IMPACT REPORT
2025-2026





CONTENTS

3 Chairman's update

4 Program Manager's update

5 Why Nuts for Life matters

6 Our impact and influence

8 Key objectives and outcomes

13 Foundation activities

21 Industry engagement

22 Contributor support

23 About us

CHAIRMAN'S UPDATE

The end of the 2026 financial year marked an important milestone for Nuts for Life and the Australian nut industry's health and nutrition dissemination efforts. In June this year, Nuts for Life commenced a new chapter as Nuts for Life Ltd, a company limited by guarantee. We also secured a 7-year commitment of financial and resource support, which is unprecedented under Hort Frontiers. This provides an even stronger platform for the program to build on its achievements, deliver even greater value for the Australian nut industry, and to resource us all to drive consumption.

On behalf of all contributors and the Australian nut industry, we would like to thank the Australian Nut Industry Council (ANIC) for its structural support of the program over the past decade. We are also grateful for the ANIC Board's continued commitment and proactive support as we look to build on this strong foundation and move the program forward.

Over the past three years, Nuts for Life has continued to strengthen its position as a credible and trusted authority on the nutrition and health benefits of nuts. A key achievement was our work towards a high-level health claim in the area of nuts and cardiovascular health. While the claim was ultimately not progressed, the extensive scientific review and engagement undertaken have strengthened our understanding of the evidence and informed our future direction.

We have made significant progress in reshaping the narrative around nuts and weight. Despite persistent concerns about their energy density, the evidence demonstrates that nuts do not promote weight gain and may support healthy weight maintenance. Communicating this evidence to health professionals, policy makers and other influential audiences remains an important priority, particularly as key consumer trends dictate non-processed nutrient dense eating.

The growing adoption of GLP-1 medications plays directly into the importance of nutrient-dense foods, such as nuts, as part of a healthy diet and lifestyle.

Nuts for Life is unique in its ability to bring the Australian nut industry together around shared goals. Through collaborative, evidence-based programs, we can influence health professionals, policy and public understanding in ways that individual businesses or sectors cannot achieve alone.

I'd like to express my appreciation to the Nuts for Life team – Belinda Neville and Maree Hall, who consistently demonstrate professionalism and commitment in working to achieve great successes for nuts.

Thank you also to the Management Committee for giving their time, expertise and wisdom. Thank you to Hort Innovation and to all our nut industry contributors – Nuts for Life, and the important work we do, could not continue without your support.

More than ever, Nuts for Life provides a vital collaborative platform for strengthening the nutritional reputation of nuts and delivering outcomes that benefit the entire industry, driving understanding of the importance of nuts in a diet, and increasing consumption.

Through continued collaboration with industry and business partners, we are well positioned to deliver the next phase of our work. I look forward to working with our contributors and stakeholders as we enter this exciting new chapter.

Michael Waring
Chair, Management Committee



Nuts for Life is the health education initiative from the Australian nut industry. We are Australia's leading authority on the nutrition and health benefits of nuts. Our mission is to promote regular nut consumption by collating the latest evidence-based information, and informing Australians about the positive impact regular nut consumption can have on their health.

Nuts for Life is funded through Frontiers developed by Hort Innovation, with co-investment from the Australian nut industry and contributions from the Australian Government.

Nuts for Life has also received a funding grant from the International Nut and Dried Fruit Council (INC).

Hort Innovation Frontiers

INC international Nut&DriedFruit

PROGRAM MANAGER'S UPDATE

This past year has been an important one for Nuts for Life, marking the final year of our three-year strategy and the conclusion of Nuts for Life operating as a project of the Australian Nut Industry Council (ANIC). It has also been a year of significant progress, with our work continuing to strengthen the evidence base, reputation and understanding of nuts among health professionals, policy makers and other influential audiences.

A key focus has been our work around changing the nuts, calories and weight narrative, which evolved from our PhD funded research. This research provided compelling evidence that, despite their energy density, nuts do not promote weight gain and may support healthy weight management. A novel, coordinated strategy explaining the mechanisms behind this paradox was rolled out, which included presentations, podcast episodes, the publication of a scientific paper, media activity and other targeted communications.

We worked to ensure these findings reached health professionals and other key audiences. Importantly, tracking research shows that health professional agreement with 'nuts supporting weight management' increased from 79% in 2023 to 95% in 2026, representing a significant shift in understanding.

Following the move away from pursuing a high-level health claim relating to nuts and cholesterol, we shifted our focus towards communicating the established heart health benefits of nuts, including through our successful partnership with the Heart Foundation around Heart Week 2026. We have also remained actively engaged in the Australian Dietary Guidelines review, advocating for greater recognition of nuts within healthy dietary patterns and as an important plant-based protein source.

As we close this three-year chapter, I would like to thank our contributors, the Management Committee, Hort Innovation and our many research, health and industry partners for their ongoing support. I also extend my sincere thanks to my colleague, Maree Hall, for her support, commitment and unwavering hard work.

I look forward to the next chapter of Nuts for Life - now operating as Nuts for Life Ltd – and building on the strong foundations established over the past three years to deliver even greater value for the Australian nut industry.

Belinda Neville
Program Manager, Nuts for Life



WHY NUTS FOR LIFE MATTERS

Nuts for Life is a recognised and trusted authority on the health and nutrition benefits of nuts, both in Australia and internationally, with a strong reputation built over more than 23 years.

We play a unique role in the Australian nut industry, providing a united and collaborative voice on the health and nutrition benefits of nuts. For more than two decades, the program has brought together different sectors of the industry, to promote a common goal - strengthening the nutritional reputation of nuts, to ultimately increase nut consumption amongst Australians.

Through our collaborative approach, Nuts for Life is able to deliver activities, and achieve influence that no single organisation or company could achieve alone.

Our professional qualifications, scientific expertise and commitment to evidence underpin the credibility of our work, which has gained respect with health professionals, researchers, policy makers and industry peers. We translate complex and emerging nutrition science into credible, accessible information and advocate for the role of nuts in healthy dietary patterns, health policy and practice.

Nuts for Life's work continues to create value for the entire Australian nut industry.

"Nuts for Life is doing a fantastic job. It's one of the best programs I've seen."
– Nut industry representative

"Nuts for Life is one of the only really successful programs of its kind in the nut industry. It has been a remarkable success over the last 25 odd years."
– Nut industry representative



OUR IMPACT AND INFLUENCE

Healthy Handful podcasts
We dropped 5 new podcast episodes, and re-released 7 popular and topical ones, resulting in >2,700 downloads (an increase of 23% from last year).

Media
Our coordinated media outreach resulted in 7 radio grabs, 1 TV segment, and 5 online media stories, with a combined reach of >3.7 million. These stories promoted the role of nuts in heart health.

Social voice
Our social media channels kept health professionals informed on the latest research pertaining to nuts and health. Our 'hero' channel, LinkedIn, now has >2,400 followers, with an average (organic) engagement rate of 9.2%.

Sponsored podcasts
We partnered with Nutrition Science Bites, to support 4 new podcast episodes covering heart health, and the nuts and weight story, resulting in nearly 3,500 downloads.

Digital outreach
We reach >4,700 health professionals every month, with our dedicated e-newsletter, sharing new nut research, resources and events. Another 1,300 professionals have subscribed to access this content via our monthly LinkedIn newsletter.

Support
We continued to receive support from 19 nut industry contributors, as well as ongoing support from Hort Innovation. Many industry representatives provided valuable input to our Strategic Roadmap Workshop.

Webinars
We delivered five webinars, reaching >2,000 health professionals and nut industry representatives.

Public policy
We contributed to the call for submissions to the Australian Dietary Guidelines review by submitting 26 research papers. We also engaged in consultations, with key opinion leaders, on the Health Star Rating.

Professional resources
We created 8 new resources to educate and support health professionals to recommend nuts to their clients and patients.

Scientific publications
2 papers were published, based on research commissioned by Nuts for Life in the area of nuts and weight.

Direct education
We reached >1,800 GPs in our targeted 'Samples Plus' education campaign; gained >145,000 impressions and >870 landing page views from GPs via our online campaign with AusDoc; and reached an additional 2,500 health professionals at conferences.

Online education
Our website generated >261,300 page views, from >186,600 users.



OUR VISION

All Australians to enjoy a healthy handful of nuts every day

OUR MISSION

To educate people on the health benefits and empower them to eat more nuts

OUR VALUES

Evidence-based, impartial, approachable, collaborative

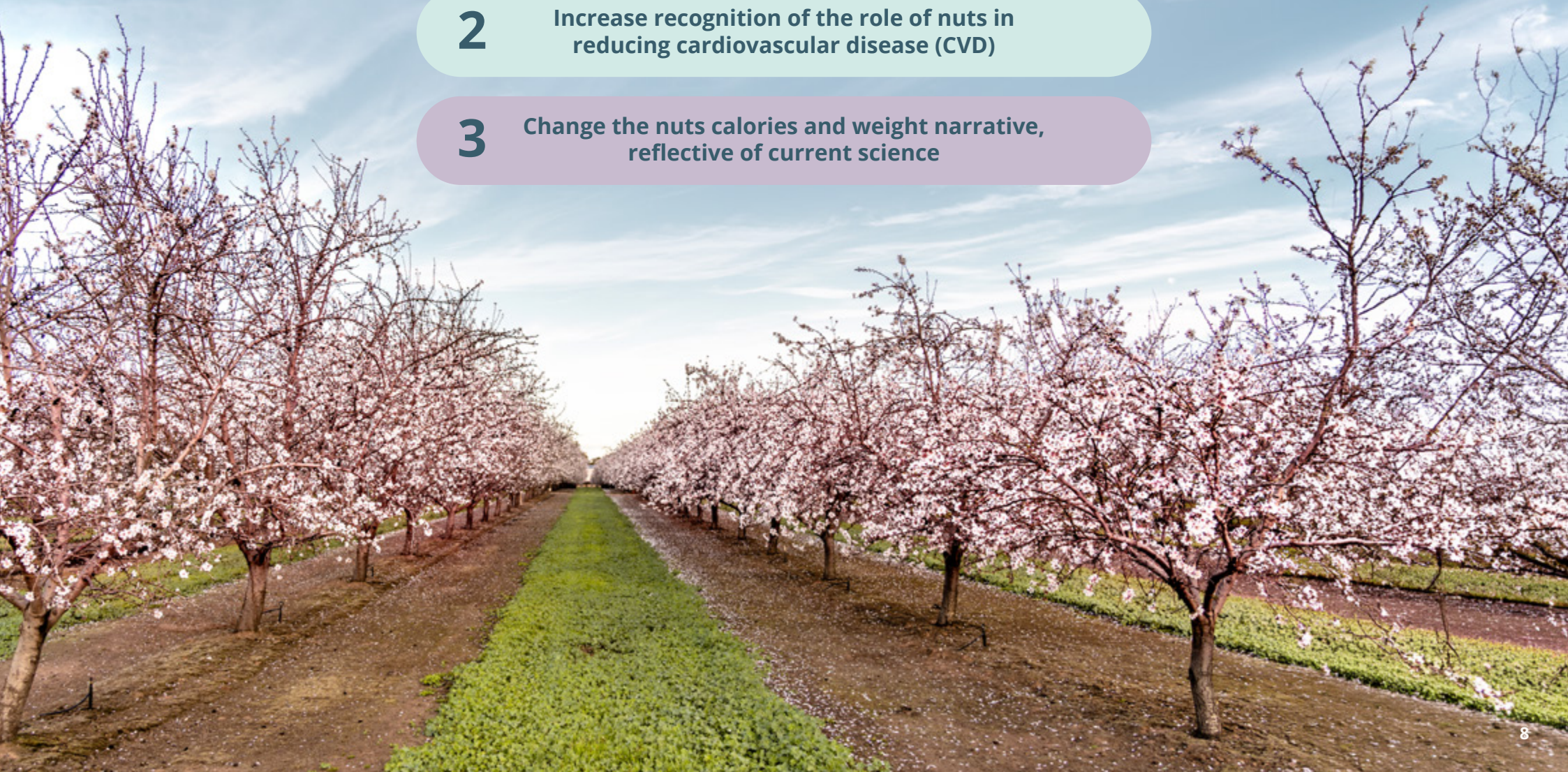
OUR THREE KEY OBJECTIVES

Nuts for Life continued to work towards achieving our three long-term objectives, which aim to drive growth and demand for nuts amongst Australians.

1 **Increase prominence of nuts in the Australian Dietary Guidelines, at a minimum of 30g/day**

2 **Increase recognition of the role of nuts in reducing cardiovascular disease (CVD)**

3 **Change the nuts calories and weight narrative, reflective of current science**



1 Increase prominence of nuts in the Australian Dietary Guidelines, at a minimum of 30g/day

Our work towards elevating the prominence of nuts in the next revision of the Australian Dietary Guidelines (ADG) continues, despite the slow progress by the National Health and Medical Research Council (NHMRC) in this area.

We submitted 26 scientific studies (systematic literature reviews, and primary research evidence, that met the NHMRC's stringent criteria) in August 2025, following their call for research in the areas of protein-rich foods, and dietary patterns, for chronic disease risk reduction.

In partnership with the Olive Wellness Institute and Australian Avocados, we co-hosted a webinar featuring highly-regarded presenter and nutrition scientist Dr Joanna McMillan, with Dr Tim Crowe as emcee. The webinar explored the evidence surrounding foods rich in healthy fats and considered how these foods could be better represented within dietary guidance.

Our efforts communicating the robust scientific evidence on nuts and weight supported calls to ensure future dietary guidelines reflect the science in this area – rather than unfounded or theoretical weight gain concerns, which can impact consumption.

We also continued to reinforce our key messages through a range of channels, including website content and communications, as well as ongoing engagement with key stakeholders.

The NHMRC has stated that the first draft of the updated guidelines will be released at the end of 2026.

"While Australia's current dietary guidelines recommend limiting intakes of nuts, this no longer reflects the evidence and should be revised when the guidelines are updated."
– Dr Nick Fuller, The Conversation

Market research conducted in 2023 and again in February 2026 highlights a clear disconnect between current placement of nuts in the ADGs and views on better representation. Only 10% of respondents in 2023 and 13% in 2026 agreed that nuts are appropriately positioned within guidelines, currently represented within the protein food group.

In contrast, 83% of respondents in the most recent research felt that nuts should be represented differently - either within a healthy fats group, as part of a plant protein group, or as a specific nuts group.



2 Increase recognition of the role of nuts in reducing cardiovascular disease (CVD)

Following the move away from pursuing a high-level health claim, recognising the substantial strength of evidence required by Food Standards Australia New Zealand (FSANZ), we shifted our focus towards strengthening awareness of the established heart health benefits of nuts. A key component of this work was a successful partnership with the Heart Foundation, which aimed to increase recognition of the role nuts can play in reducing cardiovascular disease risk.

The partnership included a joint media release positioning nuts as an "everyday superfood for heart health", which generated seven radio interviews and segments. A webinar for health professionals attracted more than 740 views, while coordinated media activity during Heart Week included a segment on Channel 7's The Morning Show, presented by the Heart Foundation's senior food and nutrition advisor, Jemma O'Hanlon. Heart health messages were also shared through the Heart Foundation's e-newsletters, reaching a database of more than 54,000 subscribers.

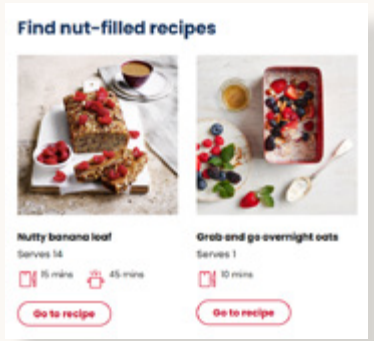
"Nuts help keep us fuller for longer, lower cholesterol, help manage blood sugar levels, and reduce the risk of a whole range of chronic conditions."
– Jemma O'Hanlon, Heart Foundation, ABC radio Canberra Drive

We also extended the reach of the heart health evidence through our collaboration with Professor Clare Collins and the Nutrition Science Bites podcast series. Two episodes featuring research and expert perspectives on nuts and cardiovascular health generated almost 1,800 downloads.

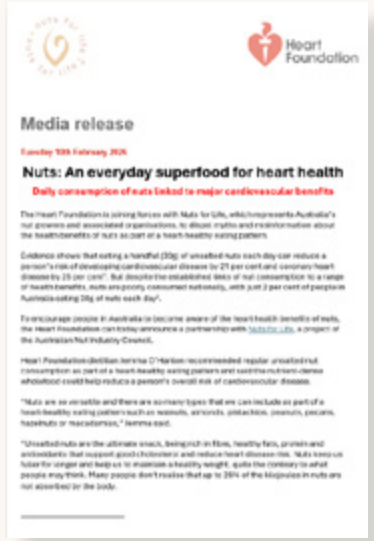


We continue to share the science and promote nuts' heart health benefits via NutENews, paid and organic social media posts and via our website.









"By joining forces with Nuts for Life, we aim to encourage people in Australia to consume more nuts as part of a heart-healthy eating pattern."
– David Lloyd, Heart Foundation CEO

3 Change the nuts, calories and weight narrative, reflective of current science

A fresh approach, over the past year, to addressing the nuts, calories and weight narrative has been highly effective.

Working with FOODiQ Global, we developed an evidence-led 'Nuts and weight communications toolkit' and a series of compelling 'stories' to explain the paradox of nuts and weight. This armed us with the latest science to be able to continue to challenge the perception that the calorie density of nuts must translate to weight gain.

Instead, we were able to highlight the multiple mechanisms (both 24-hour or direct effects, and more longer-term indirect effects) behind how nuts impact body weight regulation. This introduced the emerging area of the nut food matrix – a perspective recognising that foods with the same number of calories can have very different effects on the body.







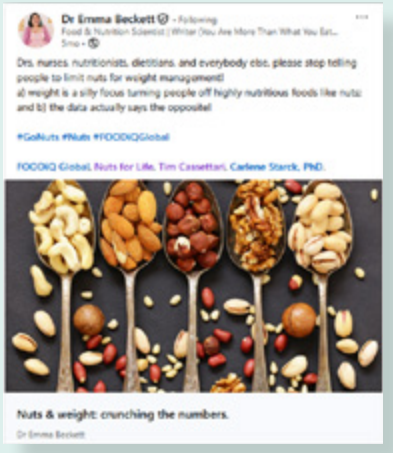


"Nuts come out shining in nutrition science research for all sorts of health outcomes.

And when it comes to weight? They help, not hinder.

This brilliant infographic from Nuts for Life explains it perfectly."

- Dr Joanna McMillan, Instagram



"Doctors, nurses, nutritionists, dietitians, and everybody else, please stop telling people to limit nuts for weight management."
– Dr Emma Beckett, LinkedIn

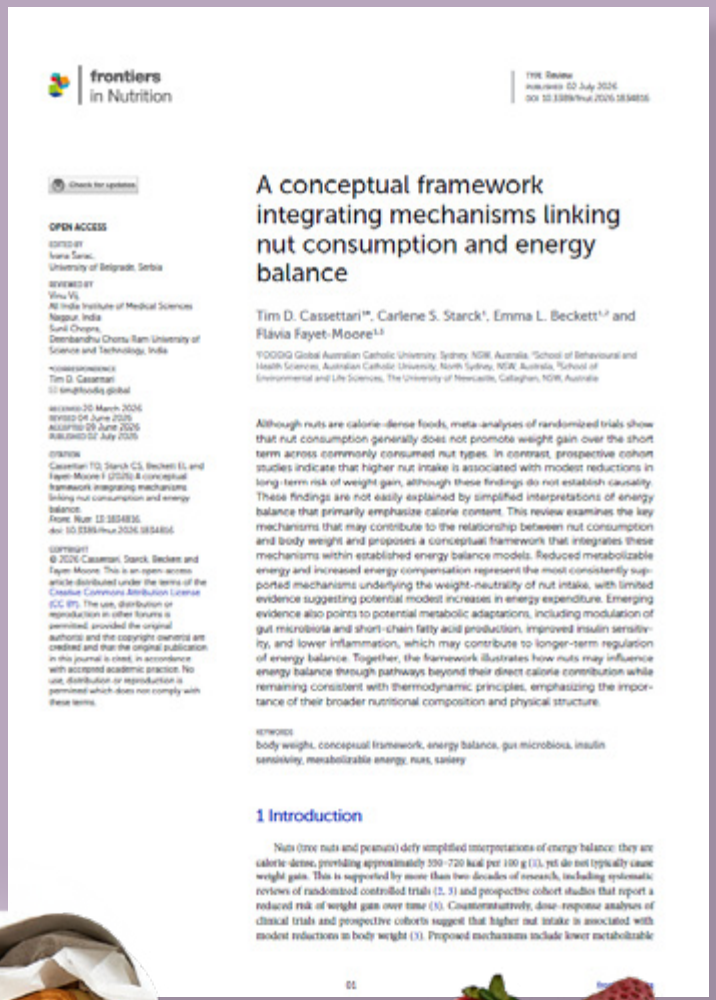
A coordinated communications campaign was developed to support this work.

Activities included:

- The Healthy Handful podcast episode: 'Rethinking calories – the nuts and weight story' with Tim Cassettari, with >200 downloads.
- Webinar: 'Reframing the calorie equation', hosted via Dietitian Connection and presented by Tim Cassettari, with >750 views.
- E-newsletter via Dietitian Connection: 'The truth about nuts and weight', generating >5,500 unique opens.
- Healthy Food Guide: Full-page advertisement, four-page editorial, e-newsletter and social media activity, with a magazine readership of >209,000.
- AusDoc partnership: Online content for GPs, focused on dispelling misconceptions about nuts and weight, with >870 views.
- Key opinion leader support: Article exploring the science behind nuts and weight, written by Dr Emma Beckett, and shared through LinkedIn.
- Meta paid ads: Three nuts and weight 'stories' promoted, resulting in >9,400 link clicks to the website, and an average cost/link click of $0.17.

3 Change the nuts, calories and weight narrative, reflective of current science

A significant development during the year was the publication of a scientific review proposing multiple mechanisms that may help explain the weight neutrality of nuts. Published in Frontiers in Nutrition in July 2026, the review was led by researchers from FOODiQ Global, the University of Newcastle and Australian Catholic University, and funded by Nuts for Life.



frontiers in Nutrition

OPEN ACCESS

A conceptual framework integrating mechanisms linking nut consumption and energy balance

Tim D. Cassettari*, Carlene S. Starck, Emma L. Beckett and Flávia Fayet-Moore

Although nuts are calorie-dense foods, meta-analyses of randomized trials show that nut consumption generally does not promote weight gain over the short term across commonly consumed nut types. In contrast, prospective cohort studies indicate that higher nut intake is associated with modest reductions in long-term risk of weight gain, although these findings do not establish causality. These findings are not easily explained by simplified interpretations of energy balance that primarily emphasize calorie content. This review examines the key mechanisms that may contribute to the relationship between nut consumption and body weight and proposes a conceptual framework that integrates these mechanisms within established energy balance models. Reduced metabolizable energy and increased energy compensation represent the most consistently supported mechanisms underlying the weight-neutrality of nut intake, with limited evidence suggesting potential modest increases in energy expenditure. Emerging evidence also points to potential metabolic adaptations, including modulation of gut microbiota and short-chain fatty acid production, improved insulin sensitivity, and lower inflammation, which may contribute to longer-term regulation of energy balance. Together, the framework illustrates how nuts may influence energy balance through pathways beyond their direct calorie contribution while remaining consistent with thermodynamic principles, emphasizing the importance of their broader nutritional composition and physical structure.

KEYWORDS

body weight, conceptual framework, energy balance, gut microbiota, insulin sensitivity, metabolizable energy, nuts, satiety

1 Introduction

Nuts (tree nuts and peanuts) defy simplified interpretations of energy balance: they are calorie-dense, providing approximately 550–720 kcal per 100 g (1), yet do not typically cause weight gain. This is supported by more than two decades of research, including systematic reviews of randomized controlled trials (2, 3) and prospective cohort studies that report a reduced risk of weight gain over time (3). Counterintuitively, dose–response analyses of clinical trials and prospective cohorts suggest that higher nut intake is associated with modest reductions in body weight (3). Proposed mechanisms include lower metabolizable

The publication provided an important scientific foundation to further communicate the nuts and weight narrative. Follow-up activities included a media release, a special alert to more than 4,700 NutENews subscribers, and direct outreach to 37 key opinion leaders.

The findings were also amplified by high-profile nutrition key opinion leaders, including Dr Joanna McMillan, who shared the research with her Instagram audience of more than 32,000 followers.





FOUNDATION ACTIVITIES

We continued our crucial 'always on' foundation activities of engaging with and educating health professionals and nutrition policy makers, and supporting the industry.



ENGAGING WITH HEALTH PROFESSIONALS

We maintain our connections with GPs, dietitians, and fitness professionals, collectively encompassing more than 70,000 health professionals, Australia wide.

CONFERENCE TRADE EXHIBITS



Nuts for Life participated in two key health professional conferences during the year - Dietitians Australia Research Summit and the General Practice Continuing Education conference.

Through our trade exhibits, we connected directly with ~1,500 health professionals, providing evidence-based resources and information on the health benefits of nuts, with a particular focus on the role of nuts in healthy weight management.

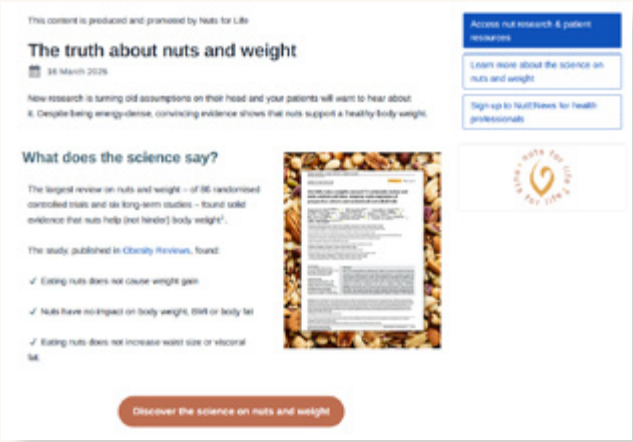
CONFERENCE SPONSORSHIPS

We also sponsored two leading conferences for fitness and sports nutrition professionals - Australian Strength and Conditioning Association and Sports Dietitians Australia conferences - reaching a combined audience of ~800 professionals. Sponsorship activities included satchel inserts featuring reusable Nuts for Life tins containing a 30g serve of mixed nuts, together with a QR code linking delegates to our Nuts for sport and fitness fact sheets. This provided a practical way to introduce nuts as part of healthy eating and sports nutrition, while directing professionals to further evidence-based information.

DIRECT EDUCATION CAMPAIGNS

Our Samples Plus direct education campaign, specifically targeting GPs, focused on addressing the 'nuts and weight paradox'. Running in March, the campaign provided GPs with evidence-based information and practical resources to help explain why regular nut consumption is not associated with weight gain, including our Nuts and weight factsheet and supporting graphics (refer page 11). The campaign reached more than 1,800 GPs nationally.

We also partnered with AusDoc to extend this messaging through a targeted digital campaign. Running across March/April and again in May/June, the campaign focused on 'The truth about nuts and weight' and generated >145,000 impressions and 873 page views. Click-through rates were more than double the site average, demonstrating strong engagement and highlighting GPs' interest in evidence-based information to support their patients with weight management.



CHANNELS OF COMMUNICATION

We monitor the nutrition science daily to stay up-to-date on nuts and health research. This, alongside our communications strategy, has created impactful opportunities to share new research and keep our target audiences informed.

NEW RESOURCES

To ensure our information resonates with health and food service professionals, we continually update existing resources and develop new ones, in line with the latest scientific research. Over the last 12 months, we have created:

- Nuts and weight graphics (x4)
- Recipe e-booklet (x1)
- Fact sheets, new and updated (x3)





NUTENEWS

Our monthly e-newsletter consistently performs well, demonstrating its value to our health professional audience. It has more than 4,700 subscribers. Another 1,300 professionals have subscribed to access this content via our monthly LinkedIn newsletter.

Both the average open rate (OR) and click-through rate (CTR) for NutENews remain significantly above industry benchmarks, at 47% and 6%, respectively.

Our seasonal 'culinary inspiration' e-newsletters continue to resonate amongst our NutENews subscribers, with an average OR and CTR of 40% and 5.2%, respectively.

WEBINARS

Webinars continued to be effective for reaching and educating health professionals, providing an accessible and engaging platform to translate scientific evidence into practical, evidence-based information.

Over the past year, we delivered three webinars: Reframing the Calorie Equation (July 2025), which attracted 1,486 views; The Role of Healthy Fats in Dietary Patterns, in partnership with The Olive Wellness Institute and Australian Avocados (September 2025), with 467 registrations; and Fibre and Heart Health: The Forgotten Hero, delivered as part of our Heart Foundation partnership (March 2026), which attracted 1,161 registrations and >740 views. The strong level of engagement across these webinars highlights their value as a scalable education and communication tool.

"Communications and marketing on behalf of industry has been working really well. The general marketing work by Nuts for Life has been a major plus in the last few years."

– Nut industry representative



FIBRE AND HEART HEALTH WEBINAR:

- 95% said they were satisfied with the webinar, and 93% reported new knowledge or insights they can apply in practice.
- Attendee feedback suggested strong support for nuts as part of a heart-healthy eating pattern, and recognition that they do not contribute to weight gain.
- All attendees were emailed Nuts for Life's 'Nuts and cardiovascular disease' fact sheet, and Heart Foundation nut recipes.

CHANNELS OF COMMUNICATION

THE HEALTHY HANDFUL PODCAST

We continue to produce new episodes, with expert guests – to now have a suite of 59 episodes, all relating to nuts, nutrition and health. Our strategy of re-releasing selected past episodes to align with key research and policy developments continued throughout the year.

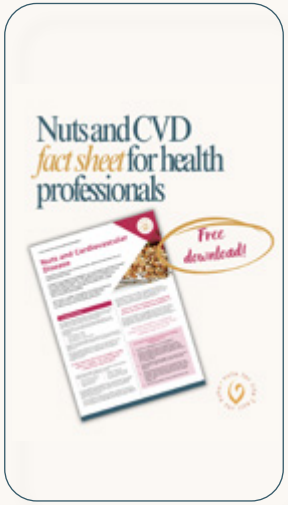
For example, in response to the Health Ministers' call for submissions on mandating the Health Star Rating (HSR), we re-released the timely and popular episode 'Improving the Health Star Rating for nuts'. The year's most popular episode was 'Rethinking Calories – The nuts and weight story', reflecting strong interest in the research underpinning the nuts and weight paradox.

Overall, the podcast continued to perform strongly, recording 2,724 downloads over the year, with an average of 227 downloads per month.



SOCIAL MEDIA

We continue to engage in LinkedIn (60% of time/resource allocation), Facebook and Instagram (35%) and X (5%) through a steady beat of organic content.



Dark ads: Paid advertising, specifically targeting health professionals, has been used to share research and nutrition content – aimed at driving traffic to the Nuts for Life website. This has focussed on a select number of opportunities per year, in priority areas.

Ten paid dark ad campaigns were shared via Meta (Facebook and Instagram). These were centred around our nuts and weight 'stories', new nuts and health research, and resources (fact sheet, podcast episode, e-recipe book). Together, these achieved a reach of >348,900, and generated nearly 23,000 link clicks, with an average cost per link click of $0.24.

LinkedIn: This remains our hero social media channel, with a highly-targeted audience of health professionals and industry. We now have >2,400 followers, with an average post engagement rate of 9.2%.

A monthly LinkedIn newsletter, leveraging content from each issue of NutENews, has generated 4,085 article views across the year, and attracted 1,308 subscribers.

WEBSITE

We worked with our website provider, Wisdom, to audit our website, and implement strategies to improve its discoverability and performance. This followed a decline in organic traffic evident from early 2025, reflecting a broader trend impacting websites beyond Nuts for Life. The growth in AI-driven platforms was likely a significant contributing factor.

A key recommendation was the migration to a new operating platform, which was completed in November 2025. Since then, we have seen some recovery in website traffic, particularly compared with early to mid-2025. Additional improvements, including to our search function and NutENews sign-up process, have also been implemented.

Overall, the website continues to draw significant traffic, with more than 261,000 page views and 186,000 users across the year. Ongoing content creation remains a focus, supporting the program's overall objectives. Encouragingly, some of our content is being referenced, with links, in AI platforms, helping to maintain our online visibility. We will continue to improve discoverability across search and AI-driven environments.

AMPLIFYING RESEARCH AND KEY MESSAGES

University of Newcastle



Nuts for Life partnered with the University of Newcastle's No Money No Time initiative, including its Nutrition Science Bites podcast, on two occasions during the year.

The first partnership supported our communications around nuts and weight, and Nut Day, helping to build awareness of the nutritional and health benefits of nuts and reinforce the evidence that nuts can support, rather than hinder, healthy weight management.



The second partnership focused on promoting the heart health benefits of nuts in the lead-up to and during Heart Week 2026.

The combined sponsorship included four email campaigns to the No Money No Time database of more than 65,000 subscribers, as well as four Nutrition Science Bites podcast episodes hosted by Professor Clare Collins. The podcast content included two 'conversations' episodes and two 'expert interviews', covering the overall nutrition and health benefits of nuts, nuts and weight, nuts and dietary fibre, and nuts and heart health.

Collectively, the episodes generated nearly 3,500 downloads. The partnership also included two short-read articles published on the No Money No Time website: 'Nut Day - Celebrate the Powerhouse in Your Pantry' and 'Go Nuts for Heart Health' - further extending the reach of evidence-based information about the health benefits of nuts.

Heart Foundation (refer also page 10)

Our successful partnership with the Heart Foundation was established following the decision not to proceed with the high-level health claim, providing an alternative opportunity to strengthen awareness of the established heart health benefits of nuts.

The partnership included a joint media release, which generated seven radio interviews and segments, a webinar for health professionals, and coordinated media activity during Heart Week, including a segment on Channel 7's The Morning Show. Heart health messages were also amplified through the Heart Foundation's Heart Health Network (health professional) e-newsletters, reaching more than 54,000 subscribers.

Our Nuts and Cardiovascular Disease fact sheet for health professionals, was reviewed by the Heart Foundation, and now includes a 'Proudly supporting Heart Foundation' logo in the footer.

Healthy Food Guide magazine

We partnered with Healthy Food Guide to raise awareness of the health benefits of nuts, focusing on their nutrient density, versatility, and value. Activities included editorial coverage in the February/March 2026 issue, a "3 ways with nuts" feature, and full-page advertisements in the March/April and April/May 2026 issues. This reached a magazine readership of 209,000 and was further amplified through Healthy Food Guide's social media channels, with an Instagram post generating 1,277 views and a Facebook post reaching 58,306 views and generating 4,771 link clicks.







AMPLIFYING RESEARCH AND KEY MESSAGES

KEY OPINION LEADER DIRECT EMAILS

We continue to maintain a database of key opinion leaders (KOLs) in the nutrition, health and food policy space.

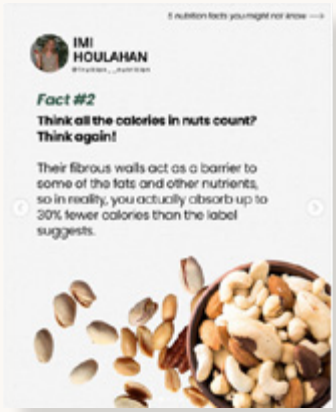
In the last 12 months, we sent three direct emails advising these KOLs of key research and initiatives. These included Nut Day 2025, and a scientific research paper on nuts and weight, which also promoted our new webpage, new graphics (nuts and weight 'stories', refer page 11) and webinar in this area (refer page 14).

This simple strategy is highly effective at reaching an important target audience, particularly due to the resulting amplification of our messages by these trusted voices.









MEDIA BUREAU

The media bureau program, supported by our PR partner Bite Communications, continued to contribute to our broader program objectives by amplifying the latest research on nuts and health. Activities included identifying newsworthy research, pitching stories to key media targets and distributing research findings directly to media dietitians.

During the year, this activity supported coverage of research on nuts and premenstrual syndrome. Although the research was initially pitched to media in the previous financial year, long-lead coverage was subsequently published in July and November 2025, generating an additional nearly 400,000 opportunities to see.



ELEVATING THE ROLE OF NUTS IN FOOD POLICY

AUSTRALIAN DIETARY GUIDELINES REVIEW

The NHMRC - responsible for reviewing and updating the ADGs - continued their public calls for scientific evidence. Over the last 12 months, we submitted an additional 26 papers to NHMRC, based on the pre-identified priority topic areas including protein-rich foods, older adults, and diet and sustainability.

The NHMRC have stated that the first draft of the updated guidelines will be released at the end of 2026.

HEALTH STAR RATING REVIEW

In early 2026, Food Ministers from Australia and New Zealand agreed to progress toward mandatory Health Star Ratings (HSR) on all packaged foods. FSANZ said they would be facilitating two rounds of public consultation in this area, with the first round of submissions due in early July. Nuts for Life prepared a response to the proposal on behalf of industry.

We also engaged key policy stakeholders on this issue through targeted presentations and a new fact sheet.

In an article published by The Weekly Times in June, Belinda Neville said the HSR system should "reinforce, not contradict or complicate, public health advice about consuming recommended core foods, including plain nuts."





EVALUATING TO ENSURE A STRONGER FUTURE

USAGE AND ATTITUDE CONSUMER RESEARCH

We commissioned Focus Insights to conduct consumer research, to explore nut consumption trends in the Australian market, sources of knowledge, motivations to consume and understanding about health benefits, whilst drawing comparisons with a prior study undertaken in 2023.

Overall findings:

- 46% of respondents said they had increased their nut consumption which was driven by a combination of health motivation, snack replacement, taste enjoyment and convenience.
- More than two thirds (68%) were more concerned with their health than 1-2 years ago and a similar percentage (67%) agreed that a handful of nuts in their regular diet is important or very important.
- Expense and lack of top of mind awareness around eating nuts (i.e. 'Don't think about eating') topped the list of reasons for non-consumption, whilst taste remained the main reason for consumption, with health benefits and nutrient intake increasing in importance this year.
- Health and nutrition information was still most often sourced from health professionals, despite a drop in GPs and dietitians/nutritionists being considered trusted sources of health information, compared with the 2023 study.
- A clear trust gap persisted in health information available from mainstream social media channels (YouTube, TikTok etc.).

Findings from this research confirm that health professionals - particularly GPs and dietitians - remain the most trusted source of health and nutrition information.

STRATEGIC ROADMAP WORKSHOP

To help inform the next phase of Nuts for Life, consultant group CVA was engaged to facilitate a one-day strategic workshop in October 2025, focused on developing a new long-term roadmap, beyond 2026.

More than 20 representatives from industry, academia and the health sector participated in the session. Insights from the workshop helped shape a new seven-year program direction, which was presented to the Hort Innovation Investment Committee in December 2025.

The proposal was subsequently endorsed, with approval granted to proceed to procurement.

HEALTH PROFESSIONAL EVALUATION

In February, we conducted an online survey of 148 health professionals, subscribed to NutENews. The aim was to help evaluate the 2023-2026 program, and to understand their perceptions, attitudes and knowledge of the nutrition and health benefits of nuts.

Results suggest the program is continuing to make an impact, with clear evidence that health professionals' understanding around the importance of nuts in managing and/or preventing chronic disease has been maintained or is improving.



Some key results:

- More than nine in 10 health professionals (97%) consider nuts as healthy foods that should be consumed regularly.
- More than 80% said they recommend nuts as part of a healthy diet, with 87% recommending them 'Often/Always'.
- Of those health professionals who agree that nuts have a role to play in helping to manage weight (95%, up from 79% in 2023), the main reasons are because 'Nuts contain protein and fibre, which can increase satiety' and 'Nuts help people feel fuller for longer'.
- Almost nine out of 10 respondents rated the Nuts for Life program's impact on promoting nut consumption 'Somewhat/Very positive'.

EVALUATING TO ENSURE A STRONGER FUTURE

END-OF-PROGRAM EVALUATION

Coutts J&R, our monitoring and evaluation partner, conducted an end-of-program evaluation in April 2026. The objective was to provide a succinct summary of the program's progress and impact during the 2023-2026 phase.

For this end-evaluation, a qualitative mixed methods approach was used, which included semi-structured interviews with 12 key informed stakeholders, combined with program documentation, market research findings, milestone reports and activity-specific evaluation reports.

Overall, the program's 'always-on' education and layered communications strategy has successfully increased access to relevant, evidence-based information among health professionals, food service professionals and consumers. The evaluation also found that the program has strengthened understanding of the role of nuts in a healthy diet, including through new knowledge around the "nuts and weight paradox", while its policy work has contributed to greater awareness of the nutritional benefits of nuts.

The program continues to be recognised as a trusted and reliable source of science-based information, with interviewees valuing the research undertaken to build the evidence base for daily nut consumption and strongly supporting the program's communication and marketing activities.

Recommendations:

- Maintain strong alignment and collaboration with the nut industry, ensuring Nuts for Life remains closely connected to industry priorities and visibly demonstrates value.
- Establish an annual or biannual strategy workshop with industry stakeholders as a collaborative engagement opportunity to maintain strong relationships with key industry organisations, identify shared priorities and synergies, reduce duplication of effort, and strengthen consistent industry messaging around the benefits of nut consumption.
- Develop a more structured Nuts for Life membership offering for industry, supported by a clear value proposition that articulates the benefits of participation and encourages greater industry engagement.
- Maintain a strong focus on agility and efficient delivery, particularly where program resources are constrained – for example, maximising the expertise and networks of Management Committee members, leveraging strategic partnerships and identifying opportunities to collaborate with industry and other organisations to extend reach and impact.

NUTS FOR LIFE LTD ESTABLISHED

In June this year, Nuts for Life commenced a new chapter as 'Nuts for Life Ltd', a company limited by guarantee, with impending charitable status. This new structure enhances our visibility, and provides a governance framework that supports the continued growth of the organisation.

Long-standing members of the Nuts for Life Management Committee, now the 'Executive Committee' - Michael Waring, Gerard Brunton and Declan Dart are the Directors of Nuts for Life Ltd, and Belinda Neville is the Company Secretary.





INDUSTRY ENGAGEMENT

INDUSTRY MEDIA

We have continued to provide industry news updates in the INC's Nutfruit magazine. And we kept local industry stakeholders informed by contributing Nuts for Life updates and new research summaries to each issue of ANIC's quarterly Nutgrower journal, as well as industry publications, including the Almond Board's 'In a Nutshell', the Australian Macadamia Society's 'News Bulletin', Chestnut Australia's 'Nuts and Burrs', and the Pistachio Growers Association's Newsletter.





CONTRIBUTOR COMMUNICATION

We continued to support and engage with contributors through digital alerts and quarterly updates, and the 'locked' contributor-only section of our website. We also shared regular email updates with contributor contacts working in marketing and communications.

WEBINARS

We continued to keep industry stakeholders informed and engaged through regular communication and knowledge-sharing activities. Two 'Lunch n Learn' webinars were delivered during the year (July 2025 and April 2026), providing updates on key program objectives and sharing findings from our health professional and consumer Usage and Attitudes (U&A) research.

PRESENTATIONS

Belinda Neville was invited to present at two VINACAS meetings in Sydney and Melbourne, as well as to a delegation of Chinese representatives in December 2025. Presentations provided an overview of the Australian health and nutrition landscape and highlighted how the Nuts for Life program is working to increase nut consumption.

CONTRIBUTOR SUPPORT

Nuts for Life provides a united voice for the Australian nut industry, and consistently delivers value back to our contributors.

THANK YOU

It is only with the ongoing support of our contributors that we can continue our valuable work on behalf of the Australian nut industry.

Almond Board of Australia
Australian Macadamia Society
Australian Pioneer Pistachio Company
Australian Walnut Industry Association
Charlesworth Nuts
Chestnuts Australia
Commodity Imports Australia
COT Foods
GB Commtrade Pty Ltd
G. Crumpton & Sons Pty Ltd
Hazelnut Growers of Australia Inc
Hort Innovation
MWT Foods
Nut Producers Australia Pty Ltd
The Nut Shop
Olam Orchards Australia Pty Ltd
Scalzo Food Industries
Select Harvests
Stahmann Webster
Trumps Pty Ltd



Thank you to our
valued contributors



THANK YOU

Thank you to our Management Committee for their service and guidance this year.

Chair	Michael Waring
Co-Chairs	Gerard Brunton Declan Dart
Committee	Cathy Beaton (ANIC executive officer) Tim Jackson Clare Hamilton-Bate

Nuts for Life employs a small, dedicated team of two dietitians with extensive experience in nutrition communications, public health advocacy, food policy and regulations, and digital marketing.



Hort Innovation Frontiers

Nuts for Life
P 02 9460 0111
C/- WOTSO 237 Military Road, Cremorne NSW 2090
E admin@nutsforlife.com.au
www.nutsforlife.com.au