

## 2009/10 PROGRAMS AND ACTIVITIES FUNDED BY WPA MEMBERS

- Launch of award-winning The Green Nut national marketing campaign based on promotion of health benefits and key clinical research findings for U.S. pistachios
- Creation of TheGreenNut.org targeting consumers, nutrition community and media
- Creation of a fresh and wholesome identity for pistachios with all new 'The Green Nut' logo
- Development of Internet 'Social Media' outreach opportunities
- Expansion of The Green Nut nutrition ambassador program
- Representation on Federal Dietary Guidelines Advisory Committee
- Nutrition research projects conducted at University of Toronto and Penn State
- Promotion of nutrition message at key industry events and trade shows
- Distribution of free sample packs emphasizing pistachio nutrition for consumer outreach
- Distribution of nutrition and recipe cards and brochures at health-related events
- Innovative product development projects conducted at California State University, Fresno
- Presentation of Third Annual U.S. Pistachio Industry Conference in Santa Barbara
- Publication of the 2009-10 Annual Report serving the U.S. pistachio industry
- Update of the WPA member website at [www.westernpistachio.org](http://www.westernpistachio.org)
- Ongoing timely member communications: newsletters and 'breaking news' e-mail updates
- Strategic planning to set actionable long-term WPA goals and optimize operations
- Governmental Affairs:
  - ✓ Monitoring and lobbying of legislation (i.e., food safety) and regulation (i.e., pesticides) at both state and federal levels
  - ✓ Consistent opposition to unfair trade law challenges
  - ✓ Investment in proactive Sunset Review preparation
  - ✓ Testimony before ITC in support of lower foreign trade tariffs
  - ✓ Ongoing efforts to open and expand foreign markets (i.e., Israel, India, South Korea)
  - ✓ Successful Marketing Order expansion necessary for 8(e) import regulation approval
  - ✓ Securing government program funding (MAP, CDFA Specialty Block Grant)



***WE THANK OUR CURRENT SUPPORTERS AND WELCOME  
NEW WPA MEMBERS – WORKING TOGETHER WE ENSURE  
A STRONG VOICE FOR THE U.S. PISTACHIO INDUSTRY.***