



**JOSÉ EDUARDO
MENDES CAMARGO**

ABNC

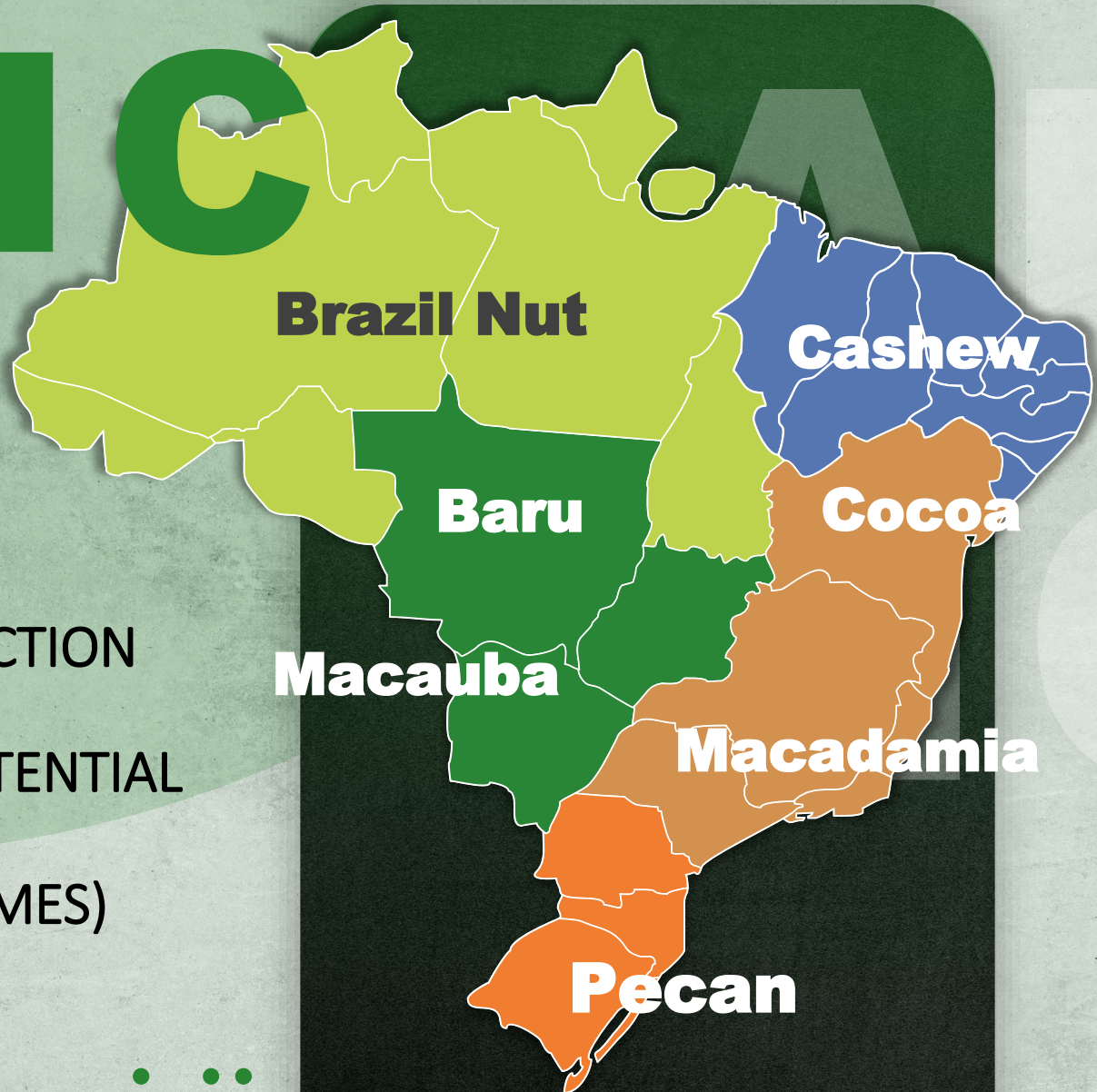
Associação Brasileira de Nozes,
Castanhas e Frutas secas





ABNC

**NUTS ASSOCIATION
OF BRAZIL**



20 ASSOCIATES



60% BRAZILIAN PRODUCTION

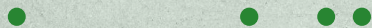


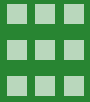
DOMESTIC MARKET POTENTIAL



SEVEN NUT (IN ALL BIOMES)

NUTS





MARKETING



PROMOTING B2C

- Nutrition Webinars 
- Media Presence 
- Yearly Nut Festival 
- Food Competition 

PROMOTING B2B

-  Monthly Webinars
-  Partnerships
-  Food Shows



EFFORTS





PROMOTING B2B

PARTNERSHIP

SENAI & BUNGE – R&D Event
Banking Possibilities with Nuts

APEX: Negotiation Rounds With International Buys Access
to International Sales Support (Missions, Food, Shows,...)

FOOD SHOWS

Special Rate & Dedicated Quarter to Associates
(Anufood 2019, FIPAN, Natural Tech 2022)

BI/MONTHLY WEBINARS

Connection & Presentation of Key Buyers of the
Food Industry in Brazil (Nestle, Wickbold, CRM,
Puravida, Unilever) & Cosmetics





PROMOTING B2B



NUTRITIONAL WEBINARS

Webinars with Nutritionists showing benefits of Nuts



MEDIA PRESENCE

Presentations and Interviews on nuts



INFLUENCERS



NEXT STEPS

- 🌙 Partnerships with Food Industries
- 👉 Development of New Products
- 🥜 Nutritionists

OBRIGADO!

JOSÉ EDUARDO MENDES CAMARGO

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