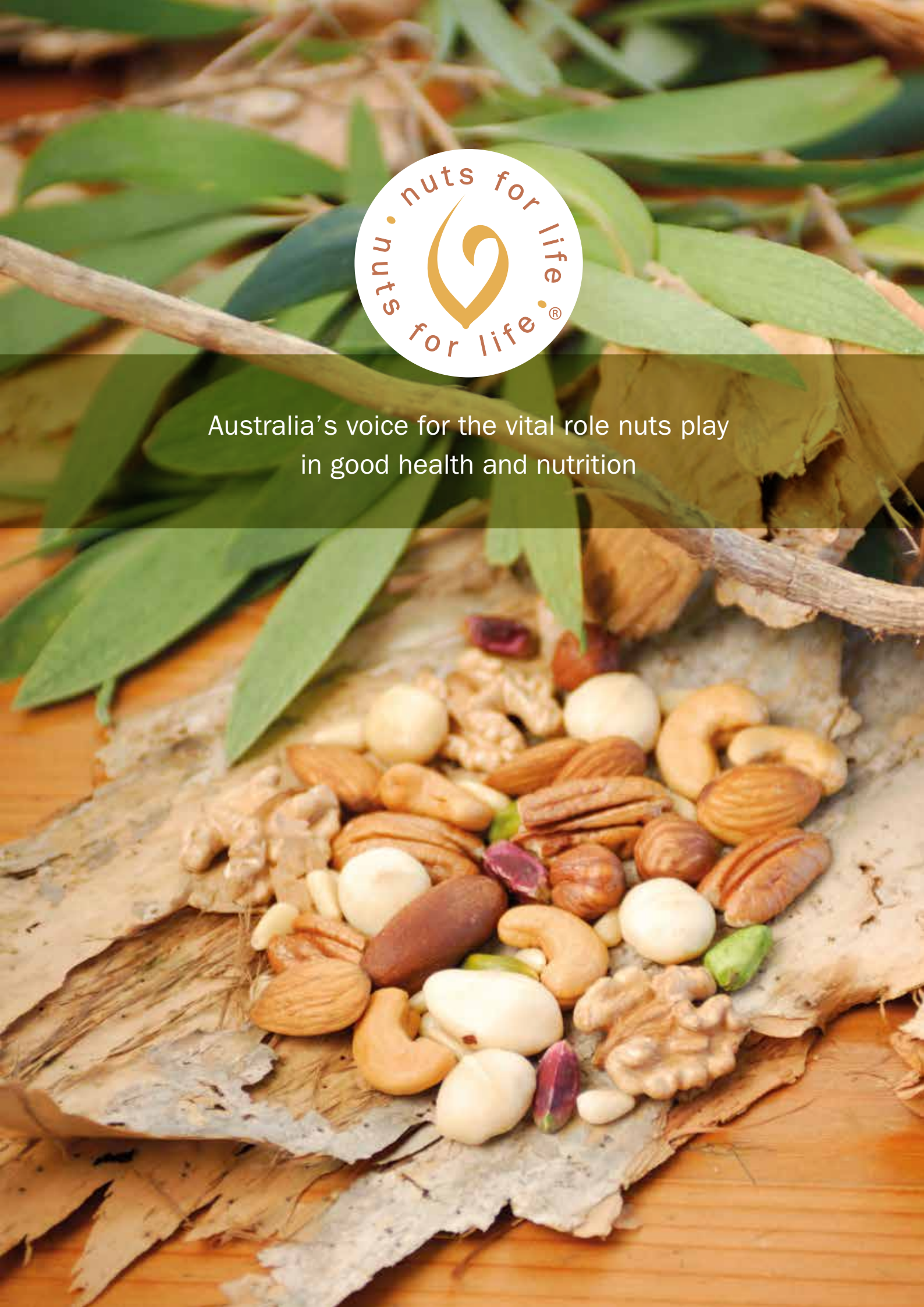


nuts for life®

Australia's voice for the vital role nuts play in good health and nutrition

The Nuts for Life aim

To increase the demand for nuts by spreading evidence-based health advice to health professionals, media and consumers.

The Nuts for Life message

Regular nut consumption:

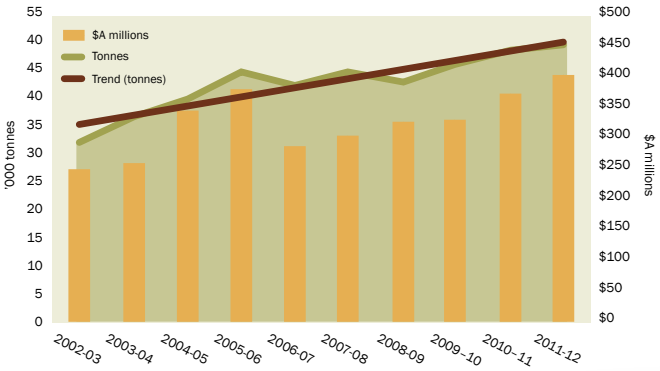
- Reduces the risk of heart disease by 30–50%.[1–5]
- Reduces the risk of the most common type of diabetes – Type 2 ~30%.[6]
- Reduces the risk of weight gain and helps with weight management.[1–5, 10]
- Lowers blood cholesterol.[8]
- Reduces premature death from all causes by 20%.[12]

Tree nuts include: almonds, Brazil nuts, cashews, chestnuts, hazelnuts, pecans, macadamias, pine nuts, pistachios and walnuts.

Nuts for Life real results

Since Nuts for Life commenced in 2003, tree nut consumption has increased by 18,000 tonnes to around 50,000 tonnes (52% increase) with an increase in value (at trade prices) of $A154 million to $405 million. This comes from an industry investment of just over $A2 million with Australian Government matched funding through Horticulture Australia of just over $A1 million over ten years.

Australian Nut Consumption at Trade 2003–12



Nuts for Life overview

Nuts for Life was established over 10 years ago in 2003 by the Australian tree nut industry to provide information about the health benefits of regular tree nut consumption.

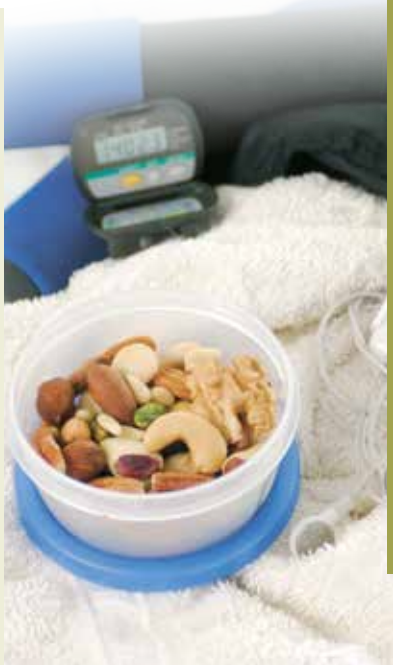
Nuts for Life is facilitated by Horticulture Australia Limited (HAL) in partnership with the Australian Nut Industry Council and other members of the Australian Tree Nut Industry. It's funded by voluntary contributions from the industry and the Australian Government, through HAL, provides matched funding for the Nuts for Life R&D activities.

The nutrition team at Nuts for Life is committed to effectively disseminating evidence-based, accurate and up-to-date information on the nutrition and health benefits of nuts.

The campaign has successfully converted health professionals to supporters of nuts.

Over 95% of GPs are now aware of the role nuts play in heart health.[11]

The limited budget has restricted our ability to convince consumers of this with such impact.
But, we can with your help.



Nuts for Life goals

The goals of the program are to:

- Identify and communicate the nutrition and health benefits of tree nuts to health professionals, food regulators, public health advisors, consumers and the media.
- Dispel the myths surrounding tree nuts and health especially for weight management.
- Keep contributors to the Nuts for Life program updated with activities, new research and provide support.
- Increase tree nut consumption by 5% pa.

Nuts for Life program highlights

Nuts for Life has been delivering results for the Australian tree nut industry since 2003. Tree nut consumption as measured by trade disappearance data continues to grow around 5% pa. Here's how:

- **Through numerous effective submissions** to FSANZ and other government and public health agencies, such as the NHMRC, on issues such as health claims, core foods, dietary guidelines, food allergy, front-of-pack labeling and obesity.
- **New 2013 Australian Dietary Guidelines** acknowledge the role nuts can play in weight management and cholesterol lowering and recommend adults increase nut consumption by 350% (www.eatforhealth.gov.au).
- **Reaching around 50,000 health professionals** (cardiologists, GPs, medical students, dietitians, fitness leaders, naturopaths, home economists and medical writers) with resources, nut samples and personal interaction via 75 health professional conferences and exhibitions.
- **Developing and distributing 200,000 copies of Nuts for Life printed resources** – including 20 fact sheets, two consumer brochures and three literature reviews including the 2012 Nut Report *Nuts and the Big Fat Myth*.
- **Delivering our quarterly email newsletter NutENews**, distributed to around 1,400 subscribers.
- **Actively participating in the online social-media space** via our Twitter presence @nutsforlife (www.twitter.com/NutsForLife); tweeting once or twice a day, now with around 1,600 followers and our new facebook.com/nuts4life page with 15,000 likes.
- **Generating over 1,400 media articles** on nuts and health through public relations, resulting in around 350 million impressions based on circulation figures.
- **Development of the new 'Healthy handful' logo**.
- **Delivering the Nuts for Life website** (www.nutsforlife.com.au), with some 295,000 unique visitors and 2 million page views. The National Library of Australia has recognised the importance of the Nuts for Life website by annually archiving it in July to give librarian access in perpetuity.
- **Arranging and facilitating the nut industry's access to the Heart Foundation's Tick program** with the Australian Nut Industry Council.
- **Conducting 20 Nuts for Life Nut Myth Busting workshops** for the staff members of Contributor companies – just under 220 staff members attending as well as developing "how to make nutrient claims" manuals for each nut type.

Health evidence

There are now in excess of 500 published scientific research studies to substantiate the positive effect that regular nut consumption has on health. Some of these health benefits include:

- A handful of nuts at least five times a week may reduce the risk of developing heart disease by 30–50%[1–5] compared to those who don't eat nuts. This is due to the wide range of heart healthy nutrients – healthy fats, fibre, antioxidants, vitamins, minerals, plant sterols and arginine.
- A handful of nuts at least five times a week may reduce the risk of developing Type 2 diabetes by 27%[6] through causing a low GI effect and improving insulin sensitivity.[7]

- Two handfuls (67g) a day may lower blood cholesterol by 5% and particularly LDL cholesterol by 7%[8] through healthy fats, fibre and plant sterols regulating cholesterol production.
- Improving the quality of the diet by helping to meet recommended nutrient intakes[9]. The individual nut types contain a variety of nutrients and plant compounds.
- Helping to achieve weight management and reducing the risk of developing obesity[1–5, 10] due to fats, fibre and protein increasing satiety so controlling appetite and increased fat excretion.

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Contributor benefits

- **Nut Myth Busting workshops** for your staff so they are up with the latest on nuts and health.
- **Quarterly email contributor updates** keeping members up to date with activities and research.
- **Access to the contributor-only** password-protected section of the **Nuts for Life website**, with full access to our documents, including:
  - **Biannual market research reports** for health professionals and consumers – contains valuable insights into consumer benefits.
  - **Nut industry statistics reports** gathered annually – contains consumption data for individual tree nuts as well as total consumption.
  - **"How to make nutrient claims" manuals** for each nut type.
  - Materials to assist contributors in managing nut allergy business risks – Tree Nut Allergy review and Nut Allergy Issues Management Manual.
  - Past presentations, reports and contributor newsletters.
- **Access to 40 recipes presented as an iPad friendly document,** and over 100 freely usable nut images with more on the way.
- **Ability to apply for use of the Heart Foundation's Tick** and receive a sublicense for the special rate of $3,300 (incl GST) pa.
- **Access to Lisa Yates and Liz Munn, Dietitians**, for presentations and advice on research, regulatory, labelling and nutrition issues.

Nuts for Life management

The campaign is implemented and managed day-to-day by Lisa Yates, an Advanced Accredited Practicing Dietitian. As well as her professional qualifications and private practice, Lisa has had a long career in food and health public relations and communications. Lisa is supported by Liz Munn, an Accredited Practicing Dietitian with many years of experience in food regulation and public health policy, two days a week.

An industry Management Committee oversees the campaign and sets the policies and strategic direction.

The committee members are:

Chris Joyce	Australian Pioneer Pistachio Company – Chair
Gerard Brunton	GB Commtrade
Joseph Ebbage	Almond Board of Australia
Chaseley Ross	Australian Nut Industry Council Executive Officer
Quin Scalzo	Scalzo Food Industries
Michael Waring	MWT Foods
Lynne Ziehlke	Australian Macadamia Society

2013/2014 contributors

We thank the following Nuts for Life contributors for their ongoing support:

- Almond Board of Australia and members
- Australian Macadamia Society and members
- Australian Pecan Growers' Association
- Australian Pioneer Pistachio Company
- Australian Walnut Industry Association
- Carroll Partners
- Charlesworth Nuts
- Chestnuts Australia Inc
- Chungs Oriental Trading Co
- Commodity Imports Australia
- FTA Food Solutions Pty Ltd
- GB Commtrade Pty Ltd
- Hazelnut Growers of Australia
- J.C.'s Quality Foods
- Langdon Ingredients
- MWT Foods
- Nocelle Foods
- The Nut Shop
- The Nut Stand Co
- Prolife Foods
- Rath & Co Trading
- Royal Nut Company
- Scalzo Food Industries
- Select Harvests
- Stahmann Farms
- Sunbeam Foods
- Trumps Pty Ltd
- Trutaste Nuts Pty Ltd
- Traditional Fine Foods

We thank Horticulture Australia for their assistance, support and financial management of Nuts for Life

Becoming a contributor

Companies and organisations across the nut value chain are welcome to join Nuts for Life. Growers, importers, packers, distributors, retailers, and grower and industry associations, with an interest in the promotion of good health through the regular consumption of nuts, are encouraged to join us in our efforts to increase nuts' share of the consumer stomach.

Nuts for Life fees are based on company tree nut sales. Fees for 2014/15 are:

- $A 2,269 (ex GST) pa for sales of $5 million or less pa
- $A 5,105 (ex GST) pa for sales of $5 – 7.5 million pa
- $A 8,679 (ex GST) pa for sales of $7.5 – 10 million pa
- $A 11,525 (ex GST) pa for sales of $10 million or more pa

Nuts for Life membership fees were maintained at the 2003 level until 2010 when it was agreed to apply a 4% CPI increase to keep the program viable. The real CPI growth from 2003–2010 was close to 20%. In 2011 the Management Committee further agreed to apply CPI growth each year to fees. Nuts for Life remains a good investment.

For more information

If you are interested in becoming a Nuts for Life Contributor or have questions about the program please contact:

Chris Joyce, Chair or Lisa Yates, Program Manager and Dietitian
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Horticulture Australia

Go Nuts for Life. Go Nuts for Health.