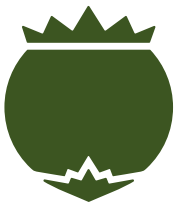


ANNOUNCING

\$40 MILLION

Combined GPC, NWH & HGO*



George
PACKING CO.
HAZELNUTS

GROWER PROFIT SHARE*

2024

FARMING
FAMILY
TRADITION
FUTURE

FROM OREGON'S
ORCHARDS TO
THE WORLD

HIGH YIELD			UPDATED PRICE!
VARIETY	Original HGBA Minimum Field Price	Cents Per Pound Profit Share	GPC 2024 Field Prices as of January 15, 2025
Casina	\$0.90	+\$0.33	\$1.23
McDonald	\$0.90	+\$0.33	\$1.23
Sacajawea	\$0.90	+\$0.33	\$1.23
Wepster	\$0.80	+\$0.38	\$1.18
Polly O	\$0.80	+\$0.36	\$1.16
Santiam	\$0.80	+\$0.33	\$1.13
Clark	\$0.80	+\$0.30	\$1.10
Willamette	\$0.80	+\$0.30	\$1.10
Yamhill	\$0.80	+\$0.28	\$1.08
Dorris	\$0.80	+\$0.27	\$1.07
Lewis	\$0.80	+\$0.27	\$1.07
COMMON MIXES**			UPDATED PRICE!
McDonald Wepster	\$0.80	+\$0.41	\$1.21
Yamhill Sacagawea	\$0.80	+\$0.37	\$1.17
Yamhill McDonald	\$0.80	+\$0.36	\$1.16
Yamhill Wepster	\$0.80	+\$0.35	\$1.15
IN SHELL			UPDATED PRICE!
Jefferson	\$0.75	+\$0.28	\$1.03
Barcelona	\$0.75	+\$0.27	\$1.02
Large Ennis	\$0.75	+\$0.27	\$1.02
J/G Ennis	\$0.75	+\$0.65	\$1.40

*These prices represent GPC, NWH, and HGO as of January 15, 2025, and are not necessarily final 2024 crop prices. These prices have been negotiated with the HGBA and any future price changes will be governed by the "Early Price Release Agreement." All payments will be completed no later than September 1, 2025.

**GPC/NWH/HGO received over 48 different varieties and variety mixes. If your variety or variety mix is not included above, it will be included on your payment report.

\$40 MILLION IN PROFIT SHARE FOR GPC, NWH & HGO GROWERS!!

Wow, what a year!

As you can see, we have come a long way from the catastrophic 2022 prices. George Packing Company (GPC) and Northwest Hazelnut Company (NWH) growers will see a massive improvement in 2024 grower prices – up over 130% compared to the lows in 2022. It is truly remarkable how quickly we have been able to achieve the “field price recovery” we all needed.

The attached field price profit share amounts to an additional \$40 million distributed to our growers over the initial 2024 field prices. We sincerely appreciate your patience and partnership – and, as you can see, your patience has led to higher field prices for all of us.

Looking back over 2024, the Oregon hazelnut industry was significantly impacted by big changes. However, even with nearly 30% of the industry’s processors collapsing in the first half of 2024, the harvest and processing was unbelievably smooth and successful. Fewer sellers in the market added stability and strength for Oregon hazelnuts, by removing speculative and irrational practices that have dropped the market and damaged field prices.

This season has demonstrated that the Oregon hazelnut industry is strong and resilient.

This year’s market: Early pricing in August and September was complex, as it appeared Turkey and Italy had very large crops, with weak inshell markets. There was intense downward pressure on prices in September with rumors and market manipulation running rampant. A very big thank you goes to the Hazelnut Growers' Bargaining Association (HGBA) Board for its wisdom in allowing an initial price that covered growers’ costs, but setting a target of an even higher final grower price for us to seek after October. The HGBA Board has been a very valuable partner in giving us the time and confidence to move Oregon hazelnut field prices up an average of 37% from last year – and 130% from 2022.

We want to thank you, the GPC, NWH, and HGO growers, who recognize the importance of supporting an economically sustainable supply chain. From Oregon growers all the way through to the consumer, our growers recognize the need to build long-term relationships with our hazelnut buyers. There are no quick-fixes or magic bullet solutions, but hard work and diligence have allowed us to build long-term markets that will last.

Another big thank you goes to all our GPC/NWH/HGO Receiving Stations that received, cleaned, dried, and stored this crop in record time, ensuring we maintain our reputation for excellent Oregon quality.

Together, we have been able to lead the Oregon market back to the higher prices that we all need and set the stage for long-term price stability. Congratulations to everyone involved on the success of all your hard work, and we look forward to an outstanding 2025 crop.


Larry George


Shaun George

Filberts.com | 503.537.9606
15195 NE Ribbon Ridge Rd. | Newberg, OR 97132

2025 INFORMATIONAL GROWER MEETINGS

Limited Space - Registration Required!

**We will answer important questions growers are asking.
Chance to win amazing prizes!**



REGISTER TODAY

Filberts.com/RSVP or Email Us: RSVP@hazelnuts.com

MT. ANGEL **SOLD OUT** January 26 | 9-11am
Mt. Angel Festhalle | 500 Wilco HWY, Mount Angel, OR 97362

SALEM | Thursday, March 6 | 9-11am
Holiday Inn | 3301 Market Street NE, Salem, OR 97301

MCMINNVILLE | Tuesday, March 11 | 9-11am
Leslie Lewis Pavilion | 2070 NE Lafayette Ave, McMinnville, OR 97128

EUGENE | Thursday, March 13 | 9-11am
Holiday Inn Express | 919 Kruse Way, Springfield, OR 97477

ROSEBURG | Friday, March 14 | 11:30am-1:30pm
Roseburg County Club | 5051 Garden Valley Road, Roseburg, OR 97471

SALEM | Tuesday, March 18 | 9-11am
Holiday Inn | 3301 Market Street NE, Salem, OR 97301

***WALK-INS WILL BE CHARGED \$25/PP IF NOT REGISTERED.**