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Blue Diamond Growers Demonstrates Success of Trade Promotion Programs

Blue Diamond Growers, a nonprofit grower-owned cooperative, in collaboration with Mexican partner, Grupo LALA, hosted several events during a three-day Mexico trade mission led by U.S. Department of Agriculture Secretary Sonny Perdue and attended by Under Secretary Ted McKinney. The events showcased the importance of the Agricultural Trade Promotion Program (ATP) and the Market Access Program (MAP) as both are utilized by Blue Diamond to further its efforts within the Mexican market.

“Mexico is a key market for the cooperative in Latin America and one of the most relevant for the company’s growth,” said Mark Jansen, President and CEO for Blue Diamond Growers. “Programs such as ATP and MAP allow Blue Diamond to make strategic investments in these markets and are then further supported by trade agreements like the United States-Mexico-Canada Agreement.”

The Blue Diamond events included an evening reception at the home of the U.S. Ambassador to Mexico Christopher Landau that featured food and drink made with Almond Breeze® and a local supermarket tour where the cooperative showcased the successful partnership with Grupo LALA.

About Blue Diamond

Blue Diamond Growers is the world's leading almond marketer and processor. It led the development of California’s almond industry since it was formed as a nonprofit, grower-owned cooperative over 100 years ago. Today Blue Diamond has over 3,000 growers across California. Blue Diamond markets and sells a wide range of almond-based snacks, beverages, and ingredients, including Blue Diamond Snack Almonds®, Nut-Thins® crackers, almond flour, and the number one almondmilk in the U.S., Almond Breeze®. For more information, visit www.bluediamond.com.