***Lesson: Almond Exploration***

**Purpose:** Known for the health benefits, almonds have seen a steady increase in production in the last few decades. Although it isn’t exactly the same product made by cows, you may have even seen this nut processed into a type of milk! Almonds are an amazing nut, and are definitely worth taking some time to explore.

**Directions:** Access the commodities and products tab on the AgMRC website (<http://www.agmrc.org>) and find the link to Nuts. Utilize information located here to answer the questions below:

1. According to the AgMRC website, what two factors have helped to “expand marketing opportunities” for almonds?
2. What are the majority of almonds consumed as/in?
3. What can be done with almonds that are green and not yet ripe?
4. What are three health benefits that consumption of almonds may result in? What advantages could these have for an almond marketing campaign?
5. Recently, honeybee Colony Collapse Disorder has had a negative effect on the almond industry (and other plant-based productions systems as well). Why do you think that this disorder has had such a negative impact?

**Reinforcement activity: Bee an advocate**

For this activity you will become an advocate for the dwindling bee population. A town hall meeting is going to be held where you will have an opportunity to give your opinion on the issue of honey bee decline. You will want to be sure you tell the audience about the value bees bring to agriculture and the economy, as well as explain how the current problem of their diminishing health is going to hurt the industry. Your advocacy speech will need to influence the audience into wanting to make a change to better the health of the honey bees, which means you need to also have a plan of action you want the audience to take in order to achieve your desired change. Good luck saving the bees!