

## 2(b). Recent developments in other organizations

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# Who We Are



# CONNECT, EMPOWER, INFORM SINCE 1983

## MISSION

To facilitate sustainable growth in supply and consumption through sharing the goodness and health benefits of nuts and dried fruit globally.

# INC Membership

- 926 members from 86 countries
- INC membership represents over 85% of the world's commercial trade in nuts and dried fruit.



# INC Strategic Goals 2022-2026

1

Increase global consumption to ensure a healthy balance between supply and demand.

2

Prioritize key areas of focus for health and nutrition research to obtain regulatory approved health claims to aid in the promotion of nuts and dried fruit globally.

3

Collaborate with international organizations regarding increasing market access and overcome the challenges of trade barriers and supply chain issues.

4

Define the sustainability agenda for the nut and dried fruit industry.



# INC Congress London, 2023



# INC Congress

- 1,300 participants from 65 countries
- The state of the industry, market development, latest findings in health and nut allergy research, and the sustainable growth of the industry.
- Gen Z as key target audience for the global promotion of nuts and dried fruit.
- Snacking as key category of interest.
- Next INC Congress: Vancouver, May 8-10, 2024.



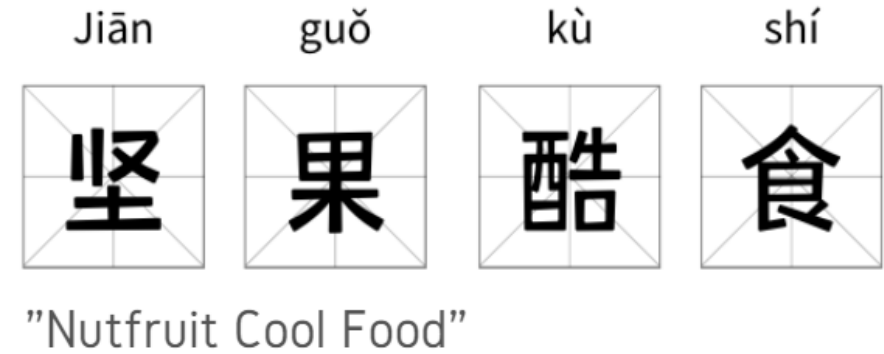


# INC Multi-country Dissemination Plans: Gen Z the New Consumer



# China: Strategy

- Target the 269 million Gen Z in China
- Localise our B2C brand “Nutfruit”
- Select the most relevant social media networks for Gen-Z in China: WeChat, Douyin (TikTok) and Weibo
- Implement an influencer strategy



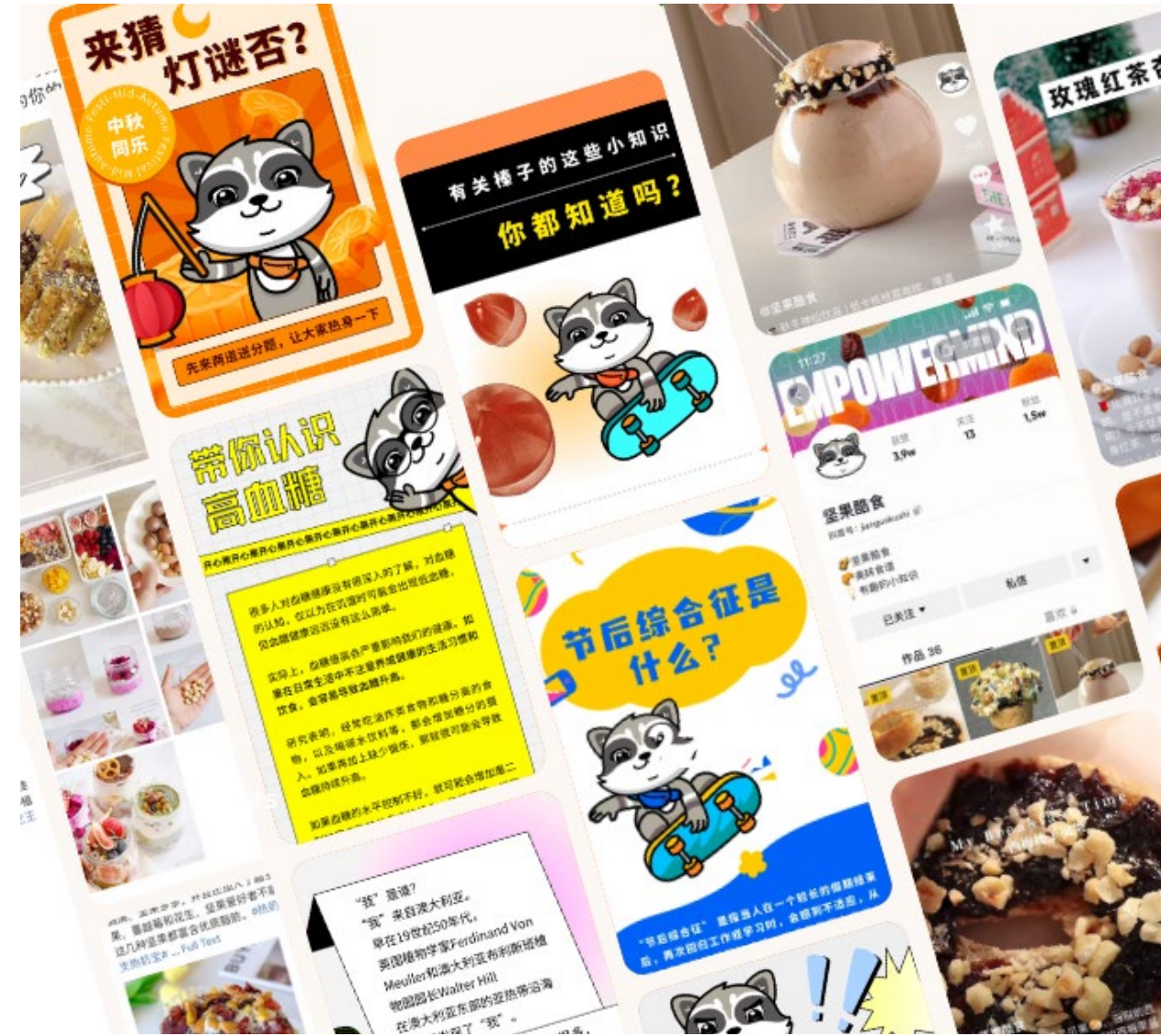


# China: Results

- 46 Million Reach
- 153K Interactions
- 122 New Contents
- 55 Influencer Post

## Plan 2023

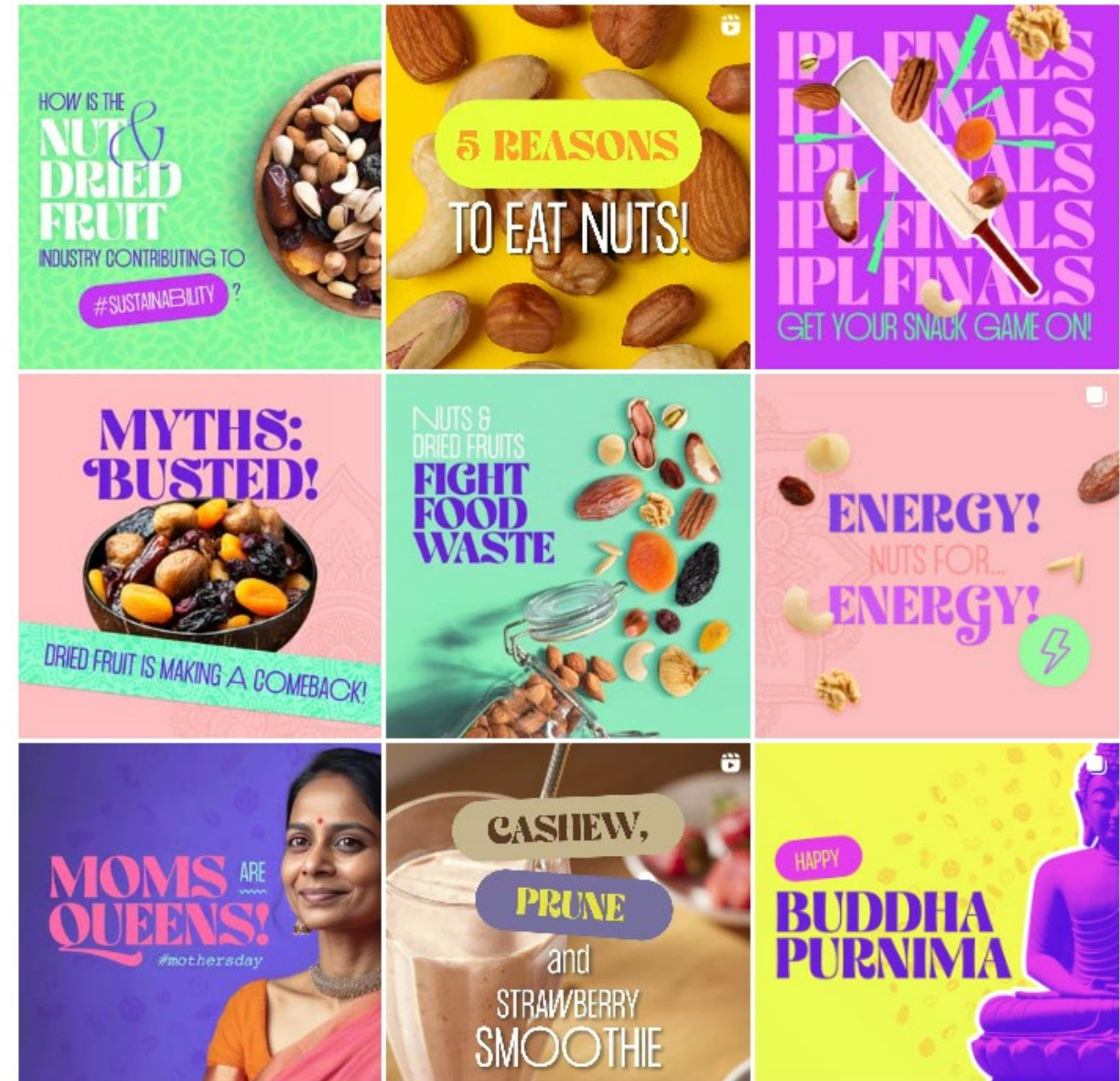
- Nuts and Dried Fruits: A natural source of energy
- Share new moments of consumption
  - Gao Kao
  - Toppings & beverages





# India: Strategy

- Over 60% of the Indian Population are under 30
- 472 million Gen Z
- Promote the *Nutfruit* brand through “Feel the Goodness of Nuts & Dried Fruits”.
- Key networks Instagram and YouTube
- Implement an influencer strategy

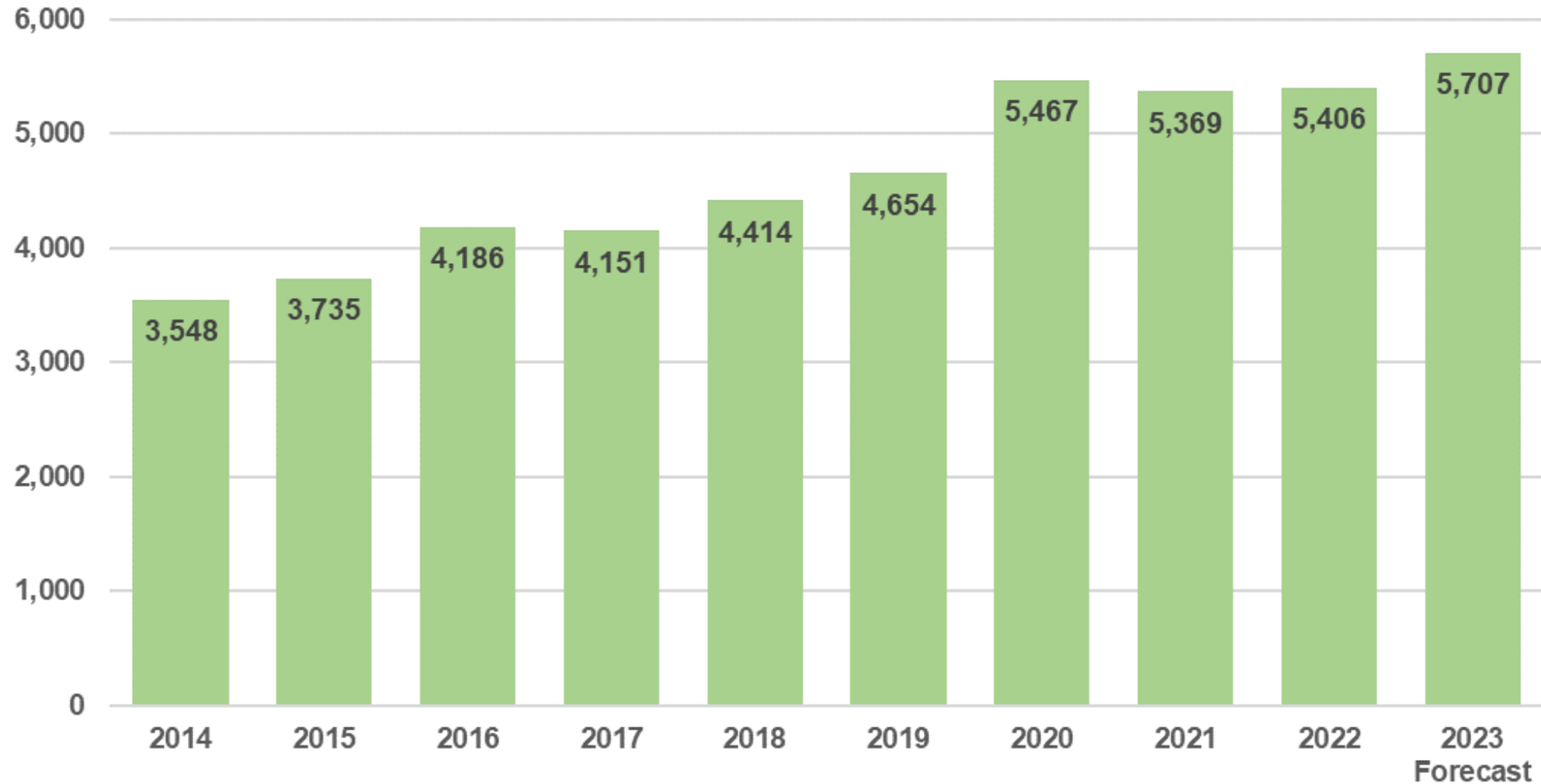




# INC Statistical Data

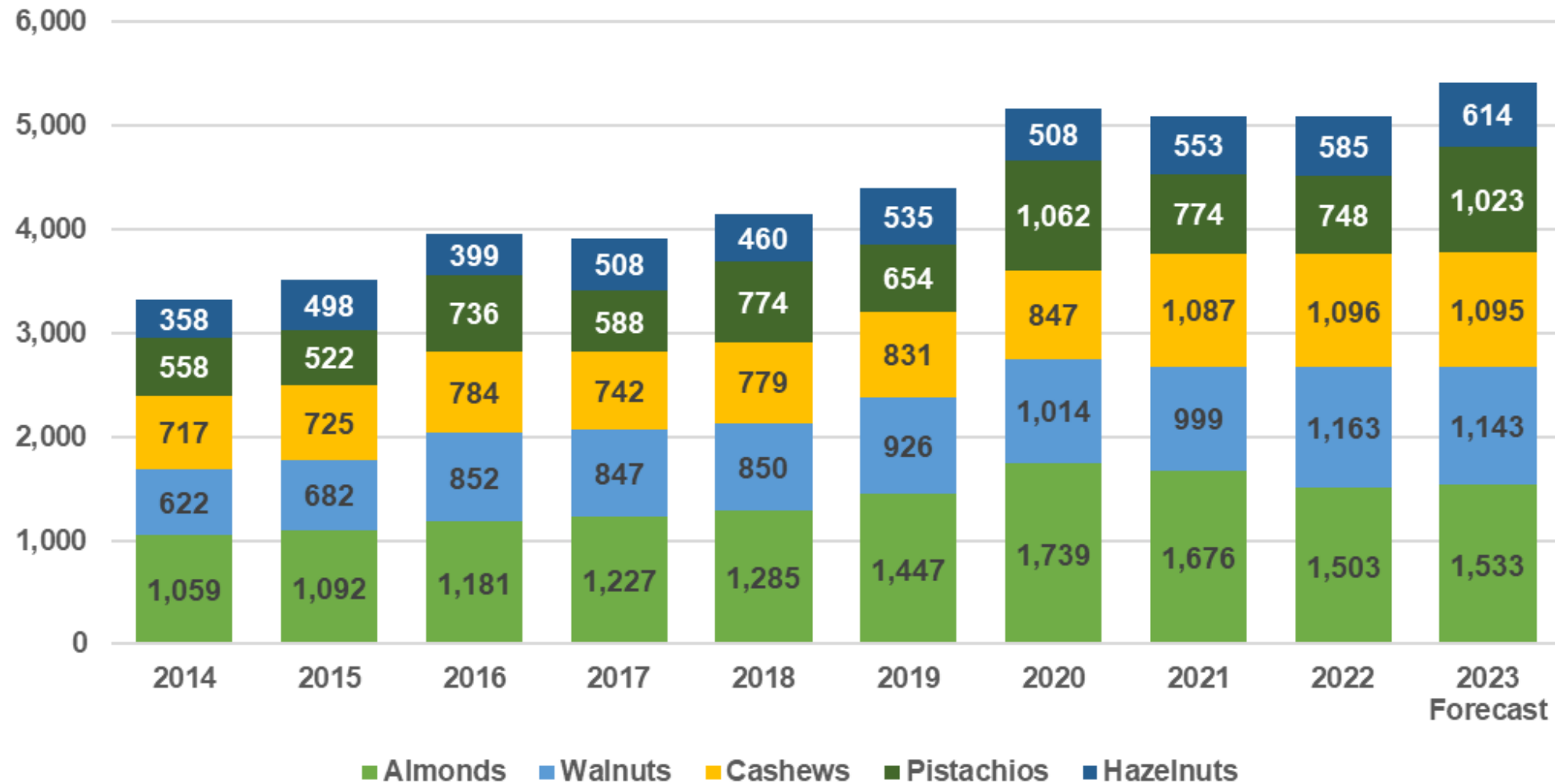


**World Tree Nut Production**  
(1000 MT, kernel basis, except pistachios in-shell). Source: INC

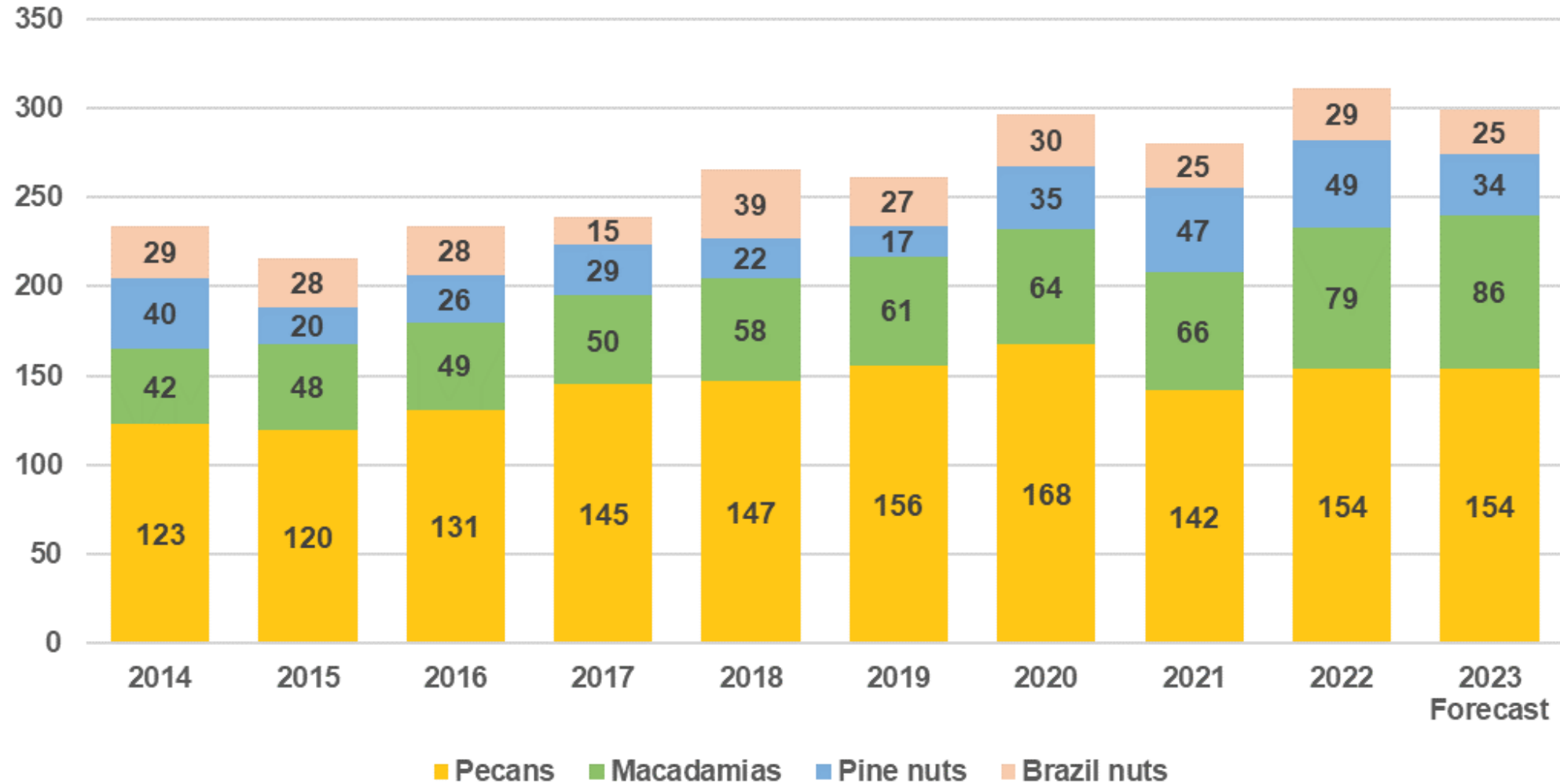




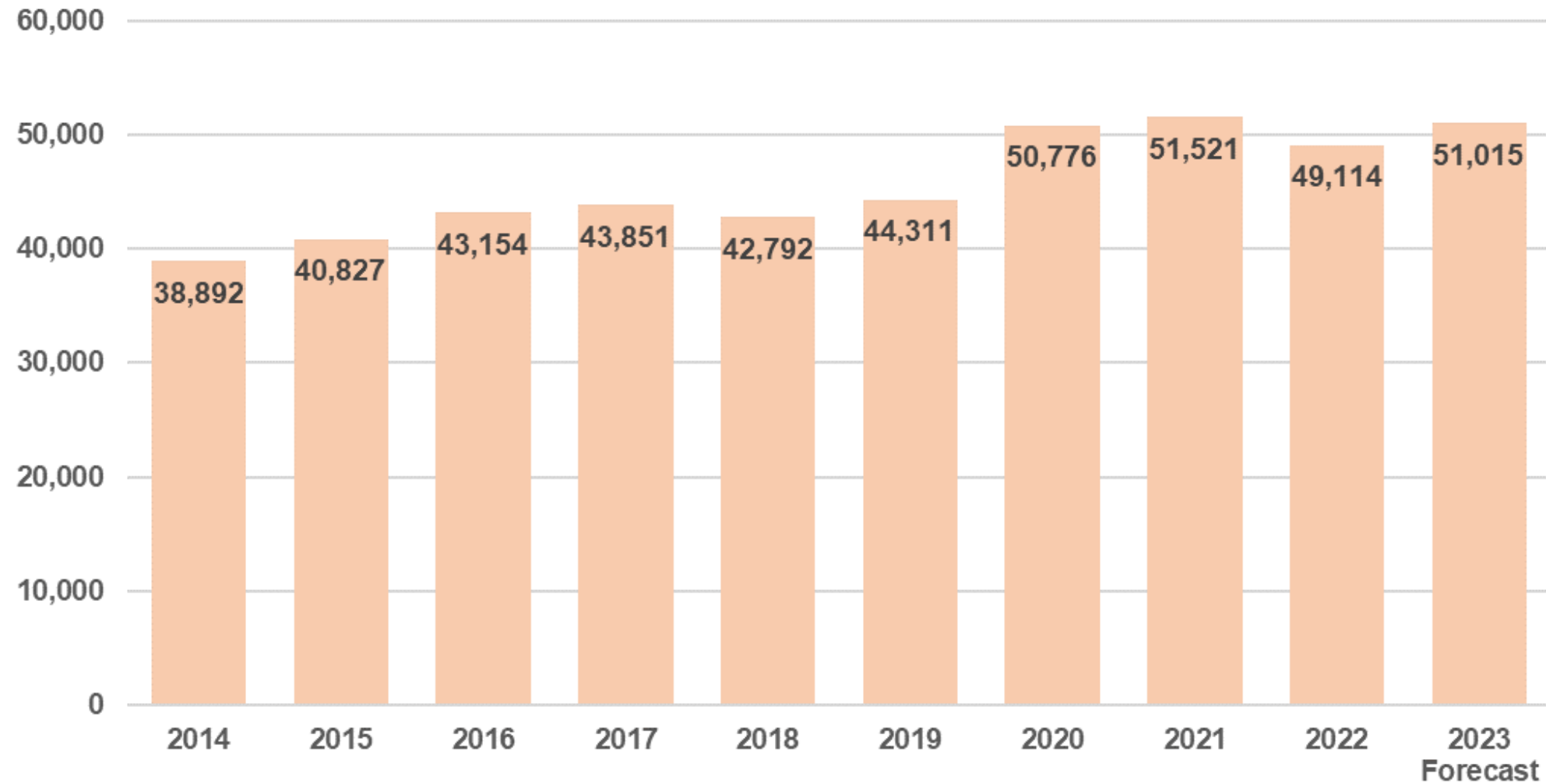
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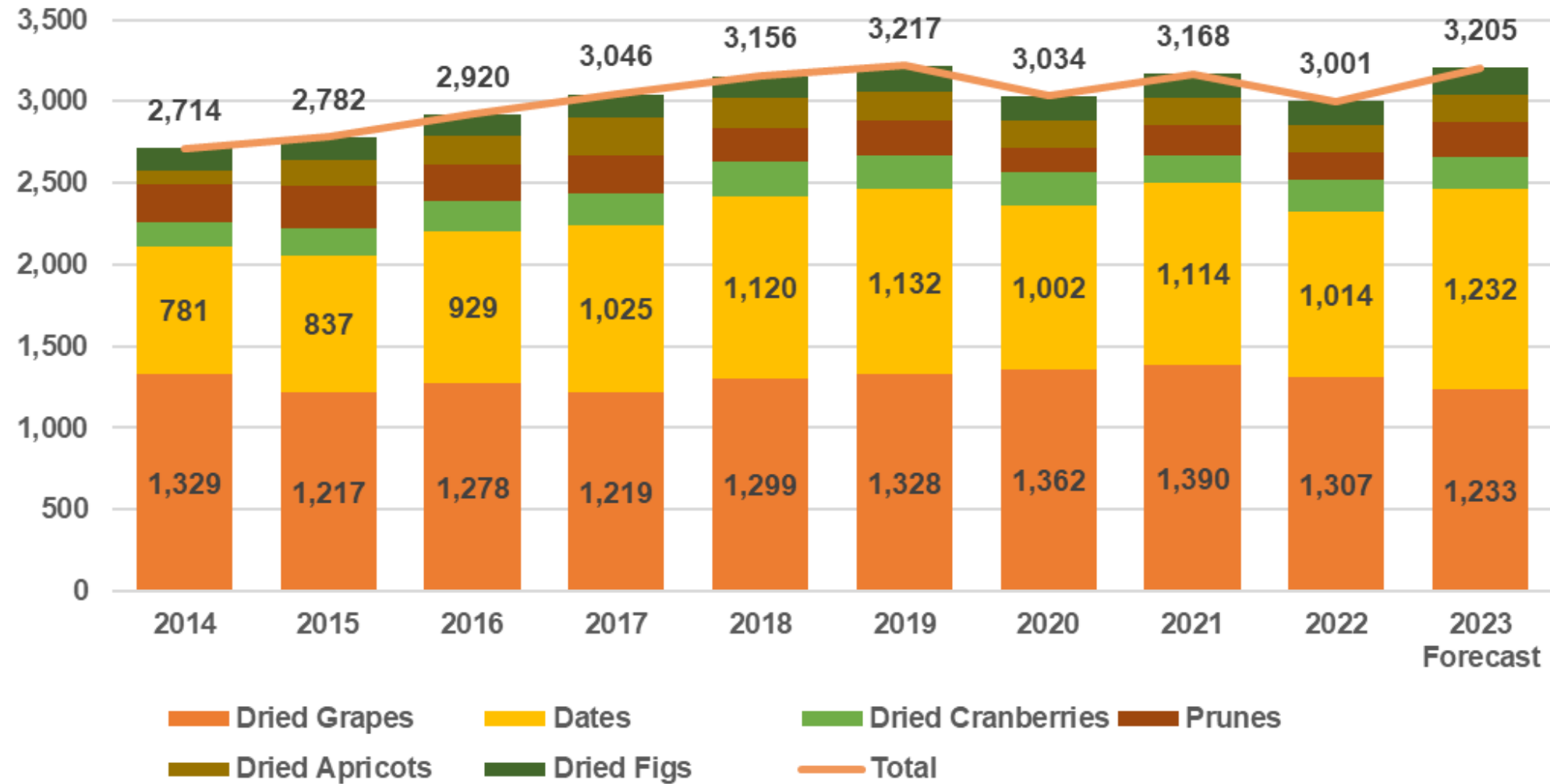


**World Peanut Production  
(1000 MT, in-shell basis). Source: INC**





World Dried Fruit Production  
(1000 MT). Source: INC



# THANK YOU

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