

Fuel for Mind and Body.

Increasing almond consumption among young Australians

How do we future proof almond consumption?

By empowering the next generation to understand the everyday benefits of eating almonds we can build lifelong healthy habits while securing stronger returns for industry stakeholders. Achieving this requires the ABA to collaborate with government health initiatives and leading researchers to deliver a targeted, evidence driven campaign.

How do we encourage adolescents to eat almonds?

By inspiring and educating parents and caregivers to make a 30 gram serve of almonds a daily habit. Reminding consumers almonds are affordable and versatile. Used for snacking, baking or in a smoothie.

What benefits will resonate with parents and teens (13-18 year olds)?

Sharper minds for better study performance, by supporting cognitive function and focus.
Stronger bodies for better fitness performance by aiding muscle recovery and sustained energy.



Study Performance



Eating almonds daily has been shown to boost memory and learning, helping teens excel throughout their secondary education. Almonds support concentration, memory and processing speed through efficient energy metabolism.

VITAMIN E - Protects brain cells from damage caused by harmful molecules.

HEALTHY FATS - keep brain cells strong and working efficiently.

RIBOFLAVIN & NIACIN - support mood regulation and mental clarity.

Enhanced Fitness



High in protein, fibre and healthy fats eating almonds promotes satiety, fuels endurance and provides energy for enhanced performance. Almonds help to reduce exercise induced inflammation for a faster recovery.

PROTEIN - 6 grams per serve promotes muscle repair.

HEALTHY FATS - Reduce inflammation aiding in faster recovery and reduced soreness.

MAGNESIUM - Supports muscle function and energy metabolism to help speed up recovery post work out.

Almond Nutrition Comparison Table

Snack	Cost	Calories	Protein	Healthy Fats	Sugar	Fibre	Carbs
Almond (30g)	\$0.64	171	5.91	13.14	1.56	3.27	1.62
Smiths Crisps (27g)	\$0.79	147	1.8	8.6	0.3	0	13.7
Carman Protein Bar (40g)	\$1.58	197	10.5	0	9.2	2.6	13.4
Arnott's BBQ Shapes (25g)	\$0.57	122	1.9	0	0.2	0.8	15.7
Arnott's mini choc chip cookie (25g)	\$0.71	124	1.3	0	7.4	0.8	15.2

