



Nuts for Life an update

Lisa Yates
Program Manager and Dietitian



17th Australian Almond Conference



HOSTED BY:
The Almond Board of Australia



SUPPORTED BY:
Horticulture Innovation Australia Ltd

Pullman Hotel Melbourne, Albert Park, Victoria
November 8th - 10th, 2016



Lisa Yates



**17th Australian
Almond Conference**
November 8th - 10th, 2016



Program Manager & Dietitian, **Nuts for Life**

Lisa is an Advanced Accredited Practising Dietitian with 20 years experience in nutrition communications, strategy development and implementation and event management, over 15 years experience in marketing and public relations and still has her finger on the pulse by working part-time in clinical practice.

Since 2005 Lisa has been the Program Manager and Dietitian to Nuts for Life – a health promotion program from the Australian Tree Nut Industry with Almond Board of Australia as one of its founding financial contributors.

Lisa is a columnist for Medical Observer and 6minutes GP publications and holds a Bachelor of Science with a double major in Biochemistry and Pharmacology as well as a Masters Degree in Nutrition and Dietetics both from the University of Sydney.



Overarching goal since 2003

Increase Australian tree nut consumption by 5% pa

through educating and promoting the health benefits
of a daily handful of nuts

Getting Aussies to eat more nuts more often



Nuts for Life Contributors



- Almond Board of Australia
- Australian Macadamia Society
- Australian Pecan Growers Ass
- Australian Pioneer Pistachio
- Australian Walnut Industry Ass
- Carroll Partners
- Charlesworth Nuts
- Chestnut Growers Australia
- Commodity Imports Australia
- COTFoods
- FTA Food Solutions
- GB CommTrade
- Hazelnut Growers Australia
- JCs Quality Foods
- Maxwell Foods
- MWT Foods
- Nut Producers Australia
- The Nut Shop
- The Nut Stand Co
- Olam Orchards Australia
- Prolife Foods
- Rath & Co Trading
- Royal Nut Company
- Scalzo Food Industries
- Select Harvests
- Stahmann Farms
- Sunbeam Foods
- Trumps
- Trutaste
- Walnuts Australia



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Horticulture Innovation Australia

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Australian Nut Consumption 2003–15 (at trade prices)



The image features four classical columns of different heights, arranged in a row from left to right, receding into the distance. Each column is topped with a decorative capital. The columns are set against a clear blue sky with a few wispy clouds. Each column has a black rectangular box with red text overlaid on it.

**Food
regulation
Public Health
advocacy**

**Health
professional
education**

**Industry
education**

Consumer PR

Food Regulation FSANZ



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- **Application A 1104 – Voluntary Addition of Vitamins and Minerals to Nut and Seed based beverages**
- Vitamins, minerals and protein content of nut- and seed-based beverages mostly lower than in full cream cow's milk.
- At the time legume/cereal based beverages were approved for fortification but not nuts/seed beverages e.g. almond milk

Outcomes



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To fortify nut- and seed-based beverages:

- must containing at least 0.3% protein
- Protein can be derived from cereal, nuts, seeds, or a combination of these
- Relevant advisory statement is to be applied to *all* nut- and seed-based beverages that are milk substitutes and contain no more than **3% m/m protein** or no more than 2.5% m/m fat.
- *“Not a suitable complete milk replacement for children under 2 **(5)** years of age”*
- See Schedule 9 FSC

Outcomes

- Vitamins and minerals being claim need at least 10% RDI for the nutrient per serve
- Maximum limits set for vitamins and minerals in this category e.g. no more than 30% RDI for calcium
- See FSC Schedule 17 for other nutrients

Almond milks

Name	%almond	Energy kJ/100ml	Protein g/100ml	Total fat g/100ml	Calcium mg/100ml
Full cream cows milk	0	280	3.4	3.9	117
LuzAlmond Original	12	240	1.7	5.0	n/a
Pureharvest organic almond milk	10	123	0.3	0.8	n/a
Almo milk	4	110	1.2	2.5	98
Vitasoy almond milk original	3.8	127	0.7	1.8	120
Sanitarium So Good almond milk	2.5	123	0.6	1.4	120 (other nutrients too)
Almond Breeze original	2.0	200	0.6	1.2	75

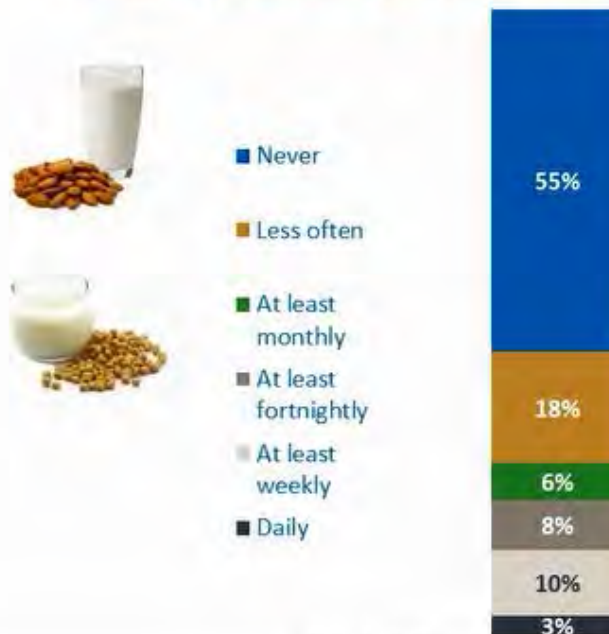
Dairy Australia research



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PURCHASE OF MILK ALTERNATIVES - AUSTRALIANS

Frequency of purchasing milk alternatives



Dairy Australia consumer tracking (2016)

Nutrition and Health Claims

(Resource development/
Industry Education)



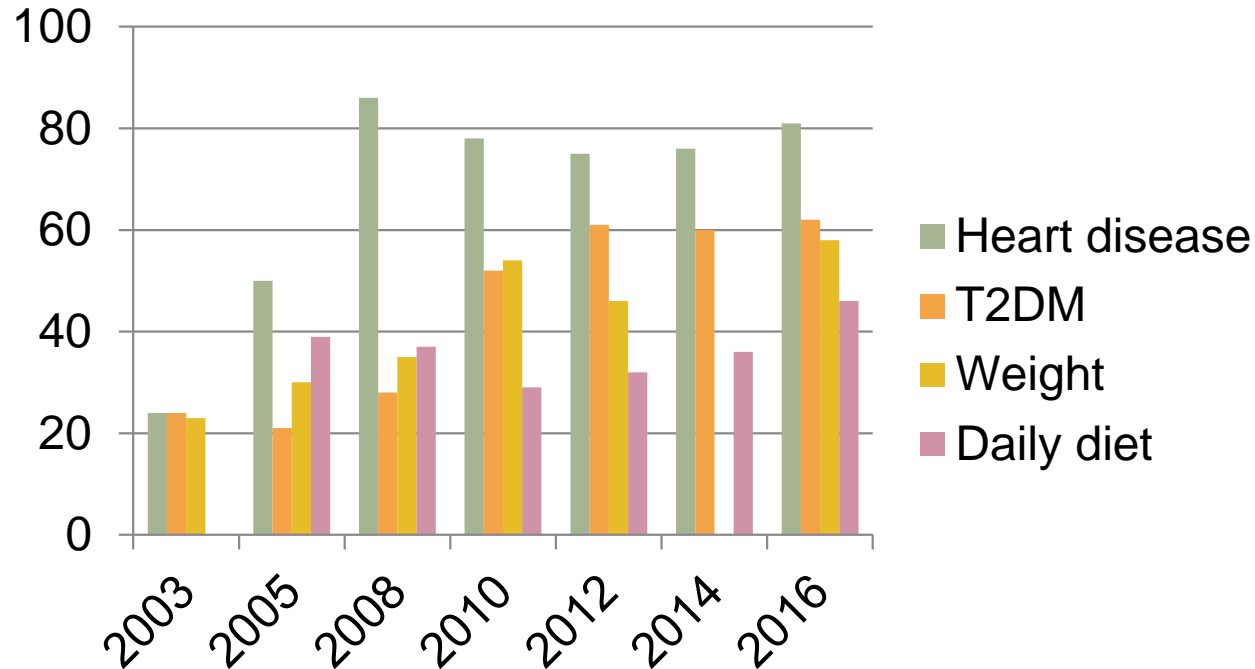
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Consumer Market research

Nuts are somewhat/very important for.....



More nutrition and health claims



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- N4L market research: 60% get nutrition information on pack
- An untapped communication channel to consumers
- N4L providing education:
 - Face to face labelling workshops
 - Food Labelling webinar
 - Labelling manuals
 - artwork for Health star rating

Health Star Ratings

- Dependent on nutrient composition data but raw almonds get 5 stars so good opportunity



Claims webinar



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NUTS FOR LIFE

“HOW TO”
NUTRITION & HEALTH
CLAIMS WORKSHOP

LISA YATES
AND LIZ MUNN
NUTS FOR LIFE DIETITIANS



<https://www.nutsforlife.com.au/contributors/workshops-and-webinars/>

Nutrient content claims



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Nutrient content claims for 30g serve of almonds

- Almonds are a source of protein
- Almonds contain a low proportion of saturated fat of the total fat
- Almonds are a source of/contain monounsaturated fat
- Almonds are naturally low in sugars
- Almonds are a source of fibre
- Almonds are naturally low in sodium
- Almonds contain potassium
- Almonds are a source of/contain magnesium
- Almonds are a source of iron
- Almonds are a good source of riboflavin
- Almonds are a good source of niacin
- Almonds are a good source of vitamin E
- Almonds are a source of copper
- Almonds are a source of manganese
- Almonds contain plant sterols
- Almonds contain antioxidants



Nuts for Life
Nutrition & health claims on nuts
for Nuts for life Contributors
2016

Almonds

Document date: January 2016

This is an electronic document. All printed versions are to be considered out of date. Download latest version from www.nutsforlife.com.au Member's section.

General Level Health Claims



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- FSANZ pre-approved GLHCs (FSC Schedule 4)
- For example...
- Almonds are a source of protein. Protein...
 - Is necessary for tissue building and repair
 - Contributes to the growth of muscle mass
 - Contributes to the maintenance of muscle mass
 - Contributes to the maintenance of normal bones

Almonds contain protein - perfect for the guy who wants to get ripped.

General Level Health Claim



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Substantiate your own GLHC (Schedule 6 FSC)

- N4L commissioned a report to substantiate
 - *A regular 30g handful of nuts as part of a healthy diet with a variety of foods contributes to heart health without weight gain.*
 - *Can be a split claim*
 - *eg front of pack “Nuts are heart healthy*”*
- Sought advice from NSW Food Authority
- Soon to promote to industry to use on pack and in any form of “advertising” eg POS, website, social media
- Consumer market research to determine which words to use for the front of pack split claim
- N4L to Influence industry to influence nut buyers/ consumers

Healthy Handful logo



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Woolworths promotion



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A handful of nut facts

- Enjoy a 30g healthy handful everyday.
- Nuts contain plant protein. Almonds, peanuts and pistachios provide the highest amounts.
- Nuts are great for vegetarians. To improve iron absorption from nuts, add them to salads and stir fries.
- Nuts are rich in good fats.
- Nuts are a source of magnesium to keep your energy levels up.
- Top up your fibre intake with 30g of mixed nuts.



Resources



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ALMONDS

20 IN A HANDFUL

EXCELLENT SOURCE OF VITAMIN E

CONTRIBUTES TO HEART HEALTH

CONTAINS CALCIUM

A SOURCE OF PLANT PROTEIN & IRON

CONTAINS FIBRE FOR HEALTHY GUT BACTERIA



GREAT AS SNACKS
AND IN STIR FRIES, BAKING,
SPREADS AND MILKS

Almonds

PACKED WITH HEART HEALTHY NUTRIENTS
Healthy fats, fibre, vitamin E, antioxidants,
plant sterols, plant proteins, magnesium,
potassium, manganese and copper

ENJOY A HANDFUL OF NUTS A DAY

**20
ALMONDS**
make up a healthy handful (10g)

Australia
IS 2ND LARGEST
GROWER IN THE WORLD

DO YOU
KNOW?
AUSTRALS EAT NEARLY
22,000 tonnes
OF ALMONDS A YEAR

ENJOY A 30g HEALTHY HANDFUL TODAY

www.nutsforlife.com.au

Almonds

Almonds are a versatile food that. They come whole, blanched, sliced, and ground, so make a useful ingredient adding texture and taste to meals. Plus, like fruit and vegetables, almonds are packed with vitamins, minerals, antioxidants and phytochemicals beneficial to health. Enjoying a handful of nuts (30-50g) regularly as part of a healthy diet may reduce your risk of heart disease and type 2 diabetes and can help with weight management.^{1,2} So eat two serves of fruit, two serves of veggies and a handful of nuts every day. A 30g serve of almonds is about 20 nuts. Have you had yours today?

Nutrition and health benefits of almonds

Here's why almonds, like all nuts, are a worthwhile addition to your diet.

- **Rich source of healthy fats** – almonds contain healthy unsaturated fats (80% of total fat), plus have a low proportion of saturated fat (17% of total fat) and are free of trans fats.³ Like all other plant foods, they are also cholesterol free.

- **Excellent source of natural vitamin E** – almonds are high in vitamin E with a 20g serve providing over 70% of the recommended intake.⁴ Vitamin E is an important fat-soluble vitamin and antioxidant which can help maintain a healthy heart.

- **Contains natural plant sterols** which can help to lower cholesterol levels by reducing cholesterol absorption in the intestine. Almonds contain 141mg of plant sterols per 100g.⁵

- **Source of plant protein particularly arginine** – almonds contain around 60 proteins in every handful (20g).⁶ Arginine is an amino acid building block of protein which is converted to nitric oxide in the body. Nitric oxide causes blood vessels to relax and remain elastic, and helps prevent blood clotting. Hardening of the arteries and blood clotting can lead to heart disease.⁷

of cholesterol, particularly in conjunction with antioxidant vitamin E.^{8,9} Almonds have a high antioxidant capacity as measured by ORAC.¹⁰

- **Reduces oxidative stress** – a study of almonds found that eating 50g of almonds for 4 weeks reduced biomarkers of oxidative stress¹¹ while another found that eating almonds with a meal reduced oxidative damage.¹² Oxidation causes damage to the cells in our body and is believed to be an important factor in the development of diseases such as heart disease, cancer and faster degeneration, as well as playing a role in ageing.

- **Anticardiosclerotic effects** – Antioxidants and other phytochemicals also play an important role in reducing inflammation. Chronic inflammation is thought to cause many chronic diseases such as heart disease and diabetes. Consumption of 50g, or two handfuls, of almonds reduced worse biomarkers of inflammation in a recent study.¹³

A combination of the healthy fats, antioxidants, fibre, plant sterols and arginine content of almonds and their anti-inflammatory and inflammatory and cholesterol reducing effects may explain why almonds promote heart health.

continued next page

For further information on the nutritional benefits of nuts visit www.nutsforlife.com.au or for specific information or almond facts go to www.nutsforlife.com.au

info@nutsforlife.com.au
We welcome new and existing nut growers to the Australian Almond Conference or have a special package for new growers. Visit www.nutsforlife.com.au for more information.

Nutritional analysis of natural almonds*	
Nutrient	Per 100g
Energy (kJ)	2020
Protein (g)	21.0
Arginine (g)	2.2
Total fat (g)	54.1
Fat, saturated (g)	9.3
Fat, monounsaturated (g)	35.9
Fat, polyunsaturated (g)	12.9
Total carbs (g)	21.1
Carbohydrate, total (g)	4.8
Carbohydrate, sugars (g)	0.6
Fibre (g)	4.8
Sodium (mg)	0.2
Potassium (mg)	740
Calcium (mg)	260
Phosphorus (mg)	460
Iron (mg)	2.9
Zinc (mg)	2.1
Copper (mg)	1.2
Magnesium (mg)	210
Manganese (mg)	26.7
Cobalt (mg)	26
Vitamin E (mg)	35.2
ORAC** (mmol TE)	6464

- **Improves blood cholesterol** – almonds lower total and 'bad' LDL cholesterol levels. One study found that a 17g serve of almonds each day reduced LDL cholesterol by almost 120% while 27g, or around a handful, reduced LDL by around 50%.¹⁴ The consumption of almonds as part of a vegetarian diet which was also low in saturated fat, and high in plant sterols, soy protein and soluble fibre, was found to reduce LDL cholesterol by a third.^{15,16}

- **Prevents oxidation of LDL cholesterol** – one study found including almonds in the diet for a month led to a reduction in oxidised LDL cholesterol.¹⁷ Oxidised cholesterol is sticky and can block arteries. Almond skins have been found to be a rich source of antioxidants called polyphenols,^{18,19} which may help to prevent the oxidation

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A top-down view of a brown ceramic bowl filled with a thick, yellowish-orange vegetable soup. The soup contains chunks of potatoes, tomatoes, and chickpeas. It is garnished with fresh green herbs and a row of white, soft cheese cubes. A person's hand is visible on the left side, holding the bowl.

#nuts30days30ways



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March 2017

- Target Fitness Professionals
- Fitness professional ambassador
- Take the pledge to eat/use nuts everyday for a month
- Asking the Industry to get involved
- Sharing content on social channels
- Add to your content calendars





WHAT'S NEXT?



Contacts and Questions



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