

# PISTACHIO INDUSTRY

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# 2008

A N N U A L  
P I S T A C H I O  
C O N F E R E N C E  
P R O G R A M

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M O N T E R E Y  
M A R C H 12-14



annual  
**PISTACHIO** 08  
CONFERENCE  
presented by paramount farms



The pistachio industry has evolved significantly since the first commercial crops of the mid-seventies. We have laid a solid foundation from which to continuously improve our growing, processing, and marketing. The hard work has only just begun.

# The Next Nut, Right Now

In fact, several other nuts have a head start in endearing themselves to a broader set of consumers. It's time for the pistachio to take its rightful place in a similar context. That's why we're building this year's conference theme around "the next nut." Pistachios, the time is now.

## 2008 ANNUAL PISTACHIO CONFERENCE AGENDA

### WEDNESDAY, MARCH 12

**Registration** 6:00 – 8:00 pm  
Monterey Conference Center, Portola Lobby

**Welcome Reception / Exhibits Open** 6:30 – 8:00 pm  
Monterey Conference Center, Serra Ballroom

### THURSDAY, MARCH 13

**Registration** 7:00 – 10:00 am  
Monterey Conference Center, Portola Lobby

**Exhibits Open** 7:00 am – 6:30 pm  
Monterey Conference Center, Serra Ballroom

**Breakfast** 7:00 – 9:00 am  
Monterey Conference Center, Serra Ballroom

#### GLOBAL SALES & MARKETING PRESENTATIONS

8:40 – 11:00 am  
Monterey Conference Center, Steinbeck Forum

##### Welcome and Opening Remarks

**Andy Anzaldo, Director Grower Relations**, Paramount Farms

**Jim Meinert, Ph.D., Vice President**, Foundation at Children's Hospital Central California

**Stewart Resnick, President**, Paramount Farms

##### Growth Road Map

**Mark Masten, VP Worldwide Sales**, Paramount Farms

##### Global Marketing

**Dominic Engels, VP Marketing**, Paramount Farms

##### U.S. Retail Marketing

**Rick Smith, Vice President of Fresh Departments**, Save Mart / Lucky's

##### U.S., Marketing

**Kelly Fallquist, Director of Marketing**, Paramount Farms

**Coffee Break** 10:05 – 10:30 am

# CONFERENCE AGENDA



## THURSDAY, MARCH 13 *continued*

### Mexico, Sales & Marketing

Horacio Del Valle, Mexico Retail Sales Director, Paramount Farms

### Europe, Sales & Marketing

Wim Petermans, European Retail Sales Director, Paramount Farms

Lieven Plets, European Industrial Sales Director, Paramount Farms

### China, Sales & Marketing

Rebecca Wong, Asia/Pacific Marketing Manager, Paramount Farms

### India, Sales & Marketing

Mark Masten, VP Worldwide Sales, Paramount Farms

## GUEST SPEAKERS

11:30 am – 12:45 pm

Monterey Conference Center, Steinbeck Forum

### Topic

David Heber, M.D., Ph.D., F.A.C.P., F.A.C.N, Director, UCLA Center for Nutrition Bio

### How to Compete in a Global Economy

Todd Buchholz, Former White House Director of Economic Policy and author of "New Ideas from Dead CEOs: Lasting Lessons from the Corner Office"  
Bio

**Buffet Lunch** 12:45 – 2:15 pm

Monterey Conference Center, Serra Ballroom

## GOVERNMENT & WATER AFFAIRS PRESENTATIONS

2:15 – 4:15 pm

Monterey Conference Center, Steinbeck Forum

### Status of Efforts to Prevent Unfair Trade Practices in Iranian Pistachios

Warren Connelly, International Trade Partner, Akin Gump Strauss Hauer & Feld LLP

### International Trade Issues

Frank Samolis, Head of International Trade Group, Patton Boggs



## THURSDAY, MARCH 13 *continued*

### California Water Wars: Report from the Front

William Phillimore, Executive Vice President, Paramount Farming Company

Scott Hamilton, Director of Resource Planning, Paramount Farming Company

**Reception** 5:30 – 6:30 pm

Monterey Conference Center, Serra Ballroom

**Gala Dinner** 6:30 – 11:00 pm

Monterey Marriott Hotel, San Carlos Ballroom



## FRIDAY, MARCH 14

**Exhibits Open** 7:00 – 8:30 am

Monterey Conference Center, Serra Ballroom

**Breakfast** 7:00 – 8:30 am

Monterey Conference Center, Serra Ballroom

## PRODUCTION RESEARCH PRESENTATIONS

8:30 – 11:00 am

Monterey Conference Center, Steinbeck Forum

### Introduction and Opening Video

Tom Coleman, Chairman, California Pistachio Research Board

### Practical Practices of Growing Pistachios

Robert H. Beede, UC Farm Advisor, King and Tulare Counties

### Drought Irrigation Management

Dave Goldhamer, Water Management Specialist, UC Davis at Kearney Agricultural Center

### Aflatoxin Research in Pistachios

Themis J. Michailides, Plant Pathologist, UC Davis at Kearney Agricultural Center

### The Impact of Sanitation and Insecticides on Control of Navel Orangeworm in Pistachios

Bradley S. Higbee, Research Entomologist, Paramount Farming Company



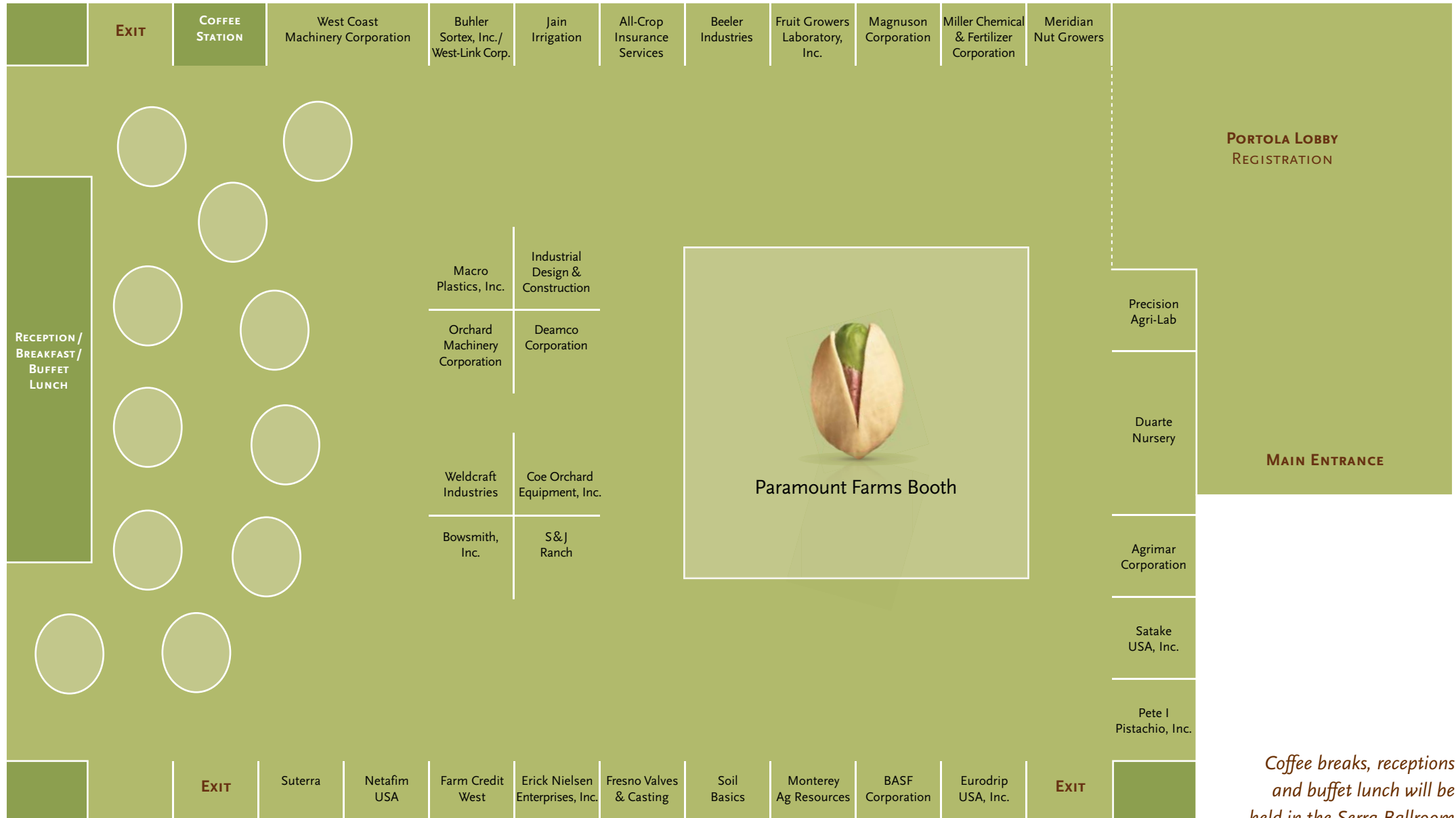
# 2008 ANNUAL PISTACHIO CONFERENCE

# EXHIBITORS MAP

March 12-14, 2008

Monterey Conference Center

**RECEPTIONS** Wednesday, March 12 6:30 - 8:00 pm    Thursday, March 13 5:30 - 6:30 pm    |    **BREAKFAST** Thursday, March 13 7:00 - 9:00 am    Friday, March 14 7:00 - 8:30 am    |    **LUNCH** Thursday, March 13 12:45 - 2:15 pm    |    **COFFEE BREAK** Thursday, March 13 10:05 - 10:30 am



*Coffee breaks, receptions and buffet lunch will be held in the Serra Ballroom*

# CONFERENCE EXHIBITORS

## **Agrimar Corporation**

5634 Atlanta Highway, Suite 200  
Flowery Branch, GA 30542  
Contact: Tracey Hall  
Tel: 770-965-9206 • Fax: 770-965-9766  
Email: twngoemar@aol.com  
Website: www.agrimar.biz

## **All Crop Insurance Services**

PO Box 250  
Biola, CA 93606  
Contacts: Nick or Leah Jerkovich  
Tel: 559-846-9976 • Fax: 559-846-9956  
Email: acis@kermantel.net

*Specializing in Crop Insurance for 25 years.*

## **BASF Corporation**

7081 N. Marks #341  
Fresno, CA 93711  
Contact: Bill Naim  
Tel: 559-289-7737 • Fax: 559-432-9037  
Email: william.nairn@basf.com  
Website: www.agproducts.basf.com

*BASF manufactures Prestine fungicides and Prowl H2O herbicide for pistachios.*

## **Beeler Industries**

PO Box 380  
Salida, CA 95368  
Contact: Mike Beeler  
Tel: 209-545-0740 • Fax: 209-545-0768  
Email: mike@beelerindustries.com

*Beeler Industries can provide individual units or turn-key pistachio receiving, pre-cleaning, hulling, washing and drying systems, along with needle color, hand sorting and packaging equipment.*

## **Bowsmith, Inc.**

PO Box 428  
Exeter, CA 93221  
Contact: Jason Wise  
Tel: 559-592-9485 • Fax: 559-592-2314  
Email: jwise@bowsmith.com  
Website: www.bowsmith.com

*Manufacturer of polyethylene tubing, drip emitters and micro-sprinklers.*

## **Buhler Sortex, Inc. / West-Link Corporation**

2385 Arch-Airport Road, Suite 300  
Stockton, CA 95206  
Contact: Cynthia Brown  
Tel: 209-983-8400 • Fax: 209-983-4800  
Email: cynthia.brown@buhlersortex.com  
Website: www.buhlersortex.com

*West-Link Corporation is the leading manufacturer's representative/distributor for packaging and processing equipment. In business for over 36 years, we specialize in check weighing, metal detection, x-ray sorting, conveying and processing systems with specialty fabrication, case erectors/liners/closers, conventional and robotic palletizers, vertical and horizontal wrappers, and complete turnkey stems.*

*Buhler Sortex, Inc. is the world leader in innovations and delivery of sorting solutions to food and non-food processors. Our latest technological advancement in sorting solutions, the SORTEX Z+, gives the best yield and efficiency of any optical sorting system, even at the highest production capacities. The SORTEX Z+ is now available with a unique quad-camera, multi-wavelength optics package for foreign material sorting. The SORTEX Z+ camera power combined with PROlife shape recognition can identify the widest range of foreign material, insect damage, sticks and stones, finer product damage and the subtlest colors for both in-shell and shelled pistachios.*

## **Coe Orchard Equipment, Inc.**

3453 Riviera Road  
Live Oak, CA 95953  
Contact: Matthew L. Coe  
Tel: 530-695-5121 • Fax: 530-695-5128  
Email: matt.coe@coeshakers.com  
Website: www.coeshakers.com

*Coe manufactures quality Pistachio harvesting equipment. Complete packages available for bin or bulk set ups. Coe also performs quality custom harvesting services.*

## **Deamco Corporation**

6520 E. Washington Boulevard  
Commerce, CA 90040  
Contact: Armand Golian  
Tel: 323-890-1190 • Fax: 323-890-1139  
Email: agolian@deamco.com  
Website: www.deamco.com

*Deamco Corporation is a manufacturer of bulk material handling equipment and systems with national and international presence in the Pistachio and related industries. Deamco manufactures overlapping*

*bucket elevators, vibratory conveyor/feeders, vibrators, store-a-veyors, related equipment and services.*

## **Duarte Nursery, Inc.**

1555 Baldwin Road  
Hughson, CA 95326  
Contact: John Duarte  
Tel: 209-531-0351 • Fax: 209-531-0352  
Email: sales@duartenursery.com  
Website: www.duartenursery.com

*Duarte Nursery is proud to produce Clonal UCB-1 Pistachio rootstock.*

## **Erick Nielsen Enterprises, Inc.**

4453 County Road  
Orland, CA 95963  
Contacts: Erick Nielsen or Hilary Porter  
Tel: 530-865-9409 • Fax: 530-865-4845  
Email: ene@eneinc.com  
Website: www.eneinc.com

*Providing the industry with innovative orchard services since 1972, ENE, Inc. offers custom bin and bulk harvesting and orchard topping, hedging, crosshedging, and skirting.*

## **Eurodrip USA, Inc.**

1850 W. Almond Avenue  
Madera, CA 93637  
Contact: Liz Maxwell  
Tel: 559-673-9100 • Fax: 559-673-9200  
Email: emaxwell@eurodripusa.com  
Website: www.eurodripusa.com

*Eurodrip USA is a manufacturer and distributor of drip irrigation tape, heavy-wall dripperline, polyethylene tubing, layflat, oval hose and system accessories such as filters, valves, air vents, flow meters, fittings and expert services. Eurodrip USA is committed to providing only the highest quality and most reliable drip products that represent the industry's best value. The Company began over 27 years ago in Greece and has grown to one of the world's leading manufacturers of drip irrigation products with over 320 employees and sales in more than 40 countries around the world. Today, Eurodrip USA operates as a fully autonomous company with headquarters and manufacturing located in Madera, California, distribution warehouses in Texas, Florida and Mexico. In addition, we have expanded our manufacturing to include vertically integrated injection molding of drippers at our Madera facility as well as significantly increasing the extrusion capacity of our state-of-the-art thin-wall tape and heavy-wall dripperline products to better meet our customer's growing demand. At Eurodrip*

*USA we provide a full range of products to meet our customer's needs in agricultural, mining, greenhouse and landscape applications. Eurodrip USA can provide complete system solutions at fair prices with exceptional service. Call one of our customer service or sales representatives today.*

## **Farm Credit West**

19628 Industry Parkway  
Bakersfield, CA 93308  
Contact: Paul Nugent  
Tel: 661-399-7360 • Fax: 661-399-7366  
Email: paul.nugent@farmcreditwest.com  
Website: www.farmcreditwest.com

*Farm Credit West is a financial services cooperative serving our customers involved in agriculture. We provide loans to California's pistachio growers for operating expenses, equipment needs, orchard development and land acquisition or refinancing. We also provide our customers access to cash management, equipment leasing and appraisal services.*

## **Fresno Valves & Casting**

PO Box 40  
Selma, CA 93662  
Contact: John Linder  
Tel: 559-834-2511 • Fax: 559-834-4821  
Email: johnwl@fresnovalves.com

*Over 50 years manufacturing quality irrigation products.*

## **Fruit Growers Laboratory, Inc.**

PO Box 272  
Santa Paula, CA 93061-0272  
Contact: Denis Barry  
Tel: 805-392-2032 • Fax: 805-525-0765  
Email: denisb@fglinc.com  
Website: www.fglinc.com

*Laboratory analysis of agricultural soil, leaf tissue, and irrigation waters.*

## **Industrial Design & Construction**

17417 Kranenburg Avenue  
Bakersfield, CA 93314  
Contact: Robert Williams  
Tel: 661-589-9575 • Fax: 661-589-6650  
Email: industrialdesign1@sbcglobal.net  
Website: industrialdesignandconstruction.net

# CONFERENCE EXHIBITORS

## Jain Irrigation

3202 W. Sunnyside  
Visalia, CA 93277  
Contact: Darren Aldaco  
Tel: 559-341-6002 • Fax: 559-635-1525  
Email: daldaco@jainsusa.com  
Website: www.jainsusa.com

*World leader in micro irrigation.*

## Macro Plastics Inc.

2250 Huntington Drive  
Fairfield, CA 94533  
Contact: Ken Shields  
Tel: 707-437-1200 • Fax: 707-437-1201  
Email: kmester@macroplastics.com  
Website: www.macroplastics.com

*California's largest manufacturer of plastic bulk bins, specifically designed for harvesting, processing and storage of commercially and organically grown produce.*

## Magnuson Corporation

1 Magnuson Avenue  
PO Box 590  
Pueblo, CO 81001  
Contact: Ron Anderson  
Tel: 719-948-9500 • Fax: 719-948-9540  
Email: sales@magnusoncorp.com  
Website: www.magnusoncorp.com

*Magnuson Corporation is "the" manufacturer for hulling machines. The current NF-24 is replacing the older models "F" and "HF," which have been in the industry since the start.*

## Meridian Nut Growers

1625 Shaw Avenue, Suite 101  
Clovis, CA 93611  
Contact: Jim Zion  
Tel: 559-458-7272 • Fax: 559-458-7270  
Email: jzion@meridiannut.com  
Website: www.meridiannut.com

*Meridian Nut Growers is a grower owned sales and marketing company supporting growers, processors and buyers of California almonds, pistachios, walnuts, prunes and raisins.*

## Miller Chemical

PO Box 1508  
Shafter, CA 93263  
Contact: Mike Williams  
Tel: 661-201-8411 • Fax: 661-399-1701  
Email: mdwmillerchem@hughes.net

## Monterey AgResources

PO Box 35000  
Fresno, CA 93745-5000  
Contact: Neal Giffen  
Tel: 559-499-2100 • Fax: 559-499-1015  
Email: alanik@montereyagresources.com  
Website: www.montereyagresources.com

## Netafim USA

5470 E. Home Avenue  
Fresno, CA 93727  
Contact: Dean Best  
Tel: 559-453-6800 • Fax: 559-453-6803  
Email: dbest@netafimusa.com  
Website: www.netafimusa.com

*Netafim USA manufactures the widest selection and most advanced drip/micro irrigation products the industry has to offer. From dripperlines, filters, valves, sprinklers and automation to technical education, we have the solutions to help you grow it all.*

## Orchard Machinery Corporation

2700 Colusa Highway  
Yuba City, CA 95993  
Contact: Don Mayo  
Tel: 530-673-2822 • Fax: 530-673-0296  
Email: dm@shakermaker.com  
Website: www.shakermaker.com

*Orchard Machinery Corporation manufactures a complete line of Pistachio Harvesting Equipment. Our sister company, Orchard Harvest Corporation, performs Commercial Pistachio Harvesting.*

## Paramount Farms

13646 Highway 33  
Lost Hills, CA 93249  
Contact: Andrew Anzaldo  
Tel: 661-797-6740 • Fax: 661-797-6744  
Email: aanzaldo@paramountfarms.com  
Websites: www.paramountfarms.com  
www.growerpartner.com

*Paramount Farms is the largest grower and processor of pistachios and almonds in the world. Approximately, 70% of California pistachio growers do business with Paramount Farms. Our GROWER PARTNER commitment is grower return maximization and building long-term demand for the pistachio industry. This deeply-rooted commitment is supported by professional marketing programs, groundbreaking research, comprehensive PR, strategic carry-out program, and the highest level of grower relations service in the pistachio industry.*

## Pete I Pistachios, Inc.

4161 Nighthawk Way  
Chico, CA 95926  
Contact: Dave Petersen  
Tel: 530-518-3283 • Fax: 530-891-4796  
Email: pete1pistachio@aol.com

*Pete I Pistachios, Inc. is introducing a new pistachio cultivar called Pete I. Pete I is characterized by large size (18-20's), high splits (90%+), and early bloom/harvest.*

## Precision Agri-Lab

24730 Avenue 13  
Madera, CA 93637  
Contact: Ken Wahlen  
Tel: 559-661-6386 • Fax: 559-661-6135  
Email: kwahlen@agriumretail.com  
Website: www.wfsweather.net

*Western Farm Service is a premier retailer of crop production inputs, and a leader in Precision Ag Technology, offering growers innovative advances in agricultural products and services.*

## S & J Ranch

PO Box 3347  
Pinedale, CA 93650  
Contact: Lane Miller  
Tel: 559-437-2600 • Fax: 559-437-2606  
Email: info@sjranchmgmt.com  
Website: www.sjranchmgmt.com

*Farm management and development company specializing in tree and vine crops in the San Joaquin Valley. Provider of stand alone technical consulting services for growers in pest management, nutrition, irrigation, horticulture, and forensics. S & J Ranch's commercial nursery offers growers premium pistachio and citrus trees. Also offers business plan/investment consulting and acquisition/feasibility services for investors seeking permanent planting properties.*

## Satake USA, Inc.

3416 Oakdale Road  
Modesto, CA 95355  
Contact: Jeff Sargent  
Tel: 209-551-3203 • Fax: 209-551-0841  
Email: jsargent@satake-usa.com  
Website: www.satake-usa.com

*Satake USA is a leading supplier of infra-red and color sorting equipment for the tree nut industry.*

## Soil Basics Corporation

PO Box 2609  
Visalia, CA 93279  
Contact: Clay Sannar  
Tel: 559-651-2772 • Fax: 559-651-2780  
Email: info@soilbasics.net  
Website: www.soilbasics.net

*Soil Basics offers a complete line of chelated nutrients, fertilizer injection equipment and algaecide / bacteriacide products for irrigation line maintenance.*

## Suterra LLC

213 SW Columbia Street  
Bend, OR 97702  
Contact: Debbie Slade  
Tel: 541-388-3688 • Fax: 541-388-3705  
Email: dslade@suterra.com  
Website: www.suterra.com

*Suterra advances insect control in tree nut crops to a new level, with innovative products and exemplary service to benefit growers in California.*

## Weldcraft Industries Inc.

PO Box 11026  
Terra Bella, CA 93270  
Contact: Emily Werlhof  
Tel: 559-784-4322 • Fax: 559-784-4620  
Email: weldcraft@ocsnet.net

*Weldcraft has been building quality pistachio equipment for 40 years. Our company builds fruit and nut harvesters, bulk harvesting equipment, elevators and pruning towers.*

## West Coast Machinery Corporation

3002 E. Simpson  
Fresno, CA 93703  
Contact: David Brown  
Tel: 559-779-9278  
Fax: 559-272-0499  
E-Mail: db66@comcast.net  
Web Site: www.westcoastmachinerycorp.com

*West Coast Machinery supplies pistachio hulling and loose hulling equipment.*





PARAMOUNT FARMS

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[WWW.PARAMOUNTFARMS.COM](http://WWW.PARAMOUNTFARMS.COM) | [WWW.GROWERPARTNER.COM](http://WWW.GROWERPARTNER.COM)