



For Immediate Release
October 23, 2023

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**Blue Diamond Growers applauds USDA's Regional Agricultural Promotion Program (RAPP)
*Amid difficult times for California almond growers RAPP delivers strong tool for future growth***

Sacramento, Calif., October 23, 2023 – Blue Diamond Growers, a grower-owned almond cooperative, applauds United States Department of Agriculture's (USDA) announcement of the Regional Agricultural Promotion Program (RAPP), which will provide much needed investment in U.S. agricultural export promotion initiatives with direct benefits to California almonds. Nearly 70 percent of California almonds are exported worldwide.

Blue Diamond has been involved in export promotion for over 100 years. International markets are crucial in expanding opportunities for California's almond farmers, and therefore market development is a cornerstone of Blue Diamond's growth strategy. This additional funding will allow Blue Diamond and the U.S. almond industry to amplify these efforts, driving higher returns and growth for the entire industry, while exemplifying program success.

The Cooperative has a proven track record of opening and developing new markets around the world for value-added almond products, to the direct benefit of the entire California almond industry. In total, Blue Diamond has opened more than 100 countries, and continues to invest considerable resources in advertising, promotion, and selling to large food manufacturers and retailers.

"Opening and accelerating markets is essential to sustaining California almond growers, who face some of the highest agriculture production costs in the country," said Alicia Rockwell, Chief Government Affairs Officer for Blue Diamond Growers. "Trade programs like RAPP help to strengthen industry investments leading to longer, more robust promotions to stimulate consumption."

Over the years, funding through USDA's Foreign Agricultural Service has had far-reaching and long-term positive impacts for United States almonds. Blue Diamond appreciates the priority USDA continues to place on this important partnership and continued support of California almond growers.

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About Blue Diamond Growers

Blue Diamond Growers, a grower-owned cooperative representing approximately 3,000 of California's almond growers, is the world's leading almond marketer and processor. Established in 1910, it created the California almond industry and opened world markets for almonds. Blue Diamond is dedicated to delivering the benefits of almonds around the world and does so by providing high-quality almonds, almond ingredients and branded products. Headquartered in Sacramento, the company employs approximately 1,600 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers, visit www.bluediamond.com and follow the company on [LinkedIn](#), [Instagram](#), [Facebook](#) and [Twitter](#).