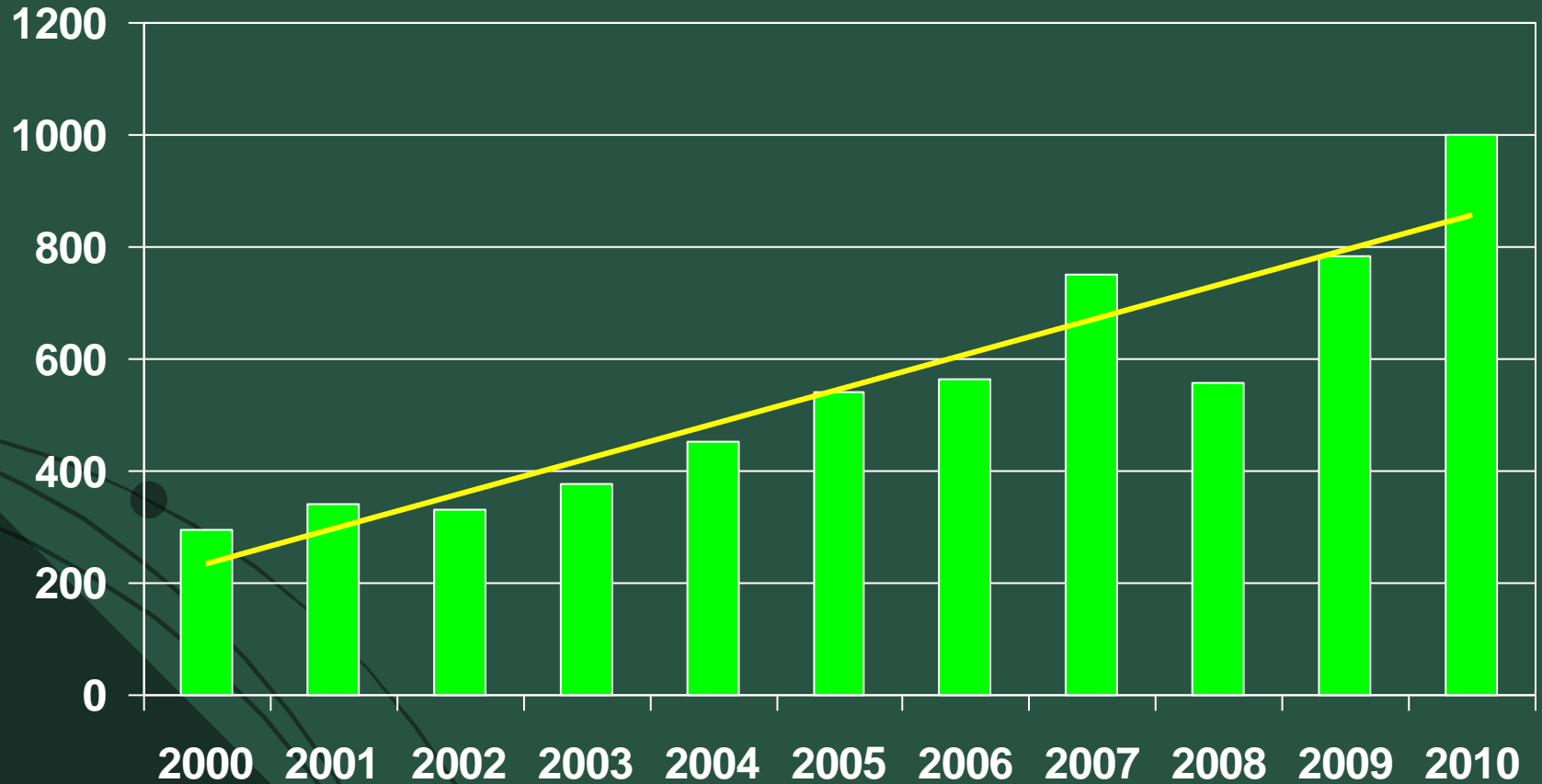


Walnut Production & Marketing Trends



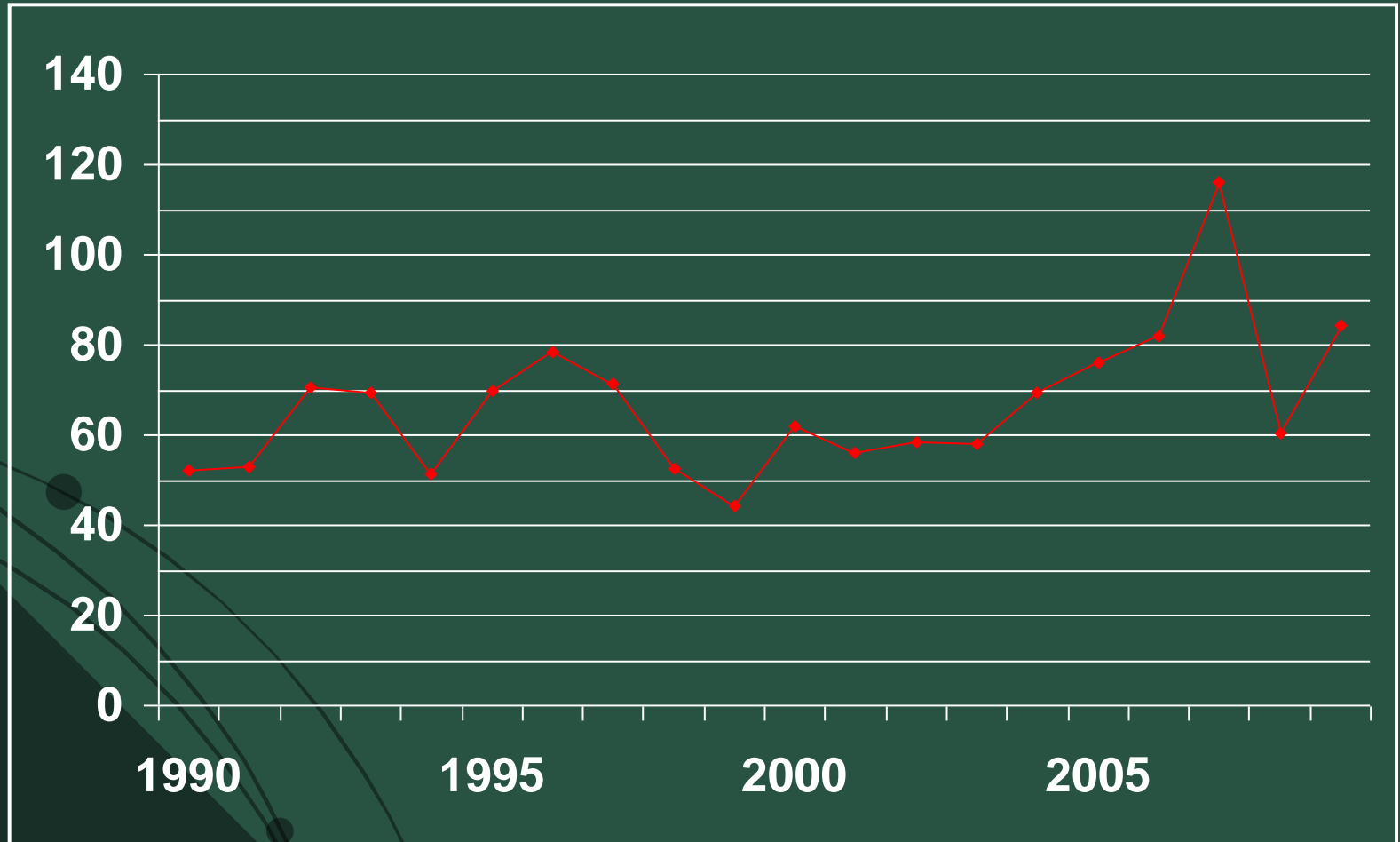
Walnut Farm Gate Revenue

(Dollars in Millions)



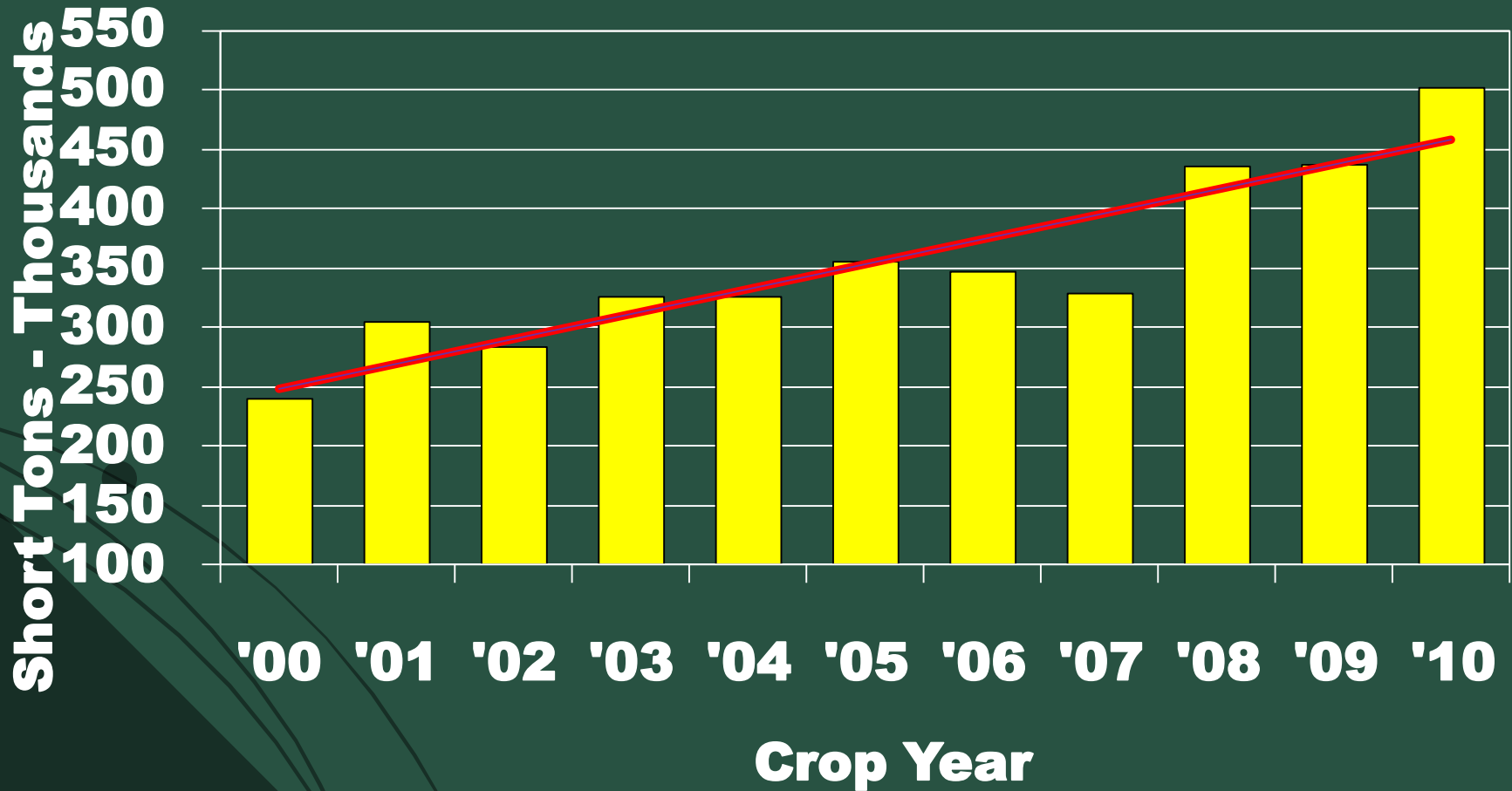
NOTE: Revenue for 2010 is an estimate

U.S. Walnut Farm Price Cents per Pound



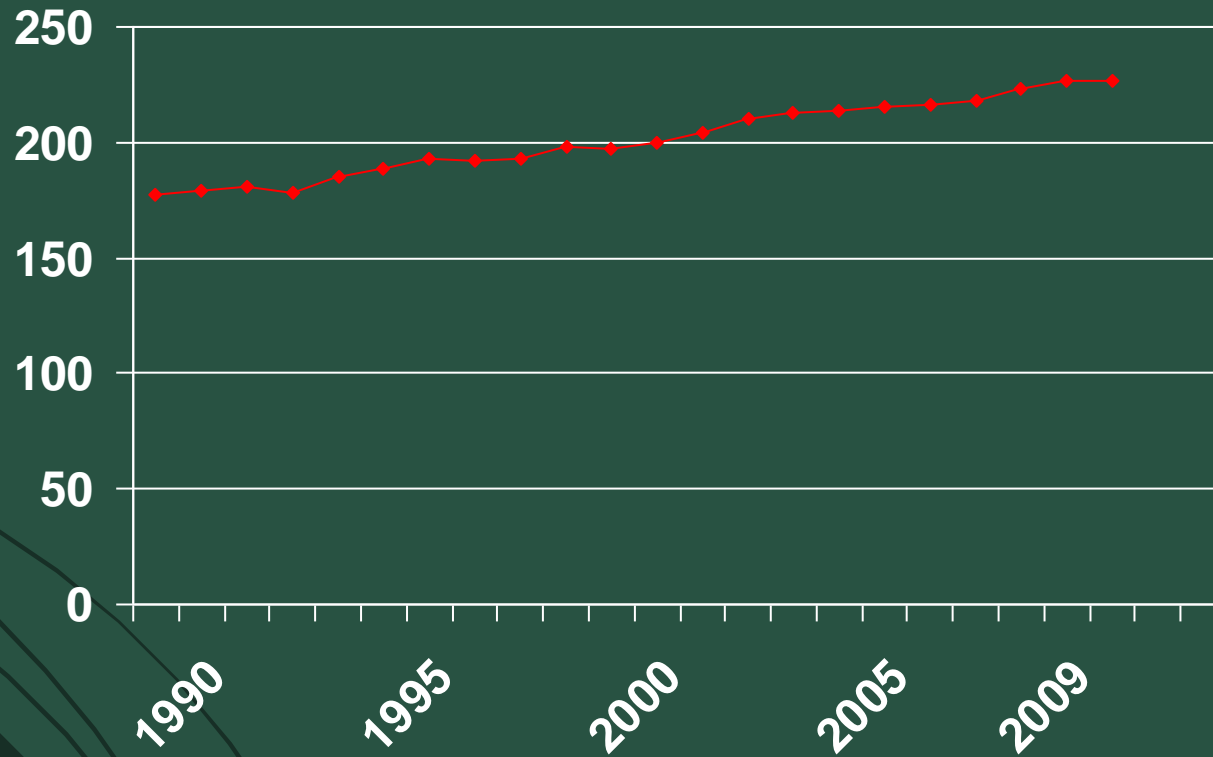
Source: California Agricultural Statistics Service

U.S. Walnut Production History

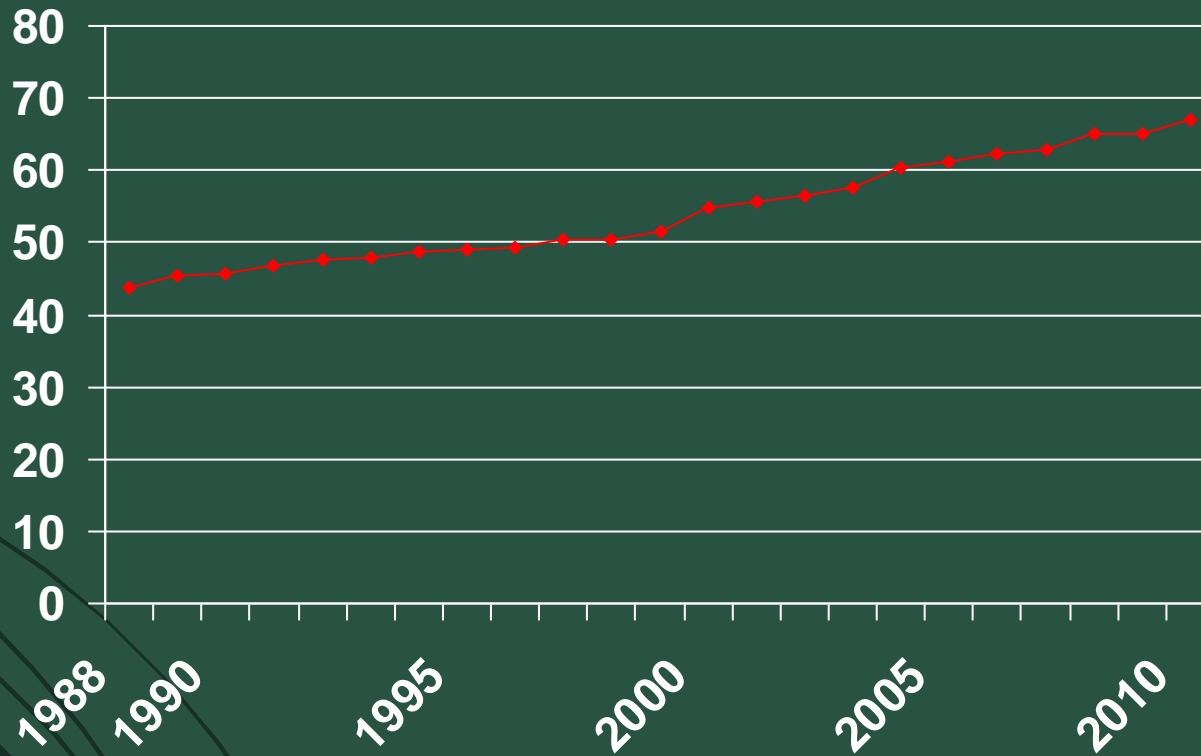


Walnut Bearing Acres

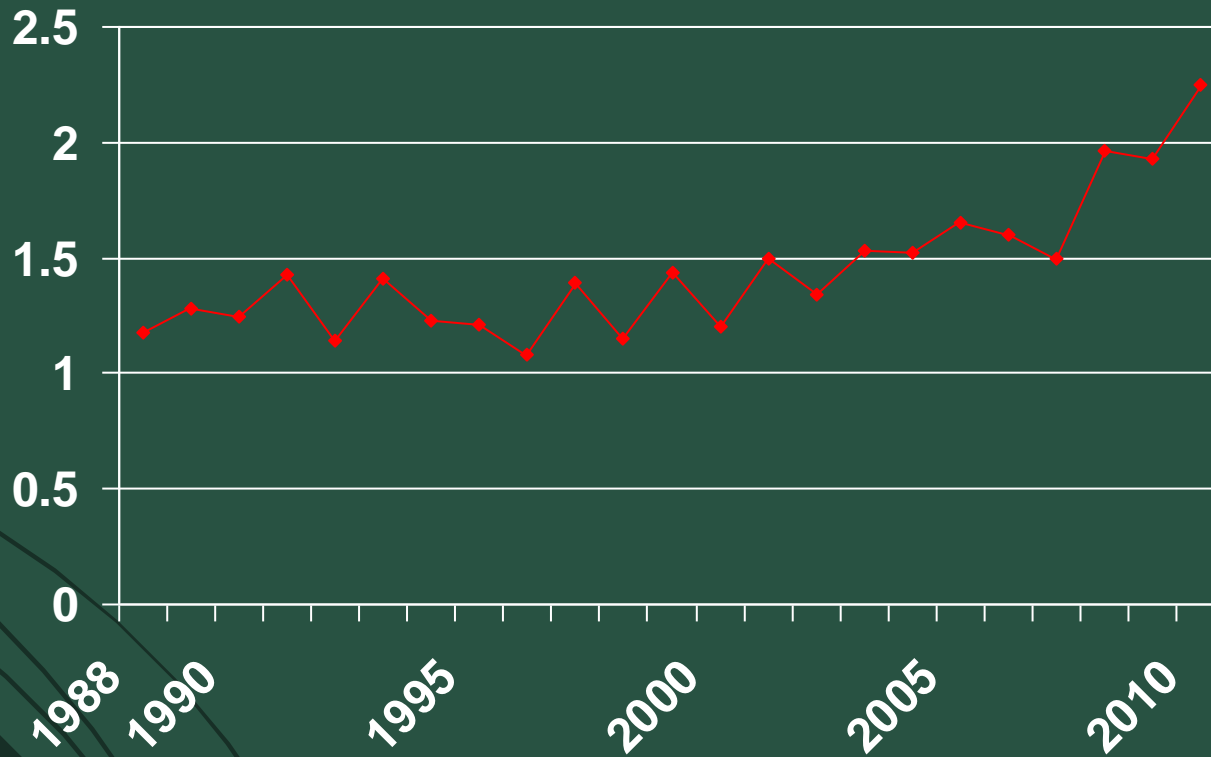
1,000 Acres 1988 - 2009




Walnut Trees per Acre 2008 - 2009



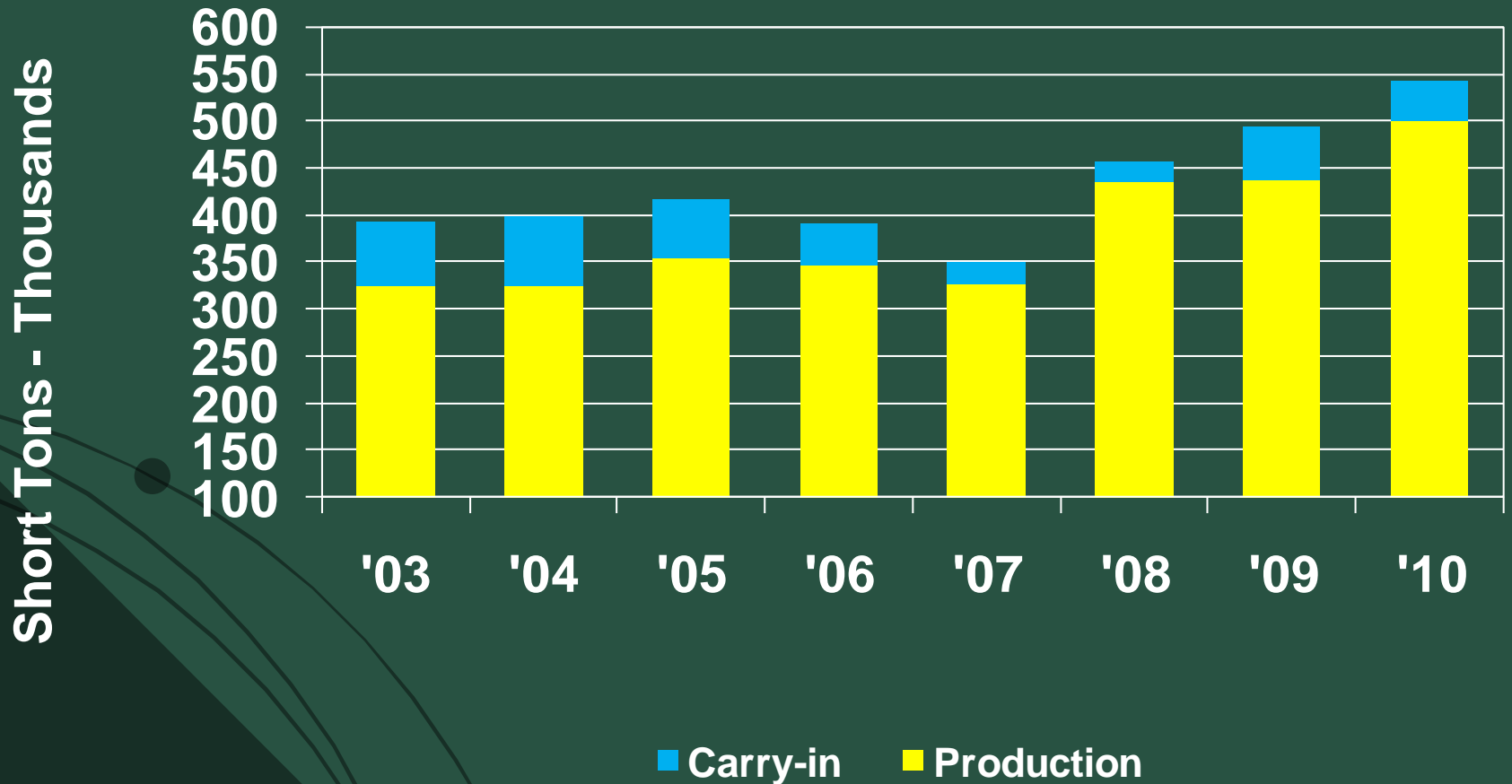
Walnut Yield per Acre Tons – 1988 -2010



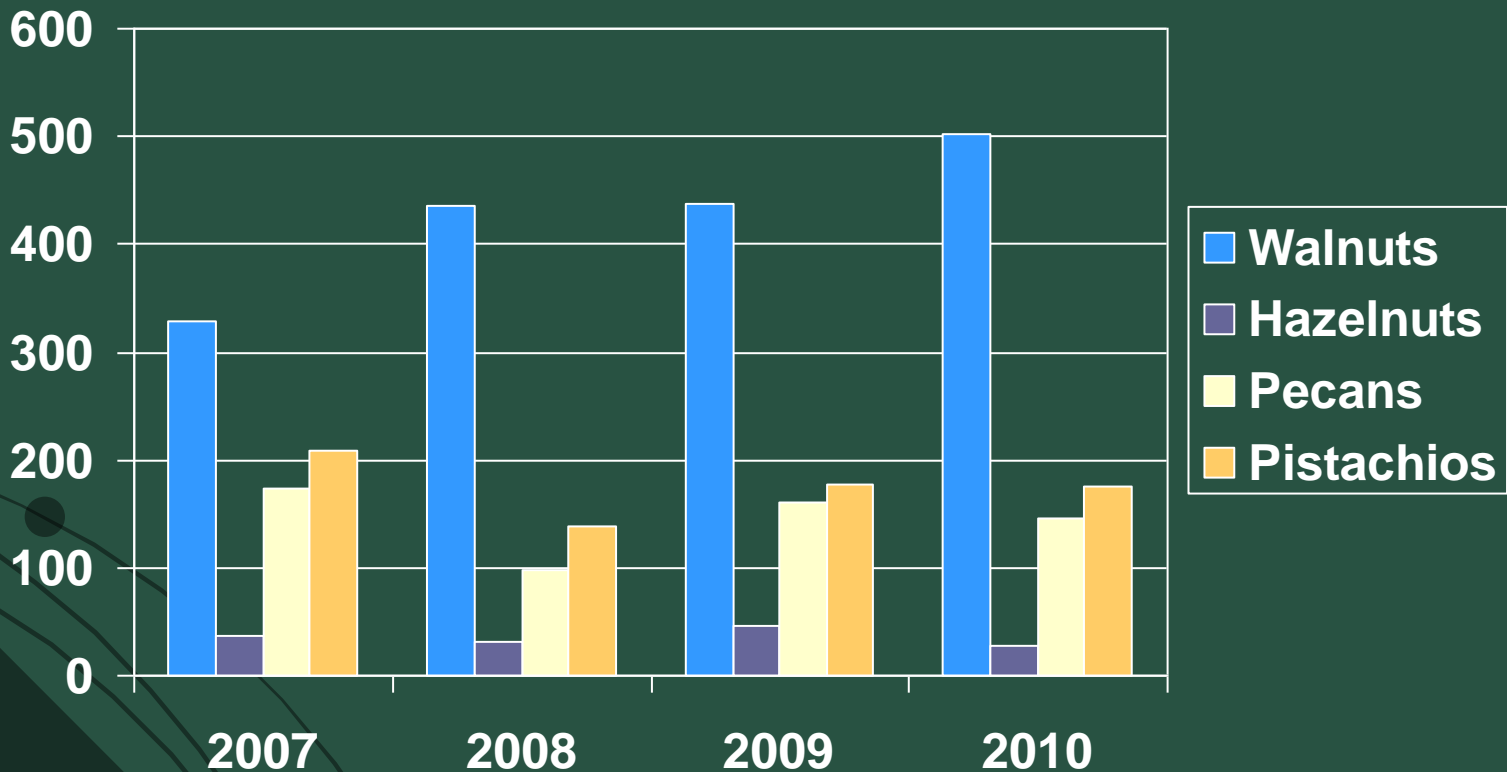
Factors Affecting Production

- Production Research Program
 - Improved Cultivars/Rootstocks
 - Improved Disease Control
 - Improved Orchard Management
 - Replacement of Old Orchards
- 

Total CA Walnut Availability

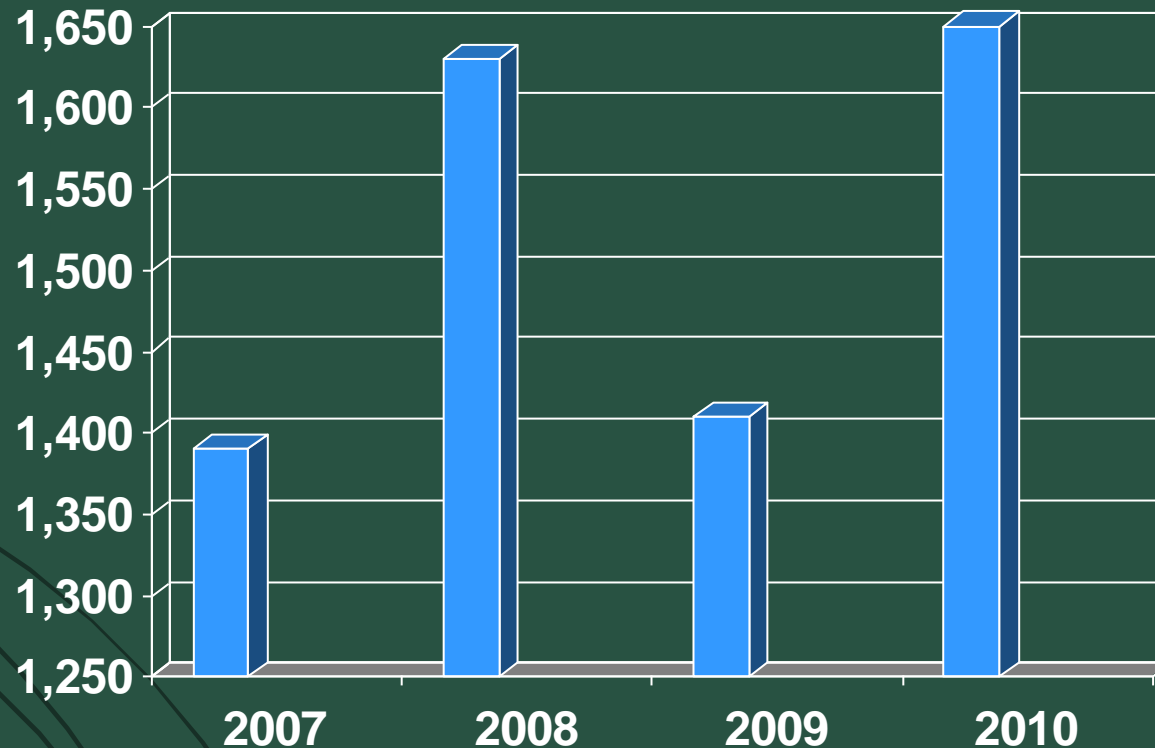


Competing Tree Nuts Tons Inshell Basis

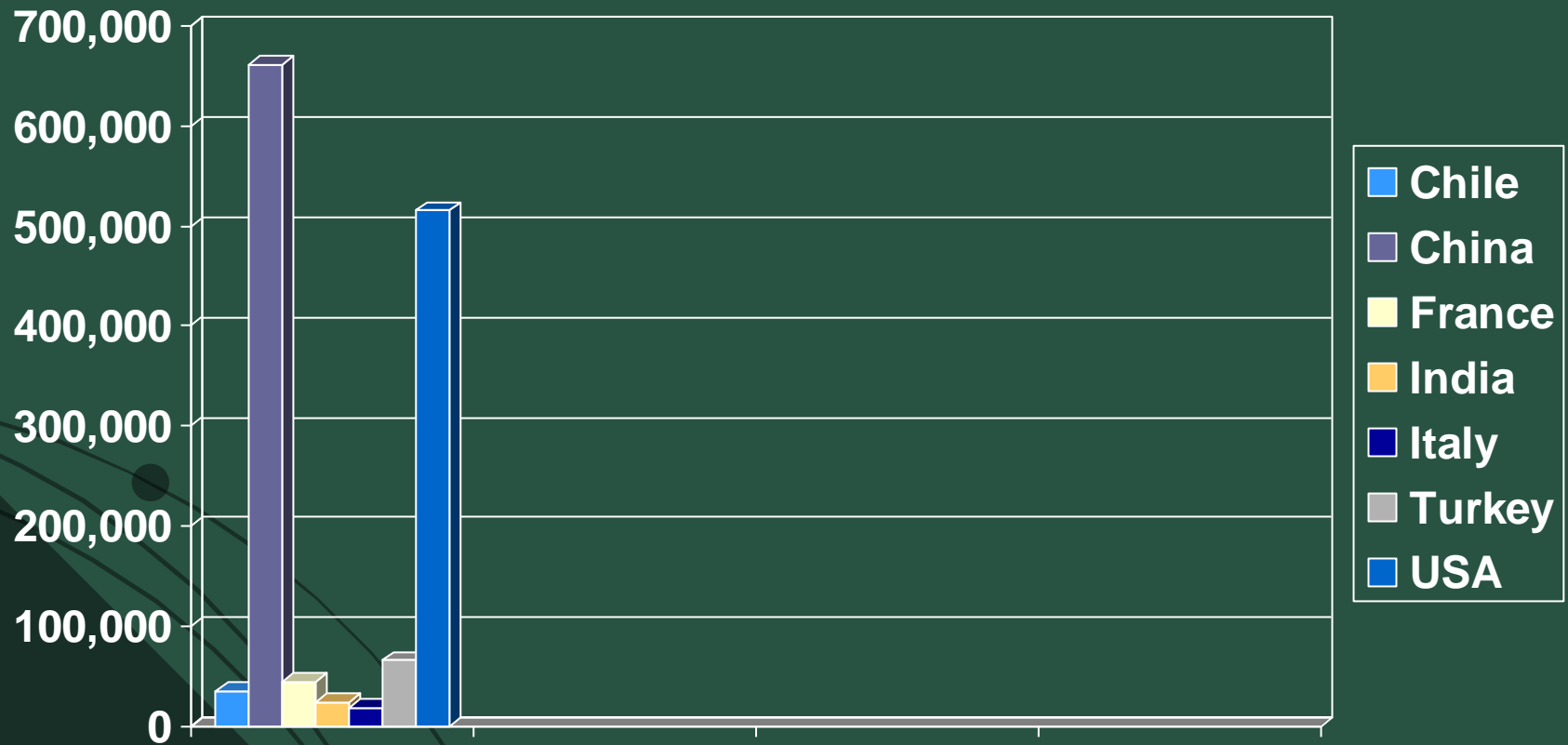


Almond Production

Million Pounds Shelled Basis

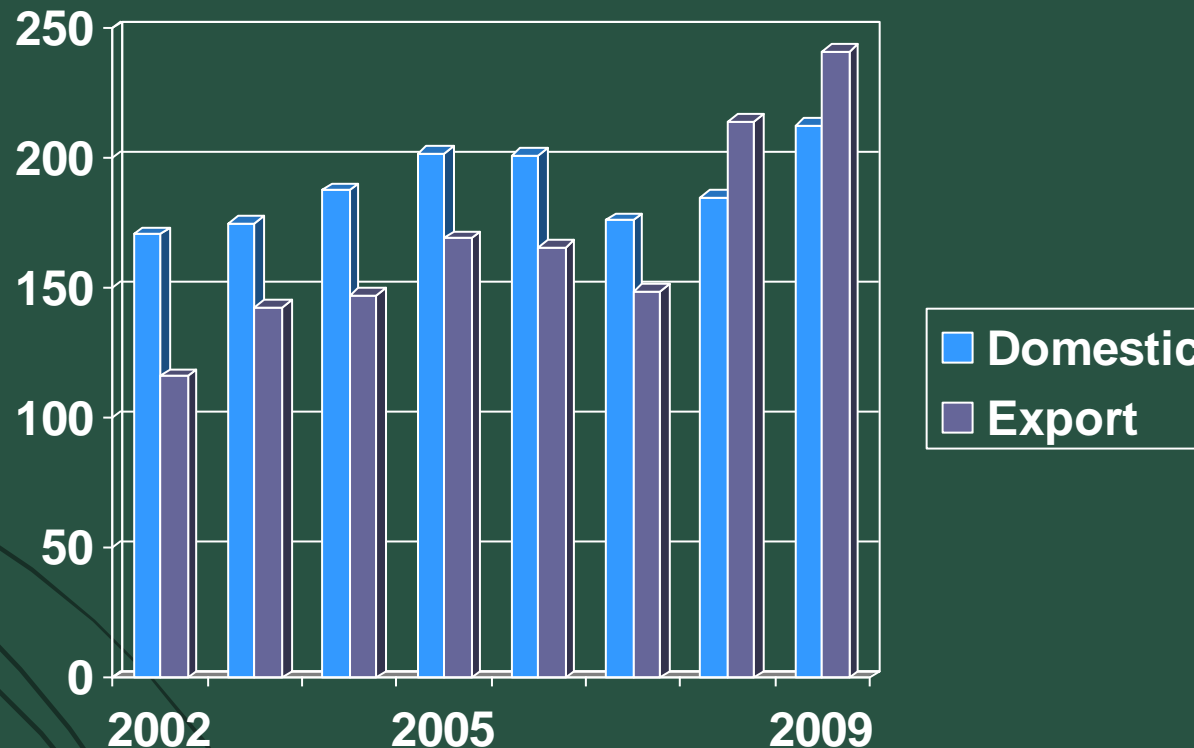


Global Walnut Production (Short Tons)



Inshell Equivalent Shipments 2002-09

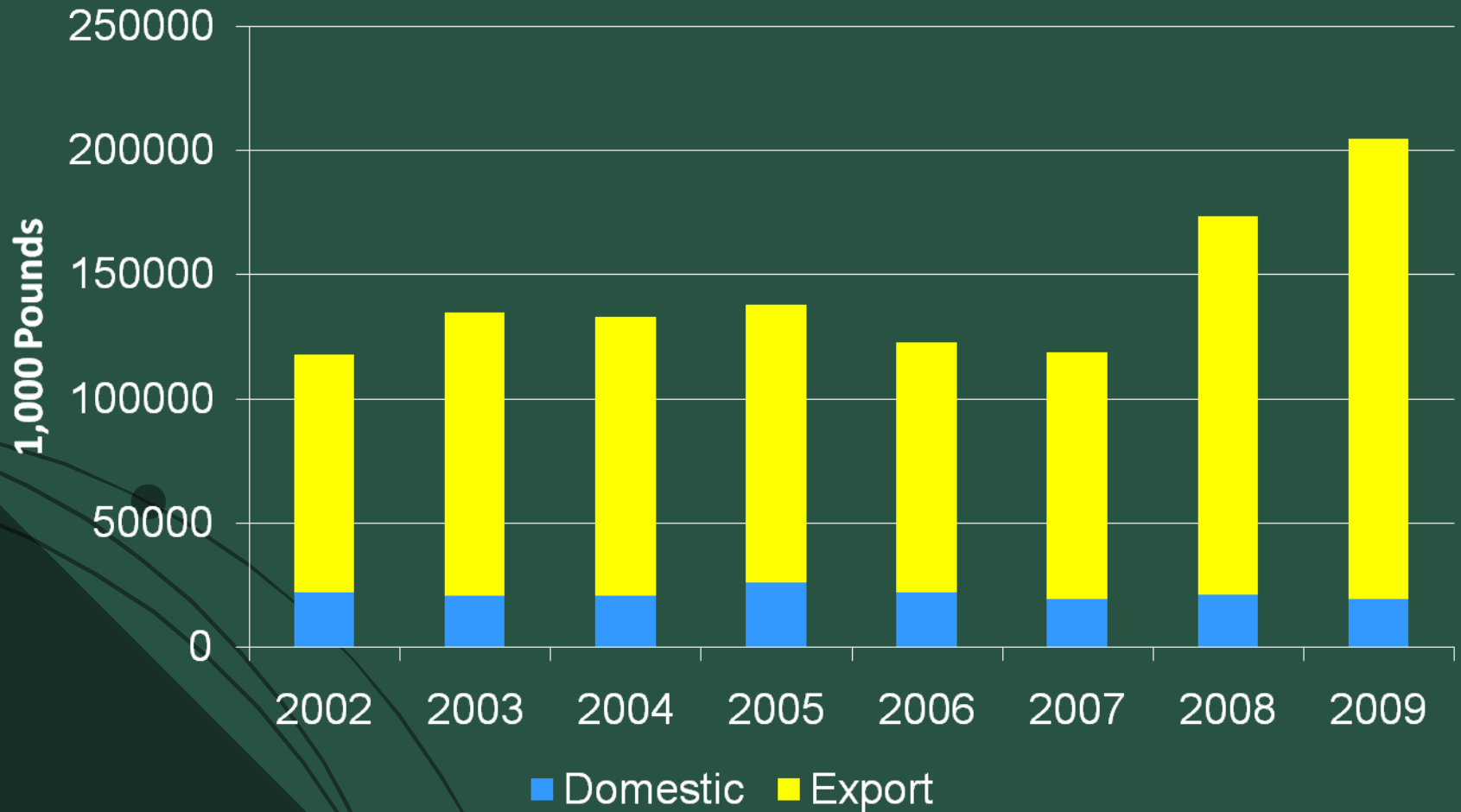
Domestic & Export (1,000 Tons)



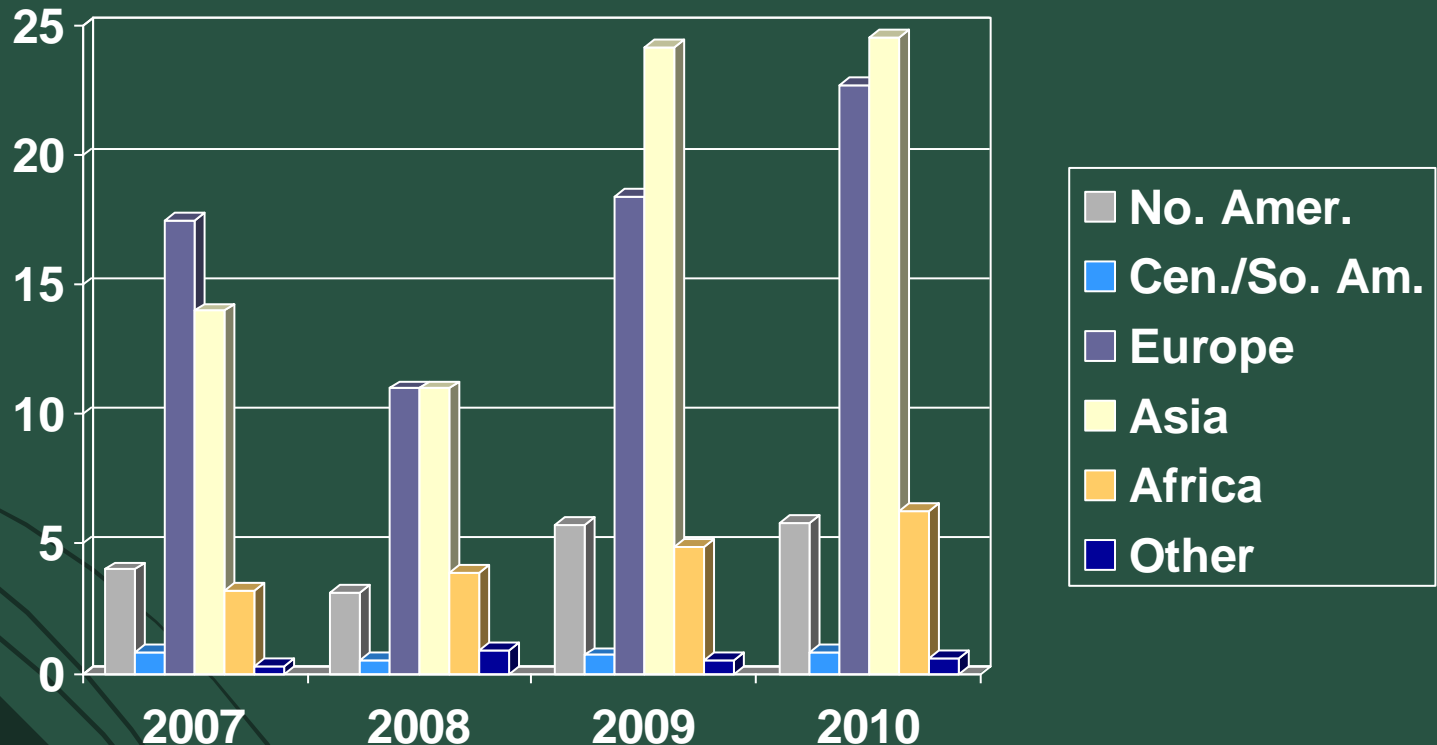
Shelled Walnut Utilization



Inshell Walnut Utilization

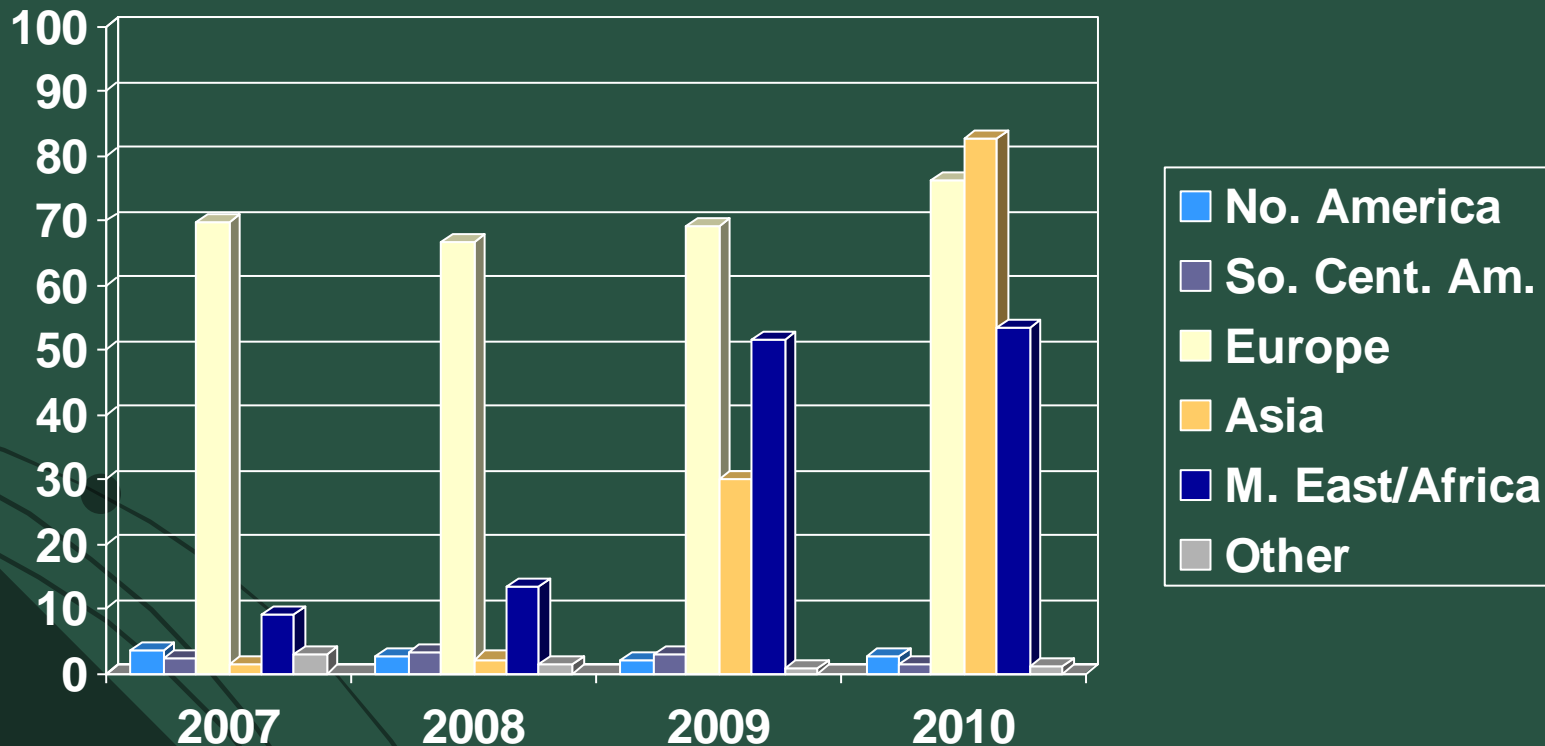


Shelled Walnut Exports Million Pounds



September 1 to December 31

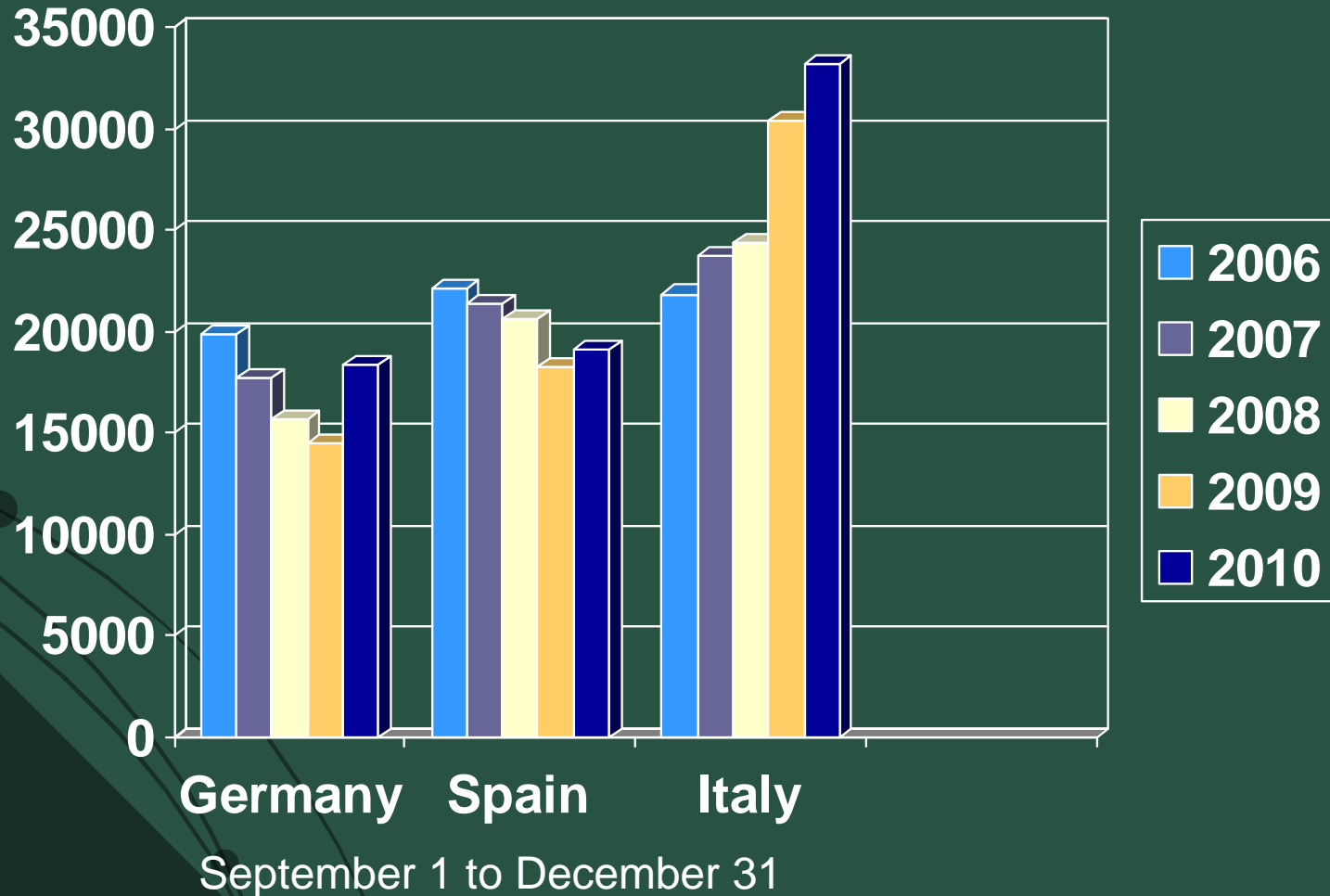
Inshell Walnut Exports Million Pounds



September 1 to December 31

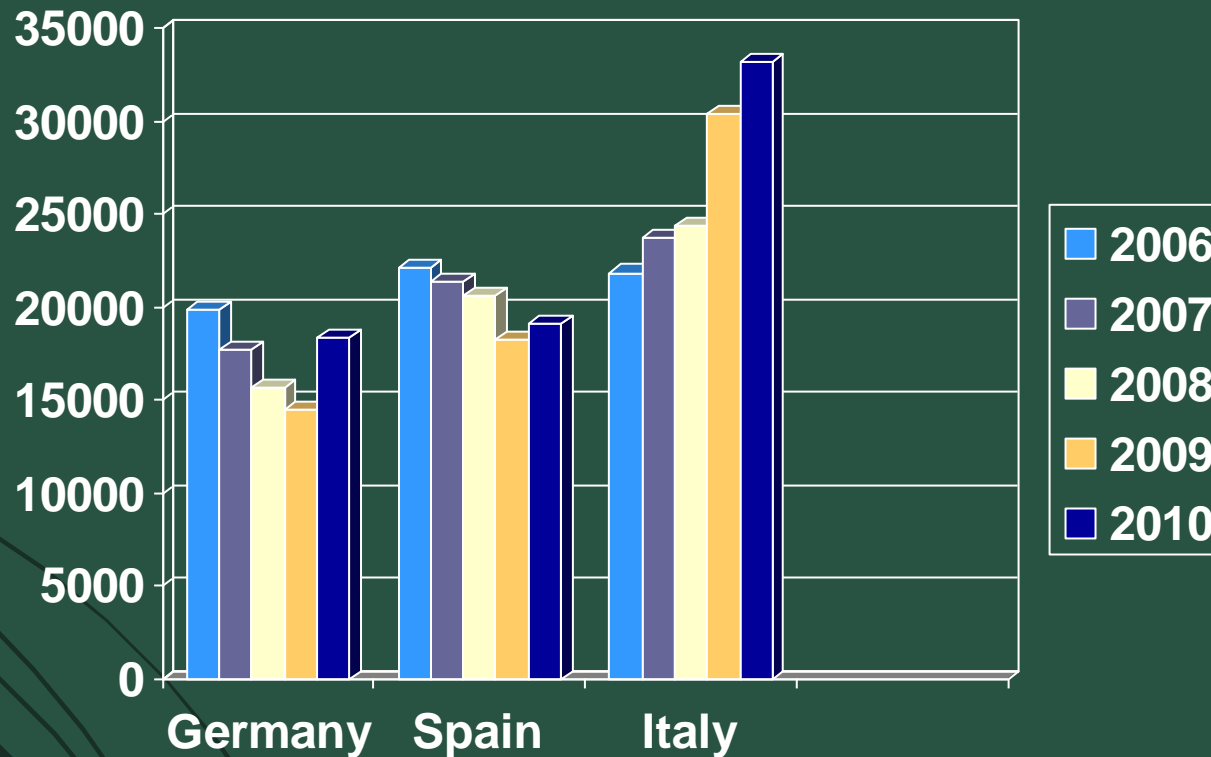
Traditional Market Trends

2006 – 2010 Inshell (1,000 Pounds)



Traditional Market Trends

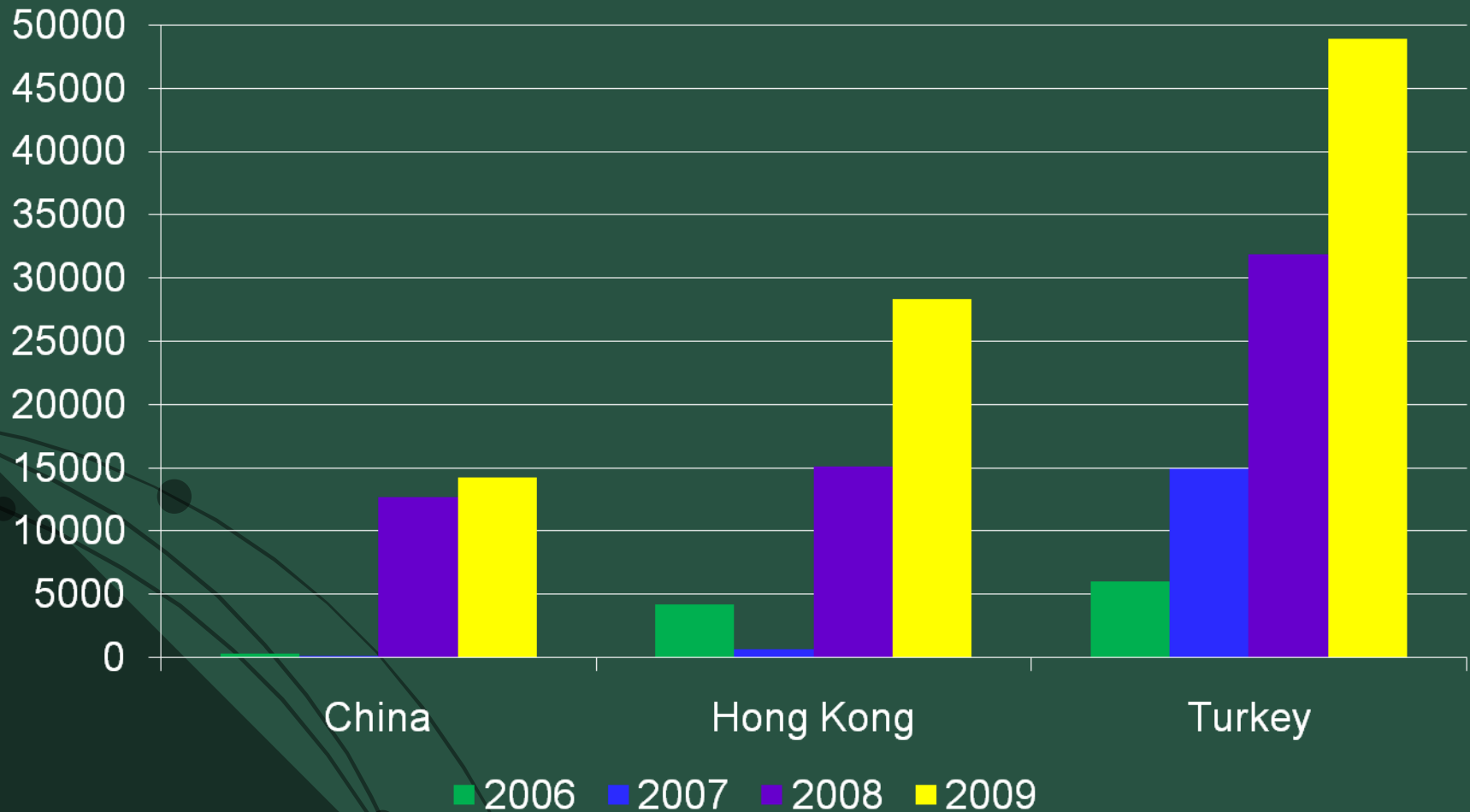
2006 – 2010 Shelled (1,000 Pounds)



September 1 to December 31

Non-Traditional Market Trends

Pounds, In-shell, (000) Omitted



Marketing Factors/Issues

- Availability
- Quality
- Health Research
- Market Access Program (MAP)
- Promotional Activities/Programs
- Favorable Exchange Rate
- Global Economy Strength

Future Issues

- MAP Program Continuance
 - Continuation of CWC
 - Assessment Increase
- Health Research Success
- FDA Approvals
- Exchange Rate
- Global Economy
- Environmental Regulation