



**FOR IMMEDIATE RELEASE**

**PARAMOUNT FARMS' ANNUAL PISTACHIO CONFERENCE, "GET CRACKIN' SEASON 2," RETURNS TO MONTEREY, CALIFORNIA**

**MONTEREY, Calif., March 17, 2011** – Returning for the fourth year, Paramount Farms will host the Annual Pistachio Industry Conference in Monterey, California from April 13-15. The conference, titled "Get Crackin' Season 2," will be held at the Monterey Conference Center and will feature presentations from expert speakers in the areas of global marketing, food safety and good agricultural practices.

This year's conference will focus on growing awareness and demand while stimulating sales, domestically and worldwide, for the industry's growing crop, projected to grow to 600 million pounds in the next five years. The conference will also highlight the May 2011 return of the Wonderful® Pistachios "Get Crackin'" advertising campaign, which cemented the brand's fourth-place position within the \$12 billion "salty snack" category, and is credited for a 21 percent dollar sales leap on top of the company's 233 percent increase one year ago.

"The California pistachio industry must make stimulating awareness and sales in the global marketplace its priority," said Dominic Engels, vice president, global marketing, Paramount Farms. "Domestically we've proven we can be successful at increasing growth, thanks to the 2010 U.S. 'Get Crackin' advertising campaign which boosted household penetration to an all-time high of 19 percent. Now, we must focus on applying proven consumer, marketing and sales driven business models to markets worldwide and help bring California pistachios out of the commodity mind-set."

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**Exciting Panel of Expert Guest Speakers**

On Thursday, April 14 the conference will feature opening remarks from Stewart Resnick, president of Paramount Farms, and a presentation on new corporate philanthropic initiatives in

the Central California Valley from Lynda Resnick, vice-chairman of Roll Global, the holding company of Paramount Farms.

Additional presentations will include:

- Government Affairs: given by Michael Roberts, associate general counsel, Global Regulation and Government Affairs, Roll International; and Craig Cooper, senior vice president, chief legal officer, Roll International.
- Water War: A Turning Point?: given by Bill Phillimore, executive vice president, Paramount Farming Company
- The New World of Pistachio Processing: given by Dave Szefflin, vice president of operations, Paramount Farms
- Good Agricultural Practices: given by Andy Anzaldo, general manager, grower relations, Paramount Farms and Bob Beede, UC Farm Advisor, King and Tulare Counties

### **Registration Information**

Registered attendees will have access to presentations, exhibits and the Gala Dinner on Thursday, April 14.

All proceeds from the 2011 Annual Pistachio Conference will be given to the Children's Hospital Central California in Madera. The hospital is the second largest children's hospital in the state, treating more inpatient cases than any pediatric hospital north of San Diego.

### **About Paramount Farms**

Paramount Farms is the world's largest vertically integrated supplier of pistachios and almonds, and the company's 30,000 acre pistachio orchard, located in California's San Joaquin Valley, is the largest in the world. Dedicated to quality, Paramount Farms has pioneered advances in orchard management and state-of-the-art processing, packaging and delivery technologies and is the first nut supplier in the U.S. to receive ISO 9000 certification. Paramount Farms' pistachios can be found in the produce department of grocery stores nationwide sold under the Wonderful® and Everybody's Nuts!® brand names.

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