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# Why Growers Invest in Organic Pistachios

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# Why growers invest in Organic Pistachios?



Investing in organic pistachios can be a smart decision for several reasons:

## Growing demand



The demand for organic food has been steadily increasing. Consumers become more **health-conscious and environmentally aware**.

Organic pistachios, free from synthetic pesticides and genetically modified organisms (GMOs), cater to this growing demand for organic products.

## Health Benefits



Organic pistachios are grown **without the use of synthetic pesticides** and fertilizers or herbicides. This means they are less likely to contain harmful residues and offer a purer, more natural product. Additionally, organic farming practices often promote soil health, which can lead to more nutrient-rich and flavorful pistachios.

## Premium Pricing



Organic pistachios generally command a **higher price in the market** compared to conventionally grown pistachios. This can lead to higher profit margins for growers and, in this particular case, also for MyTreeHood members in the shape of harvest, for instance.

## Sustainability



Organic farming practices prioritize environmental sustainability by promoting soil health, and minimizing the use of chemical inputs. Investing in organic pistachios aligns with **sustainable agriculture principles**, which can attract environmentally conscious consumers and contribute to a more sustainable food system.

## Market Potential



Pistachios, in general, have been experiencing strong market growth due to their nutritional benefits and increasing popularity as a healthy snack. By supporting organic pistachios, you tap into this **expanding market segment** and position yourself to take advantage of the growing demand for organic products as a MyTreeHood Program participant, both in the shape of the harvest or in case you would decide to sell your tree back to us.

## Certification and Regulation



Organic products are subject to strict certification and regulation processes, ensuring that they meet specific organic standards. This certification adds **credibility and quality** assurance to organic pistachios, giving confidence in the product's organic claims.



## Pistachio Benefits



# Product benefits <sup>2</sup>

**Along with their great taste, which makes pistachios popular all over the world, they are also a very healthy food product.**

Pistachio trees produce nuts for many decades, making them a **long-term opportunity**.

Once pistachio trees reach maturity (typically after 5 to 7 years), they yield high-value crops for several decades. As the trees grow older, their **productivity** and profitability tend to **increase**.

In relation to other agriculture or farmland food types, pistachio trees are **drought-tolerant** and require less water than many other crops, making them a better choice than many other crops.



Pistachios are low in calories and rich in **phytosterols, antioxidants, good fats, carotenoids, vitamins, minerals & fibre.**

Pistachio nuts generally are dried after harvesting, giving them a long shelf-life and preventing them from receiving any damage throughout the supply chain. They usually **do not require special conditions** for storage (i.e. cooling), particularly in comparison to fresh fruits, meaning minimal wastage from harvest to consumption.

# Increasing demand <sup>3 4</sup>

We all love eating pistachios; not only they're tasty but, according to research, they are **rich in a variety of nutrients** and may support weight loss, gut health, blood sugar control, and heart health.

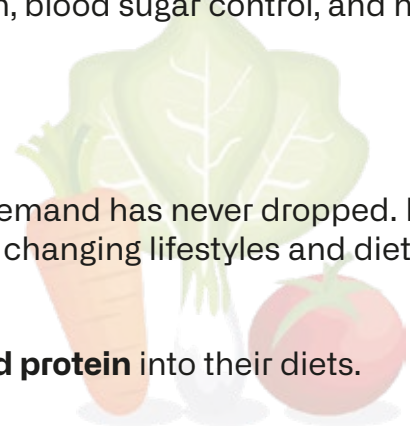
## Changing dietary habits

The known health benefits of pistachios are the reason why demand has never dropped. In recent years it has seen a huge surge, boosted by consumers' changing lifestyles and dietary requirements.

For example, with more consumers incorporating **plant-based protein** into their diets.



The popularity of pistachios has also been boosted by their **versatility**. They can be used in dishes like salads and pesto as well as sweet treats like ice cream and baked goods.



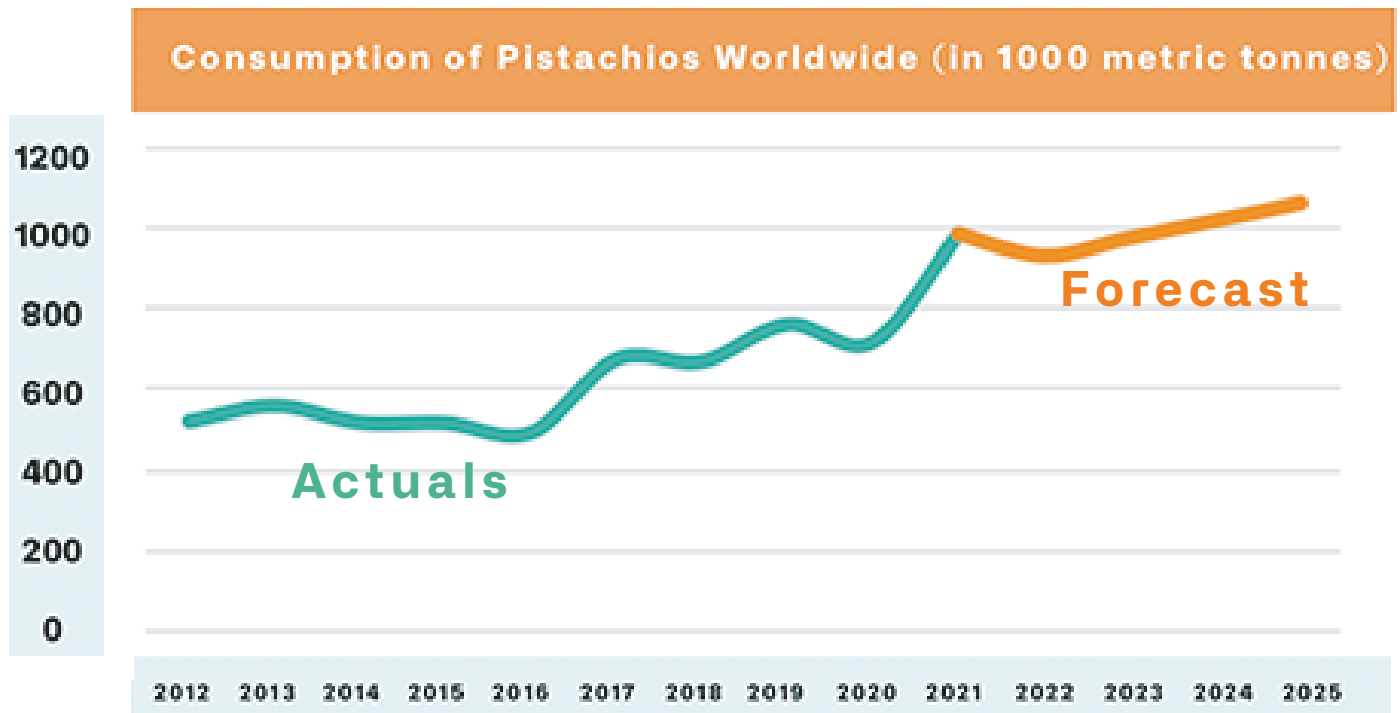
## I n c r e a s i n g   d e m a n d   o n l i n e

The increasing demand for pistachios can be viewed using the Google Trends Tool. The numbers in the graph below represent **search interest** relative to the highest point on the chart for a given region and time:



## Increasing consumption of pistachios worldwide

Demand for pistachios can also be seen by looking at global consumption figures, which have risen at a steady rate over the last decade





# Price <sup>5</sup>

Correlating with the rising demand and consumption trends, the pistachio market has experienced **a consistent and stable price growth over the past decade**. This upward trajectory can be attributed to several factors, notably the increased recognition of the health benefits and versatile applications of pistachios.



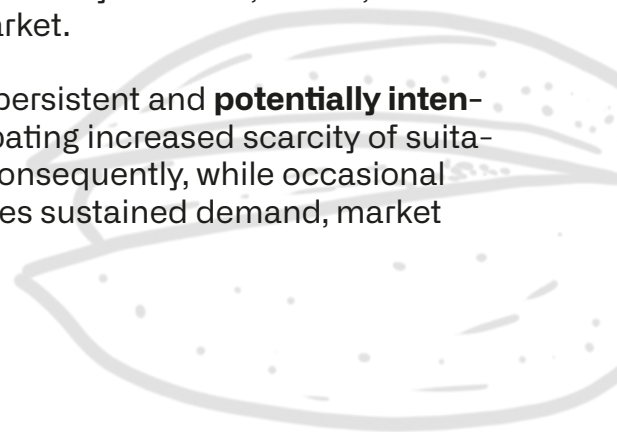
*From our standpoint, we recognize the potential for occasional deviations from this upward trend. Periods of price stability or even a slight decrease may occur.*



**However, we view this deviation positively, as it creates opportunities for pistachios to be more widely consumed. A temporary reduction in prices could enhance affordability for a broader audience, potentially boosting popularity among consumers.**

This occasional stability or reduction in prices, seen through a positive lens, **fosters the expansion of the market base**. As more individuals are attracted to the perceived affordability of pistachios during such periods, overall consumption may rise. This, in turn, sets the stage for a potentially accelerated growth phase in the market.

In the broader context, the long-term outlook indicates a persistent and **potentially intensified demand for pistachios** in the coming years. Anticipating increased scarcity of suitable agricultural land adds complexity to this landscape. Consequently, while occasional price fluctuations may occur, the overall trajectory indicates sustained demand, market expansion, and the potential for future price increases.



**In navigating these dynamics, stakeholders in the pistachio industry should remain adaptable and responsive to market shifts. Understanding the delicate balance between price, demand, and accessibility is crucial for maximizing opportunities and addressing challenges in this evolving market.**



# References

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- 3. Pistachio Trends – Google Trends, 2023**
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