



## Almond Board of California's 2026 Student Ambassador Program

Subject to Official Rules available below and at <https://almonds.org/student-ambassador-program>

### About the Almond Board of California's Student Ambassador Program (the "Program")

The Almond Board of California (ABC), based in Modesto, California, was established in 1950 to promote California almonds to domestic and international audiences. For food professionals at all stages of their careers, ABC offers support and partnership in many ways including new technical research, consumer data, educational sustainability materials, and insights into the endless opportunities and innovation for almonds in current and future product development.

To inspire and connect with young professionals interested in the food innovation industry, ABC now offers a Student Ambassador Program. Those selected for the role of Student Ambassadors will gain firsthand exposure to the professional food innovation industry. As Student Ambassadors, they'll inspire their peers, create engaging social content, and champion almonds as a powerhouse ingredient in modern food and beverage innovation. Students will deepen their understanding of the dynamic food industry while showcasing the versatility of almonds in today's culinary landscape.

### Program Overview

The Program consists of two phases, summarized here, but subject to complete details (and defined terms) in the Official Rules ("Rules"), below.

In Phase 1, Eligible Students, or the Faculty Advisor who nominated the Students for the Program, will submit an Application from which up to seven (7) students will be selected to participate in Phase 2 of the Program as Student Ambassadors.

In Phase 2, the Student Ambassadors will participate in a series of Social Content Challenges ("Challenges") designed to highlight almond applications, nutrition, and innovation potential. Participation in these Challenges will further inform ABC about the student's ability to serve as a representative of ABC at the largest global food science and innovation expo in July 2026. All Student Ambassadors will have the opportunity to become part of a growing Almond Alumni Network of food leaders.

More specifically, over the course of Phase 2 of the Program, Student Ambassadors will:

- **Receive a welcome package** inclusive of Challenge details, branded materials, content creation resources, and official guidelines for messaging and scripts.
- **Engage in an onboarding session** with the Almond Board of California to learn about the versatility of almonds, almonds' nutrition fundamentals and more.
- **Build a professional portfolio** of content and secure industry references to support future career growth.
- **Create social content** (via LinkedIn, TikTok, Instagram) in accordance with four (4) prescribed Phase 2 Challenges that align with themes such as clean label, gut health, almond formulation, National Almond Day, AI in food innovation, new product innovation and more.

Each Student Ambassador who successfully completes the requirements of all four Challenges in Phase 2 will:

- **Receive a cash award of \$2,500 (total per student);** and



- **Induction to the Almond Alumni Network.**

Up to three (3) top performing Student Ambassadors in the first three Challenges will be invited to **attend the largest global food science and innovation expo in July 2026**. This trip includes round-trip domestic airfare, overnight accommodations, and registration for the conference.

- *The three (3) selected student ambassadors will be chosen based on the results of their first three social content challenges with criteria including content creativity, engagement, and overall impact. Judging will be conducted by Almond Board of California in accordance with the Rules for the Promotion (see below).*

**Abbreviated Rules.**

No purchase is necessary to enter or be selected as a Student Ambassador. A purchase will not improve your chance of being selected as a Student Ambassador or winning a prize. Applications for the Program will be accepted from now through Friday, December 5, 2025 by 11:59 p.m. PT. Social Content Challenges (“Challenges”) will take place between January 2026 and July 2026. Subject to Official Rules at <https://almonds.org/student-ambassador-program>, which contains complete details including important dates and other requirements. Void where prohibited.

Each eligible Application for Phase 1 and each Challenge successfully completed in Phase 2 will be scored based on a rubric detailed in the Official Rules.

To participate, applicants must:

- be a legal resident of one of the fifty United States or District of Columbia;
- be 18 years of age or older and the legal age of majority in their jurisdiction of residence;
- be enrolled in good standing as a post-secondary student (undergraduate or master’s level only) studying food science and technology, culinary arts or related degree areas at an accredited post-secondary institution located in the United States at time of application through the end of the 2026 academic school year (May or June 2026);
- have your own active TikTok, Instagram and LinkedIn accounts, which must be set on the publicly accessible setting from the date you submit your Application through the end of the Program Period; and
- not have an allergy to almonds.

Participants must provide their current email address and opt in to receive email communication about the Program. Any updates to the Program will be posted at <https://almonds.org/student-ambassador-program> and communicated by [ABCFoodProfessional@porternovelli.com](mailto:ABCFoodProfessional@porternovelli.com) to all parties opted into ongoing Student Ambassador Program email communications.

**Application Criteria (see Official Rules for complete details).**

- a. Applications must:
  - i. Be submitted by 11:59 p.m. PT on Friday, December 5, 2025;
  - ii. Be submitted by an Eligible Student;
  - iii. Comply with all Application requirements detailed in the Official Rules, including (without limitation) being, engaging, based on current guidelines and science, the Eligible Student’s original work;
  - iv. Include a Letter of Recommendation from a Faculty Advisor (as defined and detailed in the Official Rules);
  - v. All required elements of the application must be submitted at the same time;



- vi. Limit one application per Eligible Student.

**Application (see Official Rules for complete details).**

Due online at <https://almonds.org/student-ambassador-program> by 11:59 p.m. PT on Friday, December 5, 2025

The Application should be submitted with all components via a single Application form found online at <https://almonds.org/student-ambassador-program>. Each Application must include the following components:

- **Demographic Information**

- o Full Name
- o Email Address
- o Phone Number
- o Academic Institution
- o Program/Major
- o Expected Graduation Date
- o Current Academic Level (e.g., Undergraduate, Master’s)
- o Date of Birth
- o City and State of Residence
- o Preferred Pronouns
- o LinkedIn Profile or Professional Website
- o Social Media Handles (TikTok, Instagram, etc.)

- **Letter of Recommendation**

A formal endorsement from a department head, professor, or educator (“Faculty Advisor”) who is recommending the student for this Program, explaining the reasons for their recommendation and affirming that (a) to the best of the Faculty Advisor’s knowledge after reasonable due diligence investigation, all materials submitted by the Eligible Student (excluding the Letter of Recommendation) are the student’s own original and individual work; and (b) neither the Faculty Advisor, nor the academic institution at which the Eligible Student is enrolled and at which the Faculty Advisor is employed, has or will claim to have any claim of rights or ownership in or to the Application or any subsequent material created or posted by the Eligible Student in connection with the Program.

- **Video Submission: Personal Introduction & Product Innovation**

A short video (1-2 minutes) explaining (1) why the student is interested in food science and ingredient innovation, and (2) presenting an existing almond-based product and highlighting why they find the product compelling from a technical or professional perspective (i.e., whether it’s the formulation, functionality, sustainability, sensory attributes, etc.)

The judging panel will evaluate all eligible Applications using the criteria and point values below and select up to seven (7) students to participate in the Almond Board of California’s Student Ambassador Program.

Judging Criteria	Maximum Point Value
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<b>Innovation Potential</b> <ul style="list-style-type: none"> <li>- Creativity and originality in selection of almond-based product to feature in Video Submission</li> <li>- Alignment with 2026 Food &amp; Beverage trends in analysis of product selected for Video Submission</li> <li>- Demonstrated understanding of formulation, texture, and flavor applications of product selected for Video Submission</li> </ul>	40 points
<b>Academic Excellence</b> <ul style="list-style-type: none"> <li>- Strength of letter of recommendation</li> <li>- Relevance of academic background</li> </ul>	30 points
<b>Personal Motivation</b> <ul style="list-style-type: none"> <li>- Clarity and passion in personal introduction video</li> <li>- Demonstrated interest in food science and ingredient innovation</li> </ul>	30 points
<b>Total</b>	<b>100 possible points</b>

**Almond Board of California’ Student Ambassador Program – Deliverables and Activities**

Up to seven (7) students will be selected from among all Applicants to join the Almond Board of California’s 2026 Student Ambassador Program. These Student Ambassadors will take on a variety of Challenges and be offered unique opportunities to grow their skills, expand their networks, and deepen their understanding of the almond industry.

**Program Timeline**

- Program Phase 1 - Application Period: Now through December 5, 2025 at 11:59 p.m. PST
- Selection of Student Ambassadors: December 2025
- Onboarding: January 2026
- Program Phase 2: January 2026 – July 2026
- Almond Alumni Network Induction: July 2026

**December 2025 / January 2026: Introductory Content**

- Selection.
- Onboarding.
- Introduction to content series.
- Almond form basics and almond nutrition fundamentals.

**January 2026 – July 2026: Social Media Challenges**

- Overview of Challenges:
  - There will be a Challenge in January, March, May and July
  - Each Student Ambassador who completes all four Challenges in accordance with these Rules and the instructions provided at the time of the Challenge will be awarded \$2,500. (There will be no partial award for partial completion.)
  - Up to three (3) Student Ambassadors that receive the highest scores (per the rubric in the Official Rules) on the first three Challenges combined (January, March and May) will be awarded a trip to the largest global food science and innovation expo in July 2026. Students will receive registration, domestic airfare and accommodations (complete details on trip in Official Rules).



- Challenge Requirements:
  - For each Challenge, each Student Ambassador is required to create one or more *video* social media posts (each a “Video Post”) that can be posted on their TikTok, Instagram, and LinkedIn social media platforms (each a “Social Platform”).
    - *Note: You can create one Video Post that can be posted across all three required Social Platforms, or different Video Posts for each required Social Platform.*
    - *Note: You may not post any content, including Challenge content, relating to the Program or that identifies ABC or @californiaalmonds until/unless you receive written approval for such content from ABC. Posting without approval is subject to immediate disqualification as a Student Ambassador.*
  - Student Ambassador must include “@californiaalmonds” and tag the California Almonds LinkedIn page “Nuts About Almond Inspiration,” in each Video Post in order to identify Almond Board of California as a branded partner/collaborator.
  - Student Ambassador must include “#Sponsored” in each Video Post (in accordance with training materials).
- Review and Approval Process Prior to Posting
  - Partnership content review process and timeline:
    - Align with ABC and its agency/representatives on content focus
    - Share content visual plan and draft copy (captions, stories)
    - Share filmed content with captions for review
    - Update content and captions based on feedback and share for final approval
    - Agree on date Student Ambassador will publish Challenge post on his/her Social Platforms

Each Social Platform on which Student Ambassador posts his/her Challenge post must be set up to allow for organically sharing content

### **January 2026: National Almond Day (February 16) – “Love for Almonds” Challenge**

- Content Challenge: Reverse engineer a classic snack (non-branded) that features almonds.
- Content of Video Post should emphasize formulation, texture (crunchy or smooth), and flavor applications aligned with projected 2026 food and beverage trends.
- Highlight almond nutrition and functional properties, particularly those related to gut health.

### **March: National Nutrition Month Challenge**

- Celebrate National Nutrition Month by spotlighting almonds and the almond forms as a powerhouse ingredient for health and wellness.
- Content Challenge: Showcase industry nutrition trends and insights and share their ideas about the future of food, drinks, and nutrition.

### **May: AI in Food Innovation Challenge**

- Students will leverage ABC’s Virtual AI Lab to develop content inspired by almond flour.
- As part of the challenge, students will conceptualize and create an ideal Gen-Z snack using almond flour as the base ingredient. The only additional ingredients permitted will be from the top 10 trending ingredients associated with almond flour on Tastewise, as identified and provided by ABC.
- Content should incorporate insights from applicable Innova Market Insights Reports (provided by ABC) and recent AI-inspired recipes from Almonds.org.



- Insights from Tastewise
- Insights from Innova Reports
- Insights from the Virtual AI Lab
- AI-inspired recipes from Almonds.org

**July: Largest global food science and innovation expo Challenge or Future Food Leaders Challenge**

- For those Student Ambassadors who were selected to attend, their Video Post for July should highlight their preparation process for attending the expo, and their experience there, including booth content and trade show experience, inclusive of clean label products and those products focused on gut health.
- For those Student Ambassadors who were not selected to attend, their Video Post for July is a Future Food Leaders Challenge where they will be asked to create a career-focused video showcasing industry trends and insights, with opportunities for Gen-Z thought leadership on the future of food and beverage.

**July & Ongoing**

- Induction to the Almond Alumni Group

**Almond Board of California's Student Ambassador Program**

**\*\*\*OFFICIAL RULES\*\*\***

**NO PURCHASE OR PAYMENT NECESSARY TO SUBMIT AN APPLICATION OR BE NAMED A STUDENT AMBASSADOR.**

**A PURCHASE WILL NOT IMPROVE YOUR ABILITY TO WIN. VOID WHERE PROHIBITED BY LAW. TO PARTICIPATE, APPLICANTS MUST NOT HAVE AN ALLERGY TO ALMONDS.**

**This Program is not affiliated or associated with, or otherwise approved by, TikTok, Instagram or LinkedIn.**

**All Participants must review and agree to the Official Rules.**

- 1. Sponsor and Overview.** The Almond Board of California's Student Ambassador Program (the "Program") is sponsored by the Almond Board of California ("Sponsor"), 1150 9<sup>th</sup> St, #1500, Modesto, CA 95354. The Program has two phases. In Phase 1 Eligible Students, or the Faculty Advisor who nominated them, overseen by such Faculty Advisor, will submit all required components of the Application, following the submission criteria and guidelines as set forth in these Official Rules ("Rules"), to be evaluated in accordance with the rubric identified in Rule 6 to identify up to seven (7) selected students who will be named "Student Ambassadors." In Phase 2, the verified Student Ambassadors must complete four social media challenges (each a "Challenge"), whereupon they will receive a cash prize as detailed in Rule 7. Each of the Student Ambassador's first three Challenges will be evaluated by Sponsor in accordance with the rubric in Rule 7 to identify up to three (3) Student Ambassadors who will be awarded a trip to the largest global food science and innovation expo in July 2026, as detailed in Rule 9.
- 2. Eligibility.** For purposes of the Program, applicants must enter as individual Eligible Students, as defined below.



- a. **Eligible Student:** To be eligible to apply to be a Student Ambassador, at the time you submit your Application into the Program and through the end of the Program Period (as defined in Section 4, below), you must (i) be a legal resident of one of the fifty United States or District of Columbia, (ii) be 18 years of age or older and the legal age of majority in your jurisdiction of residence, (iii) be enrolled in good standing as a post-secondary student (either undergraduate or masters student) studying food science and technology, culinary arts or a related degree area (as determined in Sponsor's sole discretion) (each an "**Eligible Program**") at an accredited post-secondary institution located in the United States (an "**Eligible Secondary Education Institution**") at time of application through the end of the 2026 academic school year (May or June 2026), (iv) have your own active TikTok, Instagram and LinkedIn account (the "**Social Platforms**"), which must be set on the publicly accessible setting from the time you submit an Application through the end of the Program Period, and (v) not be allergic to almonds ("**Eligible Student**").
  - b. **Eligible Faculty Advisor:** To be eligible to provide a letter of recommendation / endorsement ("**Letter of Recommendation**") on behalf of an Eligible Student, such Faculty Advisor must be (i) a legal resident of one of the fifty United States or District of Columbia, (ii) 18 years of age or older and the legal age of majority in your jurisdiction of residence, (iii) employed in good standing as a department head or faculty member educator in an Eligible Program at the same Eligible Secondary Education Institution as the Eligible Student members, and (iv) authorized by the Eligible Institution to submit the Letter of Recommendation and agree to the terms set forth in these Official Rules as such terms may affect the Eligible Institution ("**Eligible Faculty Member**").
  - c. **Ineligible Participants.** The following individuals are ineligible for this Program, even if they otherwise meet the eligibility criteria set forth herein: employees, officers and directors of the Almond Board of California, its advertising and promotion agencies, and any other entities or individuals involved in the execution, administration, judging or fulfillment of this Program; along with the immediate family members (defined as parents, spouses, children and siblings; whether biological, adopted, step or in-law) and household members (whether related or not) of each of the foregoing.
3. **Binding Rules.** Eligible Students who submit an Application, and Eligible Faculty Advisors who submit a Letter of Recommendation on behalf of such Eligible Students, shall be referred to collectively herein as "**Participants.**" Participants must review and agree to these Official Rules. By applying for the Program or submitting a Letter of Recommendation in support of an Eligible Student, each Participant warrants that they have read and agreed to abide by and be bound by these Official Rules and that they are not prohibited from applying and/or participating in the Program. Submission of an application or a Letter of Recommendation automatically constitutes each Participants' agreement to be bound by these Official Rules. Each Participant further agrees that Sponsor shall retain full authority, in its sole discretion, to interpret and administer these Official Rules, and each Participant agrees to be bound by all decisions and interpretations made in good faith by Sponsor.
4. **Important Dates.**
- a. **Overall Program Period.** The overall Almond Board of California's Student Ambassador Program runs from the start of the Application Period through July 2026 ("**Program Period**").



- b. **Application Period.** The application period for the Program begins now and ends at 11:59 p.m. PT on Friday, December 5, 2025; (“**Application Period**”)
  - c. **Application Judging Period.** On rolling basis to be completed by December 2025
  - d. **Finalist Notification Period.** January 2026
  - e. **Content Development Challenges.** January 2026 – July 2026
5. **Initial Application; How to Apply.** To submit an application for consideration in Phase 1 of the Program, Eligible Students, or the Faculty Advisors who nominate such Students, should complete and submit the following: a Title Page (with details included as identified in 5.a., below), demographic information (with the details included as identified in 5.b., below), a Letter of Recommendation (in accordance with the requirements detailed in 5.c., below), and one video (each as detailed below in 5.d. and 5.e.). Such components together with anything else submitted by the Student during the Application Period shall be referred to collectively as the “**Application.**” The Application should be submitted with all components via a single Initial Application Form, which can be found at [www.almonds.org](http://www.almonds.org).
- a. Title Page
    - i. Date the application is being submitted
    - ii. Full Name
    - iii. Academic Institution
  - b. Demographics
    - i. Full Name
    - ii. Email Address
    - iii. Phone Number
    - iv. Academic Institution
    - v. Program/Major
    - vi. Expected Graduation Date
    - vii. Current Academic Level (e.g., Undergraduate, Master’s)
    - viii. Date of Birth
    - ix. City and State of Residence
    - x. LinkedIn Profile or Professional Website
    - xi. Social Media Handles (TikTok, Instagram, etc.)
  - c. Letter of Recommendation

A letter written and signed by an Eligible Faculty Advisor stating (i) the capacity in which they have worked with the Eligible Student, (ii) confirming that they have overseen the Eligible Student’s work relating to their Application, and (iii) providing a formal endorsement/for the Eligible Student to serve as a Student Ambassador to Almond Board of California. The Letter of Recommendation should explain the reasons for their endorsement/recommendation, and must include a statement that confirms that (iv) the Faculty Advisor has reviewed all material being submitted by the Eligible Student in their Application, and (v) to the best of the Faculty Advisor’s knowledge after reasonable



due diligence investigation, all such materials in the Application (other than the Letter of Recommendation) are the Eligible Student’s own original and individual work.

- d. **Video Submission: Personal Introduction & Product Innovation**  
A short video (1-2 minutes) explaining (1) why the student is interested in food science and ingredient innovation, and (2) presenting an existing almond-based product and highlighting why they find the product compelling from a technical or professional perspective (i.e., whether it’s the formulation, functionality, sustainability, sensory attributes, etc.)

The judging panel will evaluate all eligible Applications using the criteria and point values in Rule 6, below and select up to seven (7) Eligible Students (provided there are a sufficient number of eligible Applications) to participate as Ambassadors in the Almond Board of California’s Student Ambassador Program.

**6. Application Review.**

- a. A panel of qualified judges will review all eligible Applications submitted based on the criteria set forth in Table 6.b., with the maximum number of points available for each criteria as set forth in Table 6.b.
- b. Table 6.b.

Judging Criteria	Maximum Point Value
<b>Innovation Potential</b> <ul style="list-style-type: none"> <li>- Creativity and originality in selection of almond-based product to feature in Video Submission</li> <li>- Alignment with 2026 Food &amp; Beverage trends in analysis of product selected for Video Submission</li> <li>- Demonstrated understanding of formulation, texture, and flavor applications of product selected for Video Submission</li> </ul>	40 points
<b>Academic Excellence</b> <ul style="list-style-type: none"> <li>- Strength of letter of recommendation</li> <li>- Relevance of academic background</li> </ul>	30 points
<b>Personal Motivation</b> <ul style="list-style-type: none"> <li>- Clarity and passion in personal introduction video</li> <li>- Demonstrated interest in food science and ingredient innovation</li> </ul>	30 points
<b>Total</b>	<b>100 possible points</b>

- a. **Student Ambassador Notification and Verification.** Evaluation of all Applications is scheduled to be completed by December 2025. The Eligible Students associated with the Applications that receive up to the seven highest scores will be named the 2026 Almond Board of California Student Ambassadors, subject to verification as set forth herein. In the event of a tie, the tied students video submission will be re-evaluated on the criteria above and ranked, and the tie will



be broken based on the tied student that has the highest ranking in the Innovation Potential category. The up to seven potential Student Ambassadors will be notified via email by December 2025 (the “**Finalist Notification**”), and each potential Student Ambassador will be required to complete, sign and return an Affidavit of Eligibility and Liability/Publicity Release (where legal) and Confirmation of Availability for largest global food science and innovation expo in July 2026 (if selected to attend) (the “**Verification Forms**”) within seven days of the Finalist Notification send date. If a Finalist Notification is returned as undeliverable; if any potential Student Ambassador fails to complete, sign and return their Verification Forms within the time-frame specified; if a potential Student Ambassador declines to move on in the Program; or if a potential Student Ambassador is determined to be ineligible or in violation of these Official Rules, that potential Student Ambassador will be disqualified and will forfeit any claim to participate in Phase 2 of the Program or to receive any honors, prizing, or awards. In such case, Sponsor will have the option (in its sole discretion) to notify the next highest scoring Eligible Student that they have been selected as a potential Student Ambassador, subject to verification. Sponsor may also elect to proceed with fewer Student Ambassadors if one or more of the original selected potential Student Ambassadors is/are not verified, or if there are not a sufficient number of eligible Applications received to verify the up to seven Student Ambassadors.

## **7. Phase 2 – Social Media Challenges.**

### **a. Overview of Challenges**

- 1) There will be a Challenge in January, March, May and July (all 2026).
- 2) Each Student Ambassador who completes all four Challenges in accordance with these Rules and the instructions provided at the time of the Challenge will be awarded \$2,500 (“Cash Award”) and will be inducted into the Almond Alumni Network. (There will be no partial award for partial completion.) The Cash Award will be mailed to the Student Ambassadors within approximately six to eight weeks following completion of the Program. Student Ambassadors are responsible for taxes on their Cash Award, and a 1099 will be issued in the amount of the Cash Award.
- 3) The up to three Student Ambassadors that receive the highest scores (per the criteria in Rule 8, below) on the first three Challenges combined (January, March and May) will be awarded a trip to the largest global food science and innovation expo in July 2026 (see trip details in Rule 9, below).

### **b. Challenge Requirements**

- 1) For each Challenge, each Student Ambassador is required to create one or more video social media posts (each a “**Video Post**”) that can be posted on their TikTok, Instagram, and LinkedIn social media platforms (each a “**Social Platform**”)
  - a. *Note: You can create one Video Post that can be posted across all three required Social Platforms, or different Video Posts for each required Social Platform.*
  - b. *Note: You may not post any content, including Challenge content, relating to the Program or that identifies ABC or @californiaalmonds until/unless you receive written approval for such content from ABC. Posting without approval is subject to immediate disqualification as a Student Ambassador.*
- 2) Student Ambassador must include “@californiaalmonds” and tag the California Almonds LinkedIn page “Nuts About Almond Inspiration,” in each Video Post in order to identify Almond Board of California as a branded partner/collaborator.



- 3) Student Ambassador must include “#Sponsored” in each Video Post (in accordance with training materials).
  - 4) Approved Video Posts must be posted on the Social Platform(s) directed by ABC on the agreed upon dates and must remain posted until the end of the Program Period.
- c. Review Process and Approval Prior to Posting
- 1) Student Ambassador must follow the following development stages in order to obtain final approval of their Video Post(s):
    - a. Student Ambassador must share with ABC the content focus for their Video Post(s).
    - b. Student Ambassador must share with ABC the content visual plan and draft copy (captions, stories) for their Video Post(s).
    - c. Student Ambassador must share with ABC the filmed content with captions for their Video Post(s).
    - d. Student Ambassador must incorporate feedback received at each development stage before submitting a final version of their Video Post(s) to ABC for final approval.
  - 2) Once a Student’s Video Post has been approved by ABC (“**Approved Video Post**”), ABC and the Student Ambassador will agree on a date for the Student Ambassador to publish the Approved Video Post on his/her Social Platform(s).
  - 3) Each Eligible Platform on which Student Ambassador posts his/her Challenge post must be set up to allow for organically sharing content
- d. January 2026: National Almond Day – “Love for Almonds” Challenge
- 1) For the January 2026 Challenge, each Student Ambassador must reverse engineer a classic snack (non-branded) that features almonds.
  - 2) Content of the Video Post should emphasize formulation, texture (crunchy or smooth), and flavor applications aligned with projected 2026 food and beverage trends.
  - 3) Video Post should highlight almond nutrition and functional properties, particularly those related to gut health.
  - 4) Video Post should document the development process.
- e. March 2026: National Nutrition Month Challenge
- 1) Celebrate National Nutrition Month by spotlighting almonds and the almond forms as a powerhouse ingredient for health and wellness.
  - 2) Content Challenge: Showcase industry nutrition trends and insights and share their ideas about the future of food, drinks, and nutrition.
- f. May 2026: AI in Food Innovation Challenge
- 1) Students will leverage ABC’s Virtual AI Lab to develop content inspired by almond flour.
  - 2) As part of the challenge, students will conceptualize and create an ideal Gen-Z snack using almond flour as the base ingredient. The only additional ingredients permitted will be from the top 10 trending ingredients associated with almond flour on Tastewise, as identified and provided by ABC.
  - 3) Content should incorporate insights from applicable Innova Market Insights Reports (provided by ABC) and recent AI-inspired recipes from Almonds.org.
    - a. Insights from Tastewise
    - b. Insights from Innova Reports
    - c. Insights from the Virtual AI Lab
    - d. AI-inspired recipes from Almonds.org



- g. July 2026: Largest global food science and innovation expo Challenge or Future Food Leaders Challenge
  - 1) For those Student Ambassadors who were selected to attend, their Video Post for July should highlight their preparation process for attending the expo, and their experience there, including booth content and trade show experience, inclusive of clean label products and those products focused on gut health.
  - 2) For those Student Ambassadors who were not selected to attend, their Video Post for July is a Future Food Leaders Challenge where they will be asked to create a career-focused video showcasing industry trends and insights, with opportunities for Gen-Z thought leadership on the future of food and beverage.

**8. Challenge Review.**

- a. A panel of qualified judges will review each Student Ambassador and their eligible Final Video Posts using the criteria and point values in Table 8.c., below. The Student Ambassadors that receive up to the three highest scores will be invited to attend the largest global food science and innovation expo in July 2026 as an ABC Student Ambassador (per the details in Rule 9, below).
- b. Any posts made by a Student Ambassador that are not approved Final Video Posts, that are not made on an approved Social Platform, that are not made on an agreed upon date, or are otherwise not in conformance with these Rules or any instructions given by Sponsor, will be deemed ineligible and will not be part of the evaluation (all as determined in Sponsor’s sole discretion).
- c. Table 8.c.

Judging Criteria	Maximum Point Value
Overall Impression of Student Ambassador <ul style="list-style-type: none"> <li>1) Followed instructions</li> <li>2) Met deadlines</li> <li>3) Easy to work with</li> <li>4) Demonstrated desire to learn</li> <li>5) Eager to do a good job</li> <li>6) Overall creativity and originality in content</li> <li>7) Alignment with 2026 food and beverage trends in content</li> <li>8) Demonstrated understanding of formulation, texture, and flavor applications in content</li> </ul>	25 points
January 2026 Challenge <ul style="list-style-type: none"> <li>1) Achieved the goals of the Challenge</li> <li>2) Effectiveness and creativity of the Video Post</li> <li>3) Potential for audience engagement across Platforms</li> <li>4) Clarity and appeal of messaging</li> </ul>	25 points
March 2026 Challenge <ul style="list-style-type: none"> <li>1) Achieved the goals of the Challenge</li> </ul>	25 points



<ul style="list-style-type: none"> <li>2) Effectiveness and creativity of the Video Post</li> <li>3) Potential for audience engagement across Platforms</li> <li>4) Clarity and appeal of messaging</li> </ul>	
<p>May 2026 Challenge</p> <ul style="list-style-type: none"> <li>1) Achieved the goals of the Challenge</li> <li>2) Effectiveness and creativity of the Video Post</li> <li>3) Potential for audience engagement across Platforms</li> <li>4) Clarity and appeal of messaging</li> </ul>	25 points
<b>Total</b>	<b>100 possible points</b>

**9. Largest Global Food Science And Innovation Expo**

- a. The up to three (3) Student Ambassadors that achieve the highest score in the Challenge Review, will be notified on or about May 2026 by email (“ABC Notification”) that they have won a trip to the largest global food science and innovation expo in July 2026.
- b. Trip is for 4 days/3 nights and includes roundtrip coach airfare for the Student Ambassador from major airport nearest their school to/from Chicago, IL; registration (admission) to the expo for all three days; and each will get their own double occupancy hotel accommodations. Exact travel arrangements will be made by Sponsor and are subject to availability. Total approximate retail value (“ARV”) of the trip is: \$2,000 per person. Actual value of trip may vary based on point of departure and prices at time of booking. If actual value is less than ARV, the difference will not be awarded.
- c. Each Student Ambassador (“**Trip Attendee**”) will be responsible for all taxes on trip (a 1099 will be issued); and for all ground transportation, meals, tips, gratuities and any other expenses not specified in the prize description as being part of the trip package.
- d. Trip Attendee may be required to provide a driver’s license or state-issued ID and a valid credit card at time of booking and/or hotel check in to secure travel arrangements and to cover any incidental fees.
- e. Trip Attendee must be able to travel on specified dates or trip will be forfeited and nothing will be awarded in lieu thereof.
- f. If the expo is canceled, postponed or delayed beyond the scheduled trip dates, the trip will be forfeited and nothing will be awarded in lieu thereof (in which case those Student Ambassadors who were supposed to post about the expo in the July Challenge will post on the same topic as the other Student Ambassadors).

**10. General Rules.**

- a. Any materials (in whole or in part) submitted to ABC or its representatives at any stage of the Program by or on behalf of an Eligible Student, Faculty Advisor, or Student Ambassador, including without limitation in the Application, or posted at any time during the Program Period that references this Program or that uses the “@californiaalmonds” tag, shall be referred to herein as that Students’ “**Submission**” or **Submissions.**”
- b. Each Submission must be received by the deadlines stated for that Submission in these Official Rules, as determined in Sponsor’s sole discretion and based on Sponsor’s clock.
- c. All written and spoken portions of the Submission must be in the English language.



- d. No prizes, awards, trips or honors awarded in connection with this Program may be substituted or transferred to another party. No cash redemptions on such prizes, awards, trips or honors are allowed, except in Sponsor's sole discretion. Any prizes, awards, trips or honors that are returned as undeliverable or are otherwise unclaimed following notice will not be awarded.
- e. Submissions (other than those portions provided by Sponsor with direction or approval to include within the Submission) must (in Sponsor's sole discretion):
  - i. be the Student Ambassador's own original work – use of artificial intelligence is strictly prohibited;
  - ii. not have been previously published;
  - iii. not have been submitted in previous programs;
  - iv. not have been submitted as school work;
  - v. not have been completed in the course of employment or for compensation;
  - vi. not have received previous awards;
  - vii. not violate or infringe upon rights of any third party, including but not limited to their copyrights, trademarks, rights of privacy, publicity rights or other intellectual property;
  - viii. not use the names, images, voices, likenesses or other indicia or references to any person, living or dead ("**Identity**"), other than Students' own Identity;
  - ix. not use third party trademarks, logos or trade dress;
  - x. not defame, misrepresent or contain disparaging remarks about Sponsor, almonds, or any other third parties (including individuals or entities), or any products or services of any third parties;
  - xi. not contain any protection feature designed to prevent its use, or any computer virus or other similar programs;
  - xii. not contain content that:
    - a) is sexually explicit or suggestive;
    - b) is violent or promoting violence toward others;
    - c) is inconsistent with a "G" audience rating;
    - d) is derogatory of any ethnic, racial, gender, religious, professional or age group;
    - e) is profane or pornographic, or contains nudity;
    - f) is illegal or violates any law;
    - g) contains materially dangerous, inappropriate or irresponsible behavior;
    - h) promotes the use of alcohol, drugs, tobacco, firearms/weapons;
    - i) promotes a political agenda or message;
    - j) is obscene or offensive;
    - k) endorses any form of hate;
  - xiii. not be encumbered in any way that would prevent Sponsor use as contemplated in these Official Rules;
  - xiv. not be inconsistent with the image and values of Sponsor, and must be consistent with and satisfy the purpose of the Student Ambassador Program.
- f. Submissions must comply with these Official Rules, the decisions of the Sponsor, and the judges (if different than Sponsor). Sponsor's decisions are final in all matters relating to this Program.
- g. Sponsor reserves the right to cancel or modify the Program in the event an insufficient number of eligible Applications are received to be reviewed in the Application Review portion of Phase 1.



- h. Multiple Applications are permitted from the same Eligible Secondary Education Institution, but individual Eligible Students may only submit one (1) Application.
- i. All Eligible Students who submit an Application must provide a valid email address in their Application which remains active to contact them as of their date of Application through the end of the Program Period. No automated entry devices and/or programs permitted. Sponsor's receipt of a Submission may not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, damaged, postage-due, misdirected, technically corrupted or garbled Submissions (or any portion thereof), all of which may result in a students' disqualification. Sponsor is not responsible for problems of any kind whether mechanical, human or electronic. Only fully completed Submissions (for the level at which they are being submitted) are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Any attempt by any student to obtain more than the stated number of Applications by using multiple/different accounts, identities, or any other methods of participation will void all Applications/Submissions with which that individual is involved, in Sponsor's sole discretion. In the event of a dispute as to the identity of an account holder, the authorized account holder of the email address must match the name of the Eligible Student stated to have that email account. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. An Eligible Student may be required to show proof of being the authorized account holder.
- j. **Conflicts.** In the event there is a discrepancy or inconsistency between statements contained in any Program materials and the terms and conditions of these Official Rules, the Official Rules shall prevail, govern and control; however, Program materials may supplement these Official Rules

#### **Ownership and Usage Rights in Submissions and Students**

- a. Any physical Submission becomes the property of Sponsor and will not be returned.
- b. Subject to the grant of rights set forth herein, all rights, titles and interest in and to any intellectual property conceived or produced by the Eligible Student in the Submissions, including copyright in the Video Posts, shall be retained by the Student; provided, however that Sponsor retains all ownership and intellectual property rights in any content or material it provides (collectively "**Sponsor Content**") for Eligible Student use.
- c. **By applying, each Student warrants and represents that (other than Sponsor Content): (i) the information contained in the Submission is true and correct in all material respects and that Sponsor may rely on such information in its efforts to comply with applicable laws and regulations (including without limitation that any opinions expressed by the Eligible Student in any Submission is honest, true, and accurate and is based on Student's actual experience and opinion); (ii) the Submission is the Student's own original creation; (b) use of the Submission as contemplated and authorized herein will not violate or infringe on any rights of any third parties; (c) the Submission is in all respects free and clear of any claims or rights of third parties; and (d) the Submission does not contravene any contractual, legal or other obligation.**
- d. **Sponsor's Rights in and Use of Submission.** By submitting or posting a Submission, each Participant grants to Sponsor, and those authorized by Sponsor, a royalty-free, irrevocable,



perpetual, non-exclusive, transferable, license to use, reproduce, modify, publish, create derivative works from, and display such Submission, in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including but not limited to on any and all Internet media, including its web sites and properties (e.g., Almonds.org) and on social networking sites (i.e., Facebook, YouTube, Twitter, etc.), for any legal purpose whatsoever, without any additional permission or compensation required. Participants understand and agree that Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in the sole and absolute discretion of Sponsor.

- e. **Similarity of Ideas.** Each Student acknowledges that other participants may have used ideas and/or concepts in their Submissions that may be similar in idea or concept to what is included in that applicant's own Submission. Each Student understands and agrees that he/she shall not have any claim against any other applicant or Sponsor arising out of any such similarity or be entitled to any compensation because of any such similarity.
- f. **Conditions/Use of Student Name and Likeness/Release.** By submitting an Application in the Program and/or acceptance of Award, each Participant grants Sponsor and its licensees permission to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Submissions and/or any statements made by such Participant regarding the Program or Sponsor, participation in and/or success of the Program for advertising and promotional purposes (including media outreach and press releases), in any form, media or technology now known or later developed, including but not limited to on any and all Internet media, including its web sites and properties (e.g., Almonds.org) and on social networking sites (i.e., Facebook, YouTube, Twitter, etc.), for any legal purpose whatsoever, without notice or additional compensation, except where prohibited by law.

**12. Release of Liability.** By submitting an Application and/or participating in the Program in any way, Participants agree to release and hold harmless Sponsor and its licensees, advertising and promotion agencies (including, without limitation Porter Novelli, Inc. – "PN"), the Social Platforms, and any other individuals or entities involved in the planning, execution, administration or fulfillment of this Program, along with each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the "**Released Entities**") from and against any and all liability, loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, participation in the Program, or possession, acceptance and/or use or misuse of an prize or award, including any travel or attendance at any event that is part of an award, the receipt of any mentoring in connection with the receipt of an honor or award, and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Participants who do not comply with these Official Rules or attempt to interfere with the Program in any way shall be disqualified. Sponsor is not responsible, and will have the right to cancel, terminate or modify the Program, if the Program cannot take place as planned for any reasons or if any award cannot be awarded for any reason, including without limitation due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any contingency beyond its control.



**13. Additional Terms.** Any attempted form of application other than as set forth above is prohibited; no automatic, programmed, robotic or similar means of submissions are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of application information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to apply the Program, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in the Program or downloading any materials in the Program. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend the Student Ambassador Program should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Program. In such case, Sponsor will select the Student Ambassadors from all eligible Applications/Submissions (depending on stage) received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the application process or the operation of the Program or any of the websites/social media sites associated with it. Sponsor may prohibit an individual or Participant from participating in the Program or receiving a prize, honor or award if, in its sole discretion, it determines that said individual is attempting to undermine the legitimate operation of the Program by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick application programs) or intending to annoy, abuse, threaten or harass any other applicants or Sponsor representatives. CAUTION: ANY ATTEMPT BY A STUDENT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**14. Limitation of Liability; Disclaimer of Warranties.** IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ANY PARTICIPANT'S PARTICIPATION IN THE PROGRAM, USE OF ANY SUBMISSIONS, POSTING ON OR ACCESS AND/OR DOWNLOAD OF ANY MATERIALS OR INFORMATION FROM ANY WEB SITE OWNED, OPERATED OR CONTROLLED BY SPONSOR OR ITS PARENT OR AFFILIATED COMPANIES, OR ACCEPTANCE OR USAGE OF ANY AWARD OR ANY MENTORING RECEIVED IN CONNECTION WITH THE PROGRAM, OR ANY PORTION THEREOF, AND INCLUDING WITHOUT LIMITATION DAMAGE TO PROPERTY AND, TO THE MAXIMUM EXTENT PERMITTED BY LAW, DAMAGES FOR BODILY OR PERSONAL INJURY, EVEN IF SPONSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR LOSS. WITHOUT LIMITING THE FOREGOING, THE STUDENT AMBASSADOR PROGRAM AND ALL AWARDS AND MENTORING ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**15. Disputes; Governing Law.** By submitting an Application or Letter of Recommendation, Participants waive all rights to trial in any action or proceeding instituted in connection with these Official Rules



or the Program. Any controversy or claim arising out of or relating to these Official Rules and/or the Program shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the applying of any judgment on an arbitration award in connection with these Official Rules and/or the Program, Participants irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. Participants agree not to raise the defense of forum non-convenient.

- 16. Privacy/Use of Data.** As permitted by law and in accordance with these Official Rules, each Participant agrees that Sponsor may use the information that he/she provides in connection with the Program for the purposes and within the context of the Program, for internal purposes, and for any other purposes outlined in these Official Rules and in Sponsor's privacy policy, posted at <https://www.almonds.org/privacy-policy-and-terms-of-use>. In the event of a conflict between these Official Rules and Privacy Policy, these Official Rules shall control.