Nuts for Life
an update

Lisa Yates
Program Manager and Dietitian
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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
This Project has been funded by Horticulture Innovation Australia Limited using funds from the Australian Government and voluntary contributions from the Australian Tree Nut Industry.
Achieving our goal of 5% pa
Food regulation
Public Health advocacy
Health professional education
Industry education
Consumer PR
Food Regulation
FSANZ
• 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

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 claimed 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

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

Frequency of purchasing milk alternatives

- Never: 55%
- Less often: 18%
- At least monthly: 6%
- At least fortnightly: 8%
- At least weekly: 10%
- Daily: 3%

Dairy Australia consumer tracking (2016)
Nutrition and Health Claims
(Resource development/
Industry Education)
Nuts are somewhat/very important for.....

- Heart disease
- T2DM
- Weight
- Daily diet
More nutrition and health claims

- 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

www.healthstarratings.gov.au
Claims webinar

NUTS FOR LIFE

“HOW TO” NUTRITION & HEALTH CLAIMS WORKSHOP

LISA YATES
AND LIZ MUNN

NUTS FOR LIFE DIETITIANS

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
General Level Health Claims

• 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.*
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
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

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

Almonds
Almonds are a versatile food. They come whole, slivered, minced, flaked and ground. In Mexico, certain varieties are implanted, roasted and then made into caramelized or spiced nuts. In Spain, they are a staple of Andalusian cuisine. In Italy, they are used in pasta dishes and salads. In the United States, they are a popular snack food. In China, they are a staple of traditional cuisine. In Japan, they are used in sweet and savory dishes. In Russia, they are a staple of traditional cuisine. In India, they are used in sweet and savory dishes.

Nutritional benefits of almonds

- Almonds contain healthy unsaturated fats, vitamin E, and other nutrients that can help prevent heart disease.
- Almonds are high in fiber and protein, which can help you feel full longer and may aid in weight management.
- Almonds are a good source of vitamin E, which is important for a healthy heart.
- Almonds contain good levels of magnesium, potassium, and zinc, which are important for overall health.

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

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

www.nutsforlife.com.au
Consumer PR outcomes: 2015/16 = 1,312 traditional and social media clips (20% mention almonds)
Potential audience of 55 million.
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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