Evaluating Decisions for Permanent Crops
April 22, 2005
Paramount's Four

- Almonds
- Pistachios
- Pomegranates
- Citrus

Good Products

- Healthy
- Shelf Life
- Convenience
- Ability to Vertically Integrate
Structure of the Industry

- Sophistication
- Size of Competitors
- Number of Competitors
- Distribution Channels
- Current and Potential Markets

Aim: To be the world's low cost per unit producer

Factors:  
- Climate
  - Soil
  - Water
- Operational Excellence
- World View
Risk Assessment

• Upside
• Downside
• Private Ownership

No Emotion