

2009/10 PROGRAMS AND ACTIVITIES FUNDED BY WPA MEMBERS

- Launch of The Green Nut National Campaign based on promotion of health benefits and key clinical research findings for U.S. pistachios
- Creation of new Web site – TheGreenNut.org reaching consumers and health professionals
- Creating a fresh and wholesome identity for pistachios with the all new 'Green Nut' logo
- Development of Internet 'Social Media' outreach opportunities
- Expanded nutrition spokesperson program for the National Green Nut Campaign
- 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
- Development of nutrition and recipe brochures for distribution at health-related events
- Innovative product development projects conducted at California State University, Fresno
- The 3rd Annual U.S. Pistachio Industry Conference in Santa Barbara
- Publication of the 2009-10 Annual Report
- WPA Industry Web site at 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 of legislation and regulation at the state and federal levels.
 - ✓ Consistent opposition to unfair trade law challenges
 - ✓ Testimony before ITC in support of lower foreign trade tariffs
 - ✓ Monitoring and lobbying for food safety legislation and pesticide regulation
 - ✓ 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-assistance 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.