1,531 total impacts.

Additionally, 4 special press releases were produced and sent to Indian media so as to promote the INC Congress in Chennai before, during and after the event. A total of 23 impacts were achieved by these press releases, reaching a potential audience of nearly 20 million people.

**Social Media**

Special efforts were dedicated to the INC’s Social Media profiles, designed so as to disseminate the organization’s projects among its different targets. As for that, publications on each social network were adapted to their objective targets: Twitter and LinkedIn’s focus is oriented towards professionals and industry-related users, whereas Instagram and Facebook stand out because of their influence on the general public and final consumers.

2017 turned out to be particularly successful in Instagram, where the INC’s page figures experienced a remarkable increase, from 142 fans in January 2017, to 10,400 at the end of 2017. Moreover, fans increased to nearly 12,500 in April 2018.

**INC Recipes**

48 new recipes with nuts and dried fruits among the ingredients were produced and classified into 5 different categories: Appetizers & Salads, Meat & Fish, Grains, Vegetables & Pasta, Desserts and Biscuits & Cakes. An average of 3 recipes per month were published on the INC website.

One of the 3 monthly recipes included a video and a total of 8 videos were produced between May and December featuring the preparation of the dish step by step, while offering clear instructions and appealing images. The video recipes significantly fueled the popularity of the website.

**Online Advertising**

In order to continue with the exponential growth of the INC’s websites traffic and the increasing number of followers of its social media profiles, investment in online advertising has been made on YouTube, Google and social media, aiming to encourage the consumption of nuts and dried fruits, to increase the popularity of the INC and its social media profiles, and to announce and disseminate specific projects like the INC recipes or the Nuts for Gifts program.

In 2017, the Nuts for Gifts dissemination plan has been promoted through a specific Google Adwords advertising campaign that has driven traffic to the project’s website and its related videos. This strategy was responsible for 68% of the visits at the Nuts for Gifts site in 2017 and videos through YouTube Ads and Facebook Ads achieving a total of 73,000 views. The most popular one registered 40,300 views in YouTube.
Nuts for Gifts Website

Users had the possibility to navigate the website in four languages: English, Spanish, Arabic and Hindi and four video categories were created: Kids, Family and Friends, Corporate, and Partner. In addition, the website counts with a Toolbox Kit, a specially designed tool for INC Partners to promote the project through their own channels. Visits and users were significant since the launch of nutsforgifts.org in April 2017:

Visits: 14,217
Users: 11,611
Pages seen by users: 45,300+
Top 5 regions: Europe, India, Russia, USA, Argentina

Influencers

The promotion strategy of the Nuts for Gifts initiative was intended to reach its final target through worldwide influencers. That is why a group of 43 celebrities of the DIY world were contacted. They posted videos on nutsforgifts.org and on their own social media profiles, showing themselves creating handicrafts using nuts and dried fruits, which allowed to reach their fans and let them know about the Nuts for Gifts project.

Collaborations: 42
Reach: 10,950,000+ users
Views: 14+ million
Top 5 regions: Europe, North America, South America, Asia
Main categories: DIY, Home & Family, Lifestyle & Fashion, Crafts, Cooking, Gifts

Promotion at Congresses

As part of the program’s promotion, INC brought Nuts for Gifts to five events in 2017:

• EB Experimental Biology (Chicago, USA). April 22-26
• INC XXXVI World Nut and Dried Fruit Congress (Chennai, India). May 19-21
• Worldfood Moscow (Moscow, Russia). September 11-14
• Anuga (Cologne, Germany). October 7-11
• IUNS 21st International Congress of Nutrition (Buenos Aires, Argentina). October 15-20

The 2018 plan will give continuity to this project by incorporating a “solidarity” program to be developed under the slogan NUTS FOR A HEALTHIER WORLD. The campaign consists on launching a series of videos linking nuts and dried fruits to a solidarity project. Videos will be reinforced with a dissemination plan that aims to make the campaign viral worldwide.

In addition to online dissemination, on-site actions will be carried out during the Nut & Dried Fruit Month, such as a promotional stand at the INC Congress.
In 2017/2018, INC paid particular attention to the following issues:

• **Pesticides:**
  - **Fosetyl.** In January 2016, the 75 mg/kg temporary MRL set by the European Commission for fosetyl in almonds, cashews, hazelnuts, macadamias, pistachios and walnuts was extended until 1 March 2019. The US industry submitted to EC a dossier including a recommendation for a permanent MRL. After the evaluation by the EU rapporteur, the dossier was forwarded to the European Food Safety Authority (EFSA) for consideration, concluding that fosetyl-Al is unlikely to present a risk to consumers’ health. In February 2018, EFSA proposed to replace the existing MRL at 75 ppm by 500 ppm.
  - **Iprodione.** In November 2017, the EC withdrew the authorization of iprodione in the EU by March 5, 2018, on the basis of findings reported by EFSA. Following the iprodione withdrawal, it is expected that the MRL will be reduced to de limit of detection with possibly no transition period (20 days), making it difficult to adapt the trade to the new MRLs. To support the request for a sufficient transitional period, INC has collected data on iprodione residues detected in nuts and dried fruits.

• **Trade:**
  - **Blanched Peanuts.** In October 2016, the World Customs Organization voted in favor of reclassifying blanched groundnuts in heading 20.08 (processed) instead of 12.02 (raw), which would increase the duty rate from 0 to 11.2-12.8%. To avoid costly consequences, INC requested WCO and EC to reconsider the new classification. In the October 2017 and March 2018 meetings, no decision was taken. WCO members are expected to vote again in the September 2018 meeting.
  - **Dried Cranberries.** In view that the EC was expected to review the renovation of the dried cranberry duty suspension by the end of 2017, the INC requested the EC to maintain the status of the suspensions. In December 2017, the EC published a Regulation maintaining the suspensions on sweetened dried cranberries (Council Regulation 2017/2467).

• **Additives: Sulfites.** The EC is currently re-evaluating the safety of sulfites and made a call for new scientific and technical data on sulfites to revise the present authorization. The INC collected data on concentration levels of sulphites in dried fruits tested by companies. Once EFSA has assessed the new data, the current authorization may be revised, if needed.

• **Contaminants: OTA.** The EC is discussing the possibility of establishing a maximum level for Ochratoxin A in dried fruits and nuts at 10 and 5 ppb, respectively. Currently, the only ML in place is the one for dried grapes at 10 ppb. The INC collected data on OTA residues in nuts and dried fruits. The levels found were low and below the proposed ML, suggesting that there is no need to set new MLs.
The Official Voice of the Sector

The INC is recognized as the official representative of the global nut and dried industry by international and supranational institutions such as Codex Alimentarius, Food and Agriculture Organization of the United Nations, World Health Organization, World Trade Organization, United Nations Economic Commission and European Commission, among others. As the official voice of the global trade and production of nuts and dried fruits, INC participated in the following activities in 2017/2018.

- **Codex Alimentarius.** INC participates as Official Observer in different electronic working groups and sessions, including the Codex Committee on Contaminant in Food, Codex Committee on Pesticide Residues, and Codex Committee on Food Import & Export Inspection & Certification Systems.

- **UNECE.** INC collaborates with the United Nations Economic Commission for Europe (UNECE) in the review of Agricultural Quality Standards for tree nuts and dried fruits. In 2017, INC participated in the 64th Session of the Specialized Section on Standardization of Dry and Dried Produce and in the 73rd Session of the Working Party on Agricultural Quality Standards.

**UNECE Standards adopted in 2017:**
- Amended Standard for Walnut Kernels
- Revised Standard for Inshell Almonds
- Explanatory Poster for Dried Apricots
- Standard for Dried Coconut Pieces (1-year trial period)
- Standard for Dried Bananas (1-year trial period)

**2017 Import Border Rejections**

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

- **EU-RASFF.** The European Union’s Rapid Alert System for Food and Feed (RASFF) notifications for edible nuts and dried fruits in 2017 were higher (17% and 11% respectively) than in 2016, being aflatoxins the main reason for the notifications. The most notified edible nuts were peanuts, followed by pistachios and hazelnuts. As for dried fruits, figs, apricots and grapes were the most notified.

- **USA.** The number of notifications for edible nuts and dried fruits in the US showed a downward trend, reaching 33% and 11% less notifications, respectively, than in 2015. Peanut was the most notified edible nut (13 not.) while date was the most notified dried fruit (37 not.). The main reason for notifying edible nuts was misbranding (30% of total); for dried fruits it was filthy (35%).

- **Japan.** Notifications for edible nuts and dried fruits increased by 37% with respect to 2016, from 99 to 136 notifications -for the third year in a row. Peanut was the most notified nut (67 not.) and the presence of aflatoxins was the main reason for the notifications (85% of total).

- **Australia.** The number of notifications decreased by 24% in comparison with the previous year. The most notified nuts were peanuts (9 not.) and pistachios (5 not.). The main reason for notifying edible nuts and dried fruits was the presence of aflatoxins (82%).

**2017 RASFF Aflatoxins Notifications for Nuts and Dried Fruits and Country of Origin**

- Peanuts (China) 18%
- Dried figs (Turkey) 14%
- Hazelnuts (Turkey) 10%
- Pistachios (Turkey) 5%
- Peanuts (USA) 6%
- Pistachios (USA) 5%
- Hazelnuts (Azerbaijan) 4%
- Peanuts (India) 3%
- Peanuts (Bolivia) 3%
- Peanuts (Egypt) 5%
- Peanuts (Argentina) 4%
- Others 21%
Research Grants

In 2017, INC approved to fund the following research projects. Such project proposals had been submitted to the annual Call for Research Projects (300,000 €) with due date for submission on February 28, 2017. The call was open for public and private institutions, as well as not-for-profit organizations, with the overall objective to promote clinical, epidemiological, basic and strategic research that may contribute to enhance the understanding of the health effects of nut and dried fruit consumption.

Grant recipients:

• Project: **An almond, dried grape and dried cranberry (AGC) mix for improving endurance exercise performance in athletes** (clinical study). Principal Investigator: Prof. Jonathan Buckley, University of South Australia, Australia.

• Project: **Effects of daily tree nut consumption on cognitive function, metabolomics and intestinal microbiota** (clinical study). PI: Dr. Crystal Haskell-Ramsay, Northumbria University, United Kingdom.

From the 12 scientific studies funded by the INC since the first Call launched in 2013, a total of 8 studies have already been completed. All 8 provided positive results in relation to nut and dried fruit consumption and health; 1 of them was published in 2015; 3 of them were recently published in scientific journals of high impact factor; and 2 have been recently submitted to a scientific journal for publication.
Publications:


In addition, INC created a series of animated videos (available in YouTube) aimed at explaining the studies and disseminating the findings among consumers.

Call for Promotion and Dissemination Projects

The INC approved to fund the following projects in 2017. The projects had been submitted to the annual Call for Promotion and Dissemination Projects (50,000 €) launched in November 2016, with due date for submission on February 28, 2017. The Call was open for public and private institutions, as well as not-for-profit organizations, with the objective to build consumer demand for nuts and dried fruits.

Grant recipients:

- Nucis Germany. Project: “Press Publications in professional nutrition magazines 2017”.

By the end of 2018, the INC will have funded research and dissemination grants for nearly 1.5 million Euros since the launch of the first call in 2013.

New Call for Open Access Studies

On March 15, 2018, the INC launched a new Call for Open Access Studies to promote the health benefits of nuts and dried fruits. The objective of this grant is to facilitate the transfer of knowledge and to promote the dissemination of the health benefits of nut and dried fruit consumption as widely as possible by paying the Open Access charges for articles that have been published or accepted for publication in a scientific journal.

INC welcomes applications from researchers from public and private institutions, as well as not-for-profit organizations. The call will be open the whole year, until the total budget (18,000 Euros) is expended.

International Congress of Nutrition

The INC participated from October 15 to 20, 2017, at the IUNS 21st International Congress of Nutrition in Buenos Aires, Argentina. The event gathered around 4,000 attendees from more than 120 countries.

Participating in this event served a double purpose for the INC. On the one hand, it was the third time for the “Nuts for Gifts” booth to be displayed. The booth showcased the key message of the “Nuts for Gifts” project: nuts as a highly-valued gift object and an opportunity to challenge one’s DIY abilities. “Nuts for Gifts” brochures and mixes of nuts and dried fruits samples were given to visitors. The IUNS resulted in an outstanding occasion to be present and visible at one of the world’s major events regarding nutrition, a pivotal field of the INC’s activity.

On the other hand, the INC sponsored the symposium “Nuts and dried fruit consumption and health: New insights”, which featured leading nutrition experts Prof. Jordi Salas-Salvadó, Chairman of the INC World Forum for Nutrition Research and Dissemination, Dr. Emilio Ros from University of Barcelona (Spain), Dr. Bahram H. Arjmandi from Florida State University (USA) and Dr. Cyril Kendall from University of Toronto (Canada). The symposium was a great opportunity to present the latest findings in nut consumption and cognitive function and diabetes control, and dried fruit consumption and osteoporosis in front of a large group of nutritionists, dieticians and other health-care professionals.
The **Statistics Committee** supports the INC, as the premier source of information for the nut and dried fruit industry, in collecting and reviewing statistical data (relevant, timely and reliable) for their distribution to the industry, governments and the general public. The Committee is organized into sixteen working groups, representing each nut and dried fruit and their main producers, traders and consumers.

- Mr. Pino Calcagni, V. Besana S.P.A., Italy - Chairman

**Leaders of the Working Groups:**
- Almonds: Ms. Julie Adams, Almond Board of California, USA
- Brazil Nuts: Mr. Pino Calcagni, V. Besana S.P.A., Italy
- Cashews: Mr. Amit Khirbat, Olam International, Singapore
- Hazelnuts: Mr. Ahmet Bilge Anbarlilar, Balsu Gida, Turkey
- Macadamias: Mr. Jolyon Burnett, Australian Macadamia Society, Australia
- Pecans: Mr. Bruce Caris, The Green Valley Pecan, USA
- Pine Nuts: Ms. Chen Ying, Chamber of Commerce, China
- Pistachios: Mr. Mike Hohmann, The Wonderful Company, USA.
- Walnuts: Mr. Jinkui Zhou, Fen Zhou Yu Yuan Native Produce, China.
- Peanuts: Ms. Chen Ying, Chamber of Commerce, China
- Dates: Mr. Ahmed Boujbel, Boudjebel, Tunisia
- Dried Apricots: Mr. Osman Oz, Aegean Exporters Association, Turkey
- Dried Cranberries: Mr. Lee Doleman, Ocean Spray, USA
- Dried Figs: Mr. Osman Oz, Aegean Exporters Association, Turkey
- Dried Grapes: Mr. Osman Oz, Aegean Exporters Association, Turkey
- Prunes: Mr. Steve Sousa, Mariani Packing, USA

**Online Database**
In June 2017, the INC re-launched its Statistics Online Database. Starting in 1995 and covering already over 400,500 data for nut and dried fruit production, stocks, trade and consumption worldwide and by country, this new version features a more intuitive and interactive graphical interface where statistics can be accessed through three different search tools:

- The **Dashboard** allows users to analyze statistics on a world map to find and combine production, imports, exports and consumption data by product and year.

- The **Advanced Search** can be used to find annual statistics on production, stocks, trade and consumption through customizable charts and tables.

- Using the **Trade Data** tool, annual exports and imports can be break down by country of origin and destination and visualized in a world map, charts and tables at the same time.
World Trade Map

In October 2017, the INC published its bi-annual World Nut and Dried Fruit Trade Map, both in a free electronic downloadable version and in a poster format. Aiming to offer an overview of the main world nut and dried fruit trade flows, the map helps to easily identify top trading countries and trade volumes around the world.

Statistical Yearbook

In April 2018, the INC published the 2017/2018 Statistical Yearbook, a global statistical review of current and last 10-year figures and trends on world nut and dried fruit production, trade and consumption.

Over the last 10 years, world tree nut production grew at an average rate of approximately 134,000 metric tons/year, reaching ca. 4.2 million metric tons in the 2017/2018 season. Almonds represented 30% of the world share, followed by walnuts (21%), cashews (19%), pistachios (14%) and hazelnuts (12%). Between 2007 and 2017 the estimated consumption was raised by ca. 181,500 MT/year on average, adding up to over 4.1 million MT by 2016. Exports grew at an average pace of approx. 66,200 MT/year and over 2.3 million MT of tree nuts were exported in 2016.

World peanut production also trended upwards during the last decade. Up by approx. 1.3 million MT/year (in-shell basis) on average from 2007 onwards, it amounted to over 45.3 million MT in 2017/18. China accounted for 41% of the world production; India for the following 14%, and the USA and Nigeria represented 7% of the world share each one. Over 42.6 million MT of peanuts were consumed in 2016, up by 37% from 2007 levels. Trade added up to over 2 million MT of shelled peanuts, being India, Argentina and the US the top exporting countries (29%, 26% and 18% of the world share, respectively).

World dried fruit production was increased 64,000 MT/year on average over the last 10 years, resulting in a 2017/18 production of over 2.8 million MT composed of: 42% dried grapes (raisons, Sultanas and currants), 36% table dates and 22% of prunes, dried apricots and figs all together. Overall consumption trended upwards at an average rate of ca. 63,600 MT/year and, although it was fairly variable annually, it remained on the 2.6 million MT average range over the last 5 years. Global exports were raised by approximately 36,000 MT/year from 2007 up to 2016, where they amounted to 2.1 million MT.
February saw the INC launch the INC Academia, and specifically its first course: the Executive Program on Nuts and Dried Fruits, an educational program on the basics of the nut and dried fruit industry, main characteristics, applications and information resources.

This Executive Program combines a 10-unit online course of approx. 50 hours, and a final three-day on-site experience (10+ hours of preparatory tasks & reading material) to network, learn through case studies, and visit orchards and factories. 42 students from 19 countries enrolled for the online course, and 35 students will attend the on-site program.

“What I like the most and recommend about the online course is the general picture of the sector that you acquire.” Mr. Borja Murube, Managing Director of Almaco del Guadalquivir S.L., Spain.

The contents of the online course were designed and created by top experts from the world’s most prestigious institutions and companies. The program consists of 10 units covering key aspects of the nut and dried fruit sector, including soil and climate, varieties and uses, nutrition facts, food safety and quality standards, production and consumption trends.

The on-site course will last three days and the location will change every year. The first on-site course will take place on May 17-19, 2018, in Sevilla, Spain, just before the INC Congress. The on-site course will allow students to network, visit orchards and factories and learn through case studies, which will be presented by Prof. Dr. Kandarp Mehta and Prof. Dr. Miguel Mediavilla, from the prestigious IESE Business School. Among its other accolades, the IESE Executive Education and Custom Programmes have been ranked best in the world three years running (2015, 2016 and 2017) by The Financial Times.
Online Course

The contents of the online course were created by top experts from the world’s most prestigious institutions and companies. The units are:

1. **Origin and description**: Introduction to the long history of nuts and dried fruits, their description and physiology.
2. **Soil and climate**: Which climates nuts and dried fruits are adapted to, soils, water demand and how climate conditions may affect the crops.
3. **Varieties and uses**: An overview of the main varieties and geographical distribution of species, as well as traditional and recent products and uses.
4. **Nutrition facts**: A review of the nutritional value and evidence-based health benefits of nut and dried fruit consumption.
5. **Processing**: Main processing operations that can take place during and after harvest, including shelling, drying, sorting and allergen management.
   - 5.1 Harvest
   - 5.2 Storage
   - 5.3 Fumigation with phosphine
   - 5.4 Shelling
   - 5.5 Blanching
   - 5.6 Drying
   - 5.7 Sorting technologies
   - 5.8 Vacuum packing
   - 5.9 Pasteurization
   - 5.10 Frying and dry roasting
   - 5.11 Flavoring
   - 5.12 Multhead weighing and bag forming
   - 5.13 Modified Atmosphere Packaging
   - 5.14 Packaging materials
   - 5.15 Contaminant detection and removal
   - 5.16 Allergen management
6. **Food safety and quality standards**: Review of the essential aspects of food safety, quality standards and best practices.
7. **Production, trade and consumption**: Global review of industry statistics, including production, trade and consumption volumes.
8. **Consumption trends**: Understanding purchase behavior and capturing opportunities from emerging trends.
9. **Arbitration rules**: Overview of arbitration rules, procedures and tribunals, as well as defaults and contract related issues.
10. **Negotiation**: Essential strategies and skills for successful negotiations.

On-Site Course

The course offers an on-site experience of three days (10+ hours of preparatory tasks & reading material).

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>Thursday, May 17</th>
<th>Friday, May 18</th>
<th>Saturday, May 19</th>
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</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>10:45 am</td>
<td>8:00 am</td>
<td>9:00 am</td>
</tr>
<tr>
<td>Registration</td>
<td>Méla Sevilla Hotel</td>
<td>Bus transfer to Guadix</td>
<td>Operations Case Studies by Prof. Dr. Miguel Mediavilla</td>
</tr>
<tr>
<td>11:15 am</td>
<td>9:00 am</td>
<td>9:00 am</td>
<td>Prof. Dr. Kandarp Mehta: Senior lecturer in the Entrepreneurship Department and the Negotiation Unit at IESE Business School, Barcelona. He has a PhD from IESE Business School, Barcelona and is a recipient of the DRRC advisory fellowship from the Kellogg School of Management. He has been with the Entrepreneurship Department at IESE since October 2009.</td>
</tr>
<tr>
<td>12:15 am</td>
<td>Visit to factory and orchard</td>
<td>Visit to factory and orchard</td>
<td>Negotiation Case Studies by Prof. Dr. Kandarp Mehta: PhD in Industrial Engineering, currently finishing a second PhD in Economics. PDG by IESE Business School. Participant Centered Learning certification by Harvard Business School. 18+ years of management experience, mainly developed in Germany at BSH Bosch und Siemens Group. Professor of Operations Strategy in renowned universities and business schools in Spain, the UK and Germany.</td>
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<tr>
<td>12:30 pm</td>
<td>Bus transfer to Estepa</td>
<td>Bus transfer to Gérgal</td>
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<tr>
<td>1:15 pm</td>
<td>Visit to factory</td>
<td>Lunch</td>
<td></td>
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<tr>
<td>1:30 pm</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Presentation of Certificates</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>2:30 pm</td>
<td>2:00 pm</td>
<td>2:00 pm</td>
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<tr>
<td>Visit to factory</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Closing Dinner</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Visit to factory</td>
<td>Visit to factory</td>
<td>Tablao el Arenal restaurant</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Bus transfer to Granada</td>
<td>Bus transfer to Sevilla</td>
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<tr>
<td>5:30 pm</td>
<td>7:00 pm</td>
<td>5:30 pm</td>
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<tr>
<td>6:00 pm</td>
<td>Dinner</td>
<td>Dinner</td>
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</tr>
<tr>
<td><strong>Evening</strong></td>
<td>7:30 pm</td>
<td>8:00 pm</td>
<td>7:30 pm</td>
</tr>
<tr>
<td>La Cuchara de Carmelita restaurant</td>
<td>Mosaic restaurant</td>
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</tbody>
</table>

The case studies will be conducted by Prof. Dr. Kandarp Mehta and Prof. Dr. Miguel Mediavilla, from the prestigious IESE Business School.
At the 2016 San Diego Congress, the INC formed the new Business Integrity Committee (BIC), as a reply to a significant number of INC members affected by business defaults. Although not a new phenomenon, the impact on US Walnut and Almond exporters combined with a highly attended US hosted Congress brought the discussion of the integrity of members to the fore.

INC reviewed its policy in regards membership and considered what actions might best support our members. A member forum was held in San Diego and the question and answer session was blunt and message clear: INC members expect a base code of conduct be followed by fellow members. Defaulting businesses and their directors are not welcome as members or at the INC Congress.

In October 2016, the Board of Trustees unanimously agreed to the amendment of INC By law Article 3 “Founding Aims of the Foundation” inserting new item 8: “To promote integrity and good business practices in the nut and dried fruit sector”.

The main objectives of the committee include: the publication of non-binding proposals concerning standards and integrity; reports and recommendations on general market conditions; congresses and seminars to showcase and promote integrity; and the publication of articles presenting its opinion.

The BIC may publish a list of companies that are officially in breach of contract. The list will be continuously updated and may contain solely the details of those individuals or companies previously named on lists of authorized entities approved to conduct international arbitration in accordance with the legislation applicable for the purpose.

This committee is expressly forbidden from becoming involved in any disputes or controversies whether as an affected party, judge, or arbitrator. The opinions and declarations made by the committee shall be its own and will be taken in the spirit of the principles of the Foundation not to intervene, directly or indirectly, in company affairs.

Coinciding with Anuga, October 9, 2018 saw the INC organize the first edition of the seminar “The Health Benefits of Edible Nuts and Dried Fruits”, at the Hyatt Regency Hotel in Cologne, Germany. Along with the high interest around the topics addressed, the meeting drew numerous leading retailers, manufacturers and CPG’s in Europe, not only to learn about the benefits of nut and dried fruit consumption, but also to evaluate potential synergies between INC and the participating companies and brainstorm ideas on how to build consumer demand.

INC Chairman Mr. Mark Mariani opened the session with a welcome speech emphasizing the importance of the nut and dried fruit sector, and the leading role of manufacturers and supermarkets. Mr. Antonio Pont, Chairman of the seminar, presented the INC initiatives that promote nut and dried fruit consumption worldwide, facts and figures on the importance of nut and dried fruit consumption, their extraordinary health benefits and ever-growing consumption worldwide.

Another key point addressed was how can consumption be further developed. It was at this point that a debate session was opened to the floor: “How can we create synergies?” was the question posed. Representatives from the retail and manufacturing companies described the convenience of having a single source of information. In the past, the diversity of sources and difficulty in getting reliable information were an impediment to businesses. The importance of traceability and the growing interest from consumers to know the origin and authenticity of the products were also pointed out, along with the need to disseminate the health benefits of nuts and dried fruits among consumers and to establish sustainability as a priority.
Global Cashew Council

In July 2017, Dr. David J. Baer and his team at the USDA Beltsville Human Nutrition Research Center concluded the clinical study "Increasing demand for cashew nuts by demonstrating cardiovascular benefits & reduced energy content" -recipient of the research grant launched by the Global Cashew Council in 2014. The objective of this study was to determine the effect of cashew nut consumption on established and emerging markers of cardiovascular disease, and to determine the metabolizable energy value of cashew nuts. Dr. Baer is submitting two manuscripts for publication in scientific journals: one manuscript focusing on the energy value of cashews; the second on the lipid outcomes.

Last year was particularly fruitful in terms of health news. Funded by the Cashew Export Promotion Council of India (CEPCI), Dr. V. Mohan and his team at the Madras Diabetes Research Foundation in India assessed the changes in glycemic and lipid profile among type 2 diabetic subjects after a daily supplementation of cashews in their diets. In addition, they evaluated the effects of daily cashew supplementation on blood pressure. 300 participants were randomly assigned either to an intervention or a control group in a 12-week feeding study. The results showed that cashews may help increase HDL ("good") cholesterol and reduce blood pressure. The study was published in The Journal of Nutrition.

Another study, funded by The Kraft Heinz Co. and published in The American Journal of Clinical Nutrition, examined the effect of cashew intake on serum lipids in adults with or at risk of high LDL ("bad") cholesterol. In total, 51 men and women with a median LDL-cholesterol concentration participated in the trial. The results supported that the daily consumption of cashews, when substituted for a high-carbohydrate snack, may be a simple dietary strategy to help manage total cholesterol and LDL cholesterol. In conclusion, adding cashews into a typical American diet may help decrease total cholesterol and LDL cholesterol.

At the GCC Meeting held on May 20, 2017, the Board revised the mission and visions statements and objectives as follows.

**Vision:** “Achieving global growth and sustainability of the cashew nut sector.”

**Mission:** “Promoting the global cashew nut sector by increasing awareness of the health benefits of cashews, promoting usage and consumption, and promoting food safety and quality standards.”

Goal 1
To provide worldwide statistics of cashew production and consumption trends and to promote growth with a good balance between supply and demand.

Goal 2
To study and promote the usage and consumption of cashews using appropriate platforms throughout the world.

Goal 3
To research the nutritional profile of cashews, to determine appropriate health platforms and possible health-claims and to validate these benefits with scientific research including clinical trials.

Goal 4
To launch a program of activities to disseminate and publicize health messages related to cashews around the world.

Goal 5
To evaluate and suggest basic industry-standards for compliance with food safety regulations and issues internationally and to work with regulatory bodies worldwide on food safety, social and ethical issues related to cashews.

Goal 6
To work actively on global cashew standards, with adaptations for different origins and destinations if necessary.

Goal 7
To evaluate possible synergies in the cashew value-chain and create added value to benefit producers, processors, traders, the food industry and the final consumer. This also includes by-products (testa, shell...).

Goal 8
To liaison with international institutions such as the FAO, WTO, WHO, EU, CFC, etc. and also other governmental and non-governmental bodies to gather necessary support for the above activities.

Macadamia Working Group

In January 2017, INC launched the Macadamia Health Research Grant on behalf of the global macadamia industry, calling for research projects that may contribute to enhance the understanding of the health effects of macadamia nuts consumption. Since this grant was closed in February 28, 2018, and the members of the Evaluating Committee of the INC World Forum for Nutrition Research and Dissemination peer-reviewed and prioritized on the basis of scientific and technical merit all 16 projects, the INC has been following up with the contributors about the grant recipient final decision, by reviewing the submitted proposals of the finalist projects. The decision by the contributors on the successful project is expected very soon.
3rd Meeting of the Spanish Almond Industry
INC was present at the Third Meeting of the Spanish Almond Industry, in Gérgal, Spain, on April 20, 2017. Organized by the Spanish Almond Board, participants from the almond industry discussed views on the challenges and opportunities of the Spanish almond sector, new almond varieties, developments in processing technologies, organic certification, the EU Common Agricultural Policy and the potential impact of the Brexit.

INC-WTO Meeting on Tariff Duties
On July 5, 2017, the INC met with the World Trade Organization in Geneva, Switzerland. Mr. Pino Calcagni, Vice Chairman and Chairman of the Scientific and Government Affairs Committee expressed concern about the new geopolitical situation and tariff and non-tariff barriers. WTO participants informed about their information resources, work regarding pesticides, organic agriculture, and subsidies for farming.

China International Tree Nuts Conference
INC participated at the China International Tree Nuts Conference, August 2-4, 2017, in Guangzhou. The China Chamber of Commerce hosted this event for experts to share knowledge and views on the global tree nut market. Mr. Calcagni presented a global statistical review of the industry.

International Conference on Development of Organic Agriculture
The International Conference on Development of Organic Agriculture was held on August 22-24, 2017, in Tashkent, Uzbekistan. Organized by the Ministry of Agriculture of Uzbekistan and the FAO, the meeting was aimed at establishing a strong base for a regional network on organic agriculture. Mr. Calcagni presented an overview of the global tree nut and dried fruit industry.

Meeting with Authorities of Armenia
The INC had a meeting with the Minister of Agriculture and the Trade Commissioner at the European Commission in Yerevan, Armenia, represented by Mr. Pino Calcagni. The INC was requested to support the modernization of Armenia’s agriculture and to promote UNECE standards in order to adapt nuts and dried fruits to international quality standards.

Meeting with Authorities of Kazakhstan
The INC had a meeting with the Minister and Vice Minister of Agriculture of Kazakhstan, in Astana, in August 2017, represented by Mr. Pino Calcagni, to discuss about the potential consumption and imports in neighboring countries, and the importance of Kazakhstan agricultural expansion.

Brazilian Nuts Meeting and Latin American Congress of Nuts
Mr. Calcagni participated at the 6th Brazilian Nuts Meeting and 2nd Latin American Congress of Nuts, on October 16, 2017, in Piso, Brazil. The event addressed the potential of the nut market and development of the sector. Mr. Calcagni gave a general INC presentation with special focus on cashews, macadamias and Brazil nuts.

Golden Cashew Rendezvous
The INC participated in the 9th Golden Cashew Rendezvous, represented by Mr. Michael Waring, INC Vice Chairman, on November 13-15, 2017, in Phu Quoc Island, Vietnam. This is the annual meeting of the Vietnamese Cashew Association (VINACAS). Mr. Waring presented a global statistical overview of the tree nut industry with a special focus on cashews.

European Dried Fruit Meeting
INC was present at the 32nd European Dried Fruit Meeting, organized by the Waren-Verein der Hamburger Börse e.V., on November 17, 2017, in Hamburg, Germany. The meeting brought together nut and dried fruit organizations and companies to learn about food fraud and authenticity, trade barriers, and the Turkish dried fruit sector.

BMSB Forum
On December 4, 2017, Mr. Calcagni participated in the Brown Marmorated Stink Bug (BMSB) Forum in Tbilisi, Georgia. The Minister of Agriculture of Georgia, Mr. Levan Davitashvili hosted this meeting of experts to discuss the issue of the stink bug issue in the hazelnut crop and evaluate prevention strategies.

FRUCOM’s Dried Fruit and Nuts Working Group Meeting
On February 1, 2018, INC attended the meeting of the Working Group Dried Fruits & Nuts of FRUCOM. Representatives of the European Commission gave an update on OTA and mineral oils; changes to control frequency at borders; sorbates and sulphites, and negotiations on the Brexit.

World Cashew Convention
The 4th World Cashew Convention and Exhibition took place in Macau, China, on February 1-3, 2018, in association with the INC. Mr. Pratap Nair, INC Board member and Ambassador for India, gave a presentation about the INC and the GCC and the latest health research findings. The INC also featured a booth in the exhibition area.
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.
Executive Program on Nuts and Dried Fruits

Don’t miss this opportunity!

FOR MORE INFORMATION VISIT

nutfruitacademia.org