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Australians Urged to Grab A Healthy Handful Daily

Nuts for Life, Australia's leading nutrition authority on tree nuts, has launched a new logo device to help remind people of the health benefits of regular nut consumption.

The "healthy handful" logo reinforces the importance of eating a 30g handful of nuts daily – an amount that has been shown to reduce the risk of developing heart disease by 30-50 per cent¹⁻⁵, reduce the risk of death from all causes by 20 per cent⁶ and lower the risk of type 2 diabetes⁷. A daily handful also helps to lower cholesterol⁸ and manage weight.⁹

Nuts for Life Program Manager and Dietitian Lisa Yates said nuts were one of the top three foods we needed to eat more of, along with low fat dairy and legumes.

"Australian adults need to increase their nut consumption by 350% to meet the recommended serve size identified in the modeling that underpins the 2013 Australian Dietary Guidelines," said Ms Yates.

"Our new market research shows just four per cent of Australian adults eat a handful (30g) of nuts a day. This number has doubled in the past two years but we have a long way to go.

"We need to continue to remind people about the importance of regularly eating nuts and to clarify the optimal amount and frequency of consumption – a 30g handful a day.

"Our aim is to use the logo across all our materials and work with industry to secure on pack use, as our research shows 58 per cent of consumers gain nutrition information from food packaging."

Industry consultation was undertaken as part of its development, which has resulted in Nuts for Life members embracing the logo adding the device to websites and incorporating it into plans for marketing promotions and on pack applications.

Stahmann Farms, a premier processor and packer of Australian pecans, macadamias, walnuts and almonds as well as a range of imported nuts, will be one of the first to use the new healthy handful logo on pack.

"We see real value in using the logo on pack. We consider it an important element in educating consumers and encouraging nut consumption as a healthy option. It will also help the consumer to rationalise the true value of their purchase," said Stahmann Farms Sales Manager Mr Andrew Waddell.

Prolife Foods, a supplier of nuts in self-service bins of major Australian supermarkets, also plans to use the logo as part of an upcoming marketing campaign.

"The logo not only gives people permission to enjoy a handful of nuts a day, but reinforces the importance of regular nut consumption as part of a healthy diet," said Mr Ian Jackson, Prolife Foods General Manager Self Selection.





The latest global market research by Innova Market Insights highlights the growing popularity of nuts as a healthy snack with nuts and seeds accounting for more than 37 per cent of global snack foods launches in 2013.¹⁰

Health is also a key sales driver in Australia with the Australian Nut Industry Council attributing the Nuts for Life nutrition education program as playing an important role in helping the industry achieve a five per cent annual compound growth rate in the consumption of nuts in Australia.¹¹

Locally, the Australian tree nut industry has a farm gate value of AU\$774 million and is projected to reach AU\$1.4 billion by 2025.¹¹

While commercial production of tree nuts only began in the 1980s, the sector has grown to become the country's largest horticulture export industry.¹¹ The latest data from the Australian Nut Industry Council shows the value of Australian tree nut exports now exceeds AU\$650 million and is expected to exceed AU\$1.1 billion by 2025.¹¹ Nut industries that export include almonds, macadamias, walnuts, chestnuts and pecans. Pistachios and hazelnuts are all consumed domestically.¹¹

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Issued on behalf of Nuts For Life

Nuts for life is Australia's leading nutrition authority on tree nuts and health. The nutrition education initiative, funded by the Australian Tree Nut Industry and Horticulture Australia, aims to educate Australians about the nutrition and health benefits of regular tree nut consumption. Web - www.nutsforlife.com.au Facebook - <https://www.facebook.com/Nuts4Life> Twitter - @NutsForLife

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