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Local First: Pistachios with European Roots

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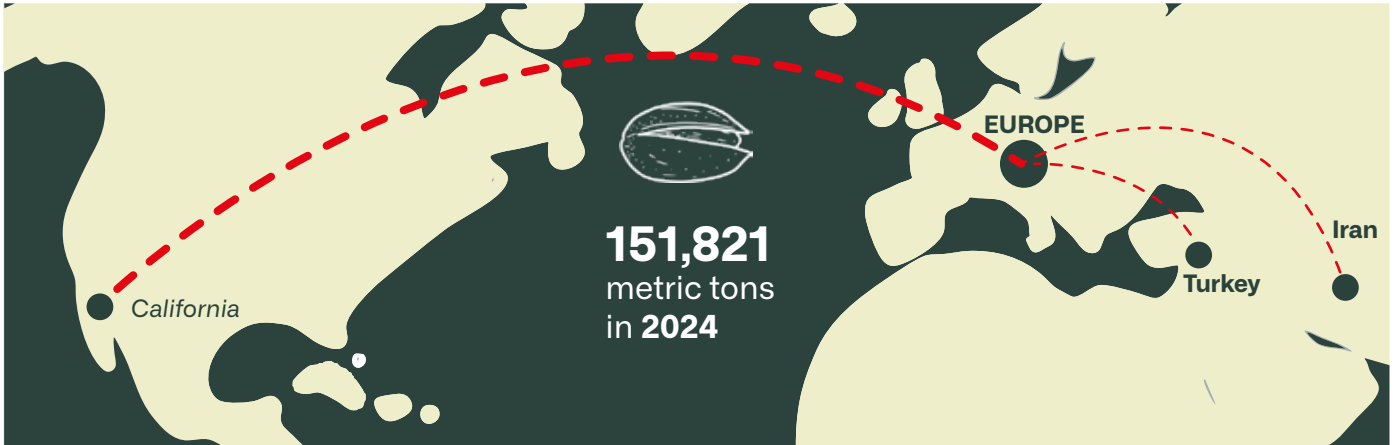
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Made in Europe for Europe ^{1 2 4 7}



Let's take a look at the volume of pistachios imported into Europe, 78% of which come from California



This is the equivalent to



x **15**
Eiffel Tower



x **25.000**
Adult african elephants

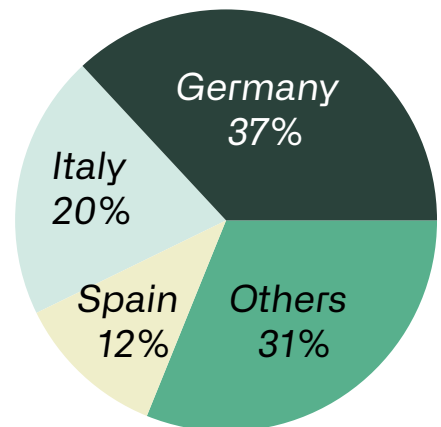


x **60**
Olympic pools

This volume marked a historic record, exceeding the previous year's imports by 56.7%.

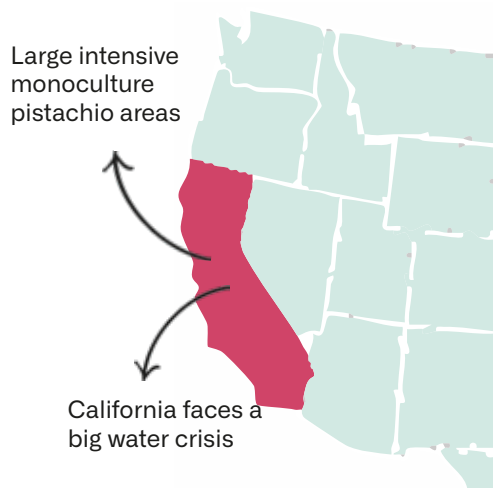
In terms of value, European pistachio imports in 2024 also reached an all-time high, **surpassing €1 billion** for the first time.

The main supplier was the **United States**, with 136,838 metric tons, reflecting a 56.4% increase over the previous year.



Main pistachio-importing countries within Europe

LET'S TAKE A LOOK AT THE DIFFERENCES



Spanish growers already produce **36% organic**.

Up to 80% of Spanish pistachio farming is rainfed.



Spain and other southern European countries have a Mediterranean climate ideal for pistachio farming.

Organic pistachios coming from Spain (like Castilla-La Mancha) utilize less chemicals, which supports soil quality and promotes local biodiversity.



CALIFORNIA

Carbon footprint	High (due to long-distance shipping)
Transport	Sea freight over thousands of kilometers
Water	High use in drought-prone areas
Farming	Large-scale industrial monoculture
Agriculture	Low share of organic production
Flavour and texture	Large size, milder flavour
Local support	No reinvestment in rural Europe
Transparency	Limited origin control
Climate resilience	Grown in increasingly vulnerable environments



EUROPE (Spain and others)

Lower (regionally produced)
Shorter, more efficient transport
Strongly regulated, predominantly rain-fed
More diversified and sustainable
Strong growth of certified organic farms
Richer flavour, varies by region
Supports farmers and rural employment
EU-compliant standards
Grown in stable Mediterranean climates



Local and global benefits ^{3 5 6}

If you were consuming pistachios from Europe instead of importing from the US, what would your personal impact be?

Directly supporting European economy

Helping boost **rural development** and revitalizing rural communities.

For example, in countries like Spain, pistachio farming has grown rapidly—from **6,000** to over **70,000** hectares in just a few years



A fresher, more authentic flavour

The freshness of **locally sourced nuts** ensures a higher-quality culinary experience

In places like Spain, acclaimed chef Dani García has incorporated pistachios into several of his signature dishes, such as cherry gazpacho and orange blossom ice cream with pistachio cream



Better quality, a healthier choice

Local pistachios are less time stored and being transported



That could eventually mean higher levels of essential nutrients like protein, fiber and magnesium among others



What about my **carbon footprint?**



Let's imagine you live in **Geneva, Switzerland**, and have been buying Pistachios from **California** for years, but now you want to be more sustainable and try buying local products.

Let's estimate how much your **carbon footprint** could be reduced



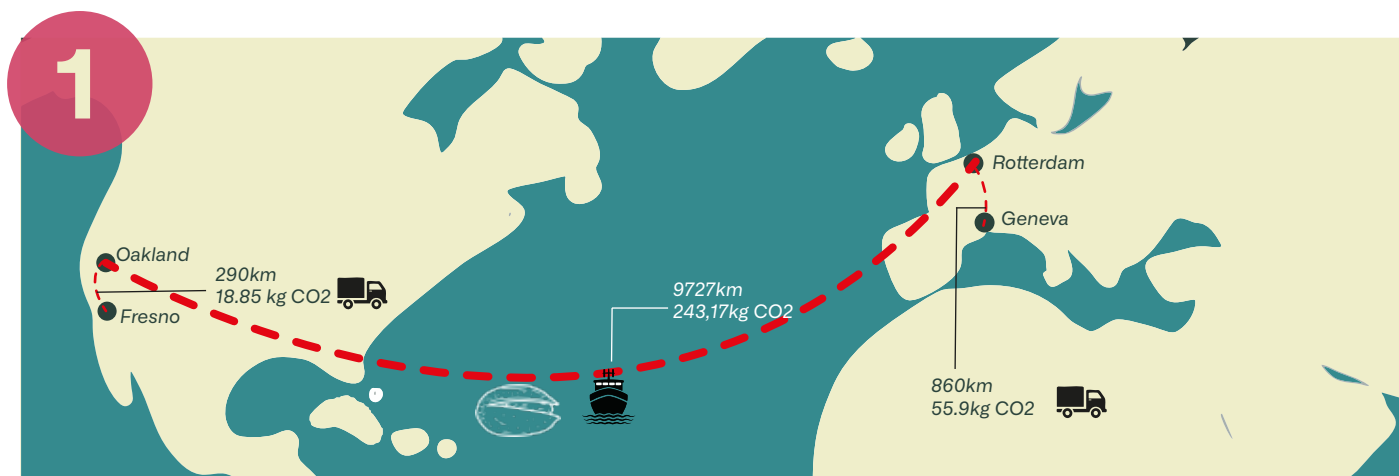
Remember that it's a complex calculation with several factors, so we will just make the calculations based on the **transportation** here



Maritime transportation: 0.025 kg CO2 per ton per km approx

Land transportation (heavy truck): 0.065 kg CO2 per ton per km approx

If you want a more detailed look, we recommend you this amazing calculator:
<https://footprint.wwf.org.uk>



TOTAL

1 $18.85 + 243.17 + 55.9 = 317,9$ kg CO2 per ton

2 78,3 kg CO2 per ton

Approx reduction of **4 times less CO2**

European Pride ^{7 8}



Celebrate Europe's Agricultural Renaissance

Choosing European-grown pistachios supports a wave of **innovative, sustainable farming** — demonstrating that Europe not only imports quality, it cultivates it.



Preserve Culinary Heritage

Pistachios have long been part of European food culture — from Italian gelato to Spanish pastries. Supporting local pistachios means preserving **authentic, regional recipes** and techniques.



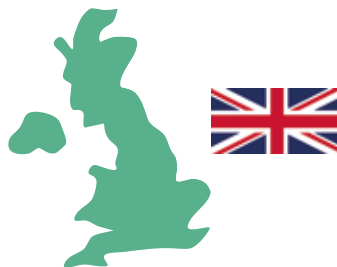
Resilience in the Face of Global Disruptions

Choosing local means Europe relies less on overseas supply chains. Supporting European pistachios strengthens **food security** and makes the region more self-sufficient.

Quality Standards You Can Trust

European agricultural products are held to some of the highest safety and quality standards in the world. When you choose EU-grown pistachios, you choose **traceability, transparency, and trust**.

For example, the UK trades more easily with the EU than with the US, with fewer disruptions, clearer labelling and more consistent pricing and availability



Also European and Spanish growers are increasingly focused on organic and **regenerative agriculture**, offering cleaner, healthier pistachios, which can be harder to guarantee with US imports

Next time you buy pistachios,
choose local. **Choose Europe.**

*And if you want to go one step further, **adopt a tree with MyTreehood** and support sustainable farming from the ground up.*

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References

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