



Initiatives to drive nut consumption in Australia

Belinda Neville
INC Congress, London
22-24 May 2023

About Nuts for Life

OUR VISION

all Australians to
enjoy a healthy
handful of nuts
everyday

OUR MISSION

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

OUR VALUES

evidence-based,
impartial,
approachable and
collaborative

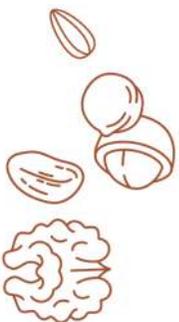
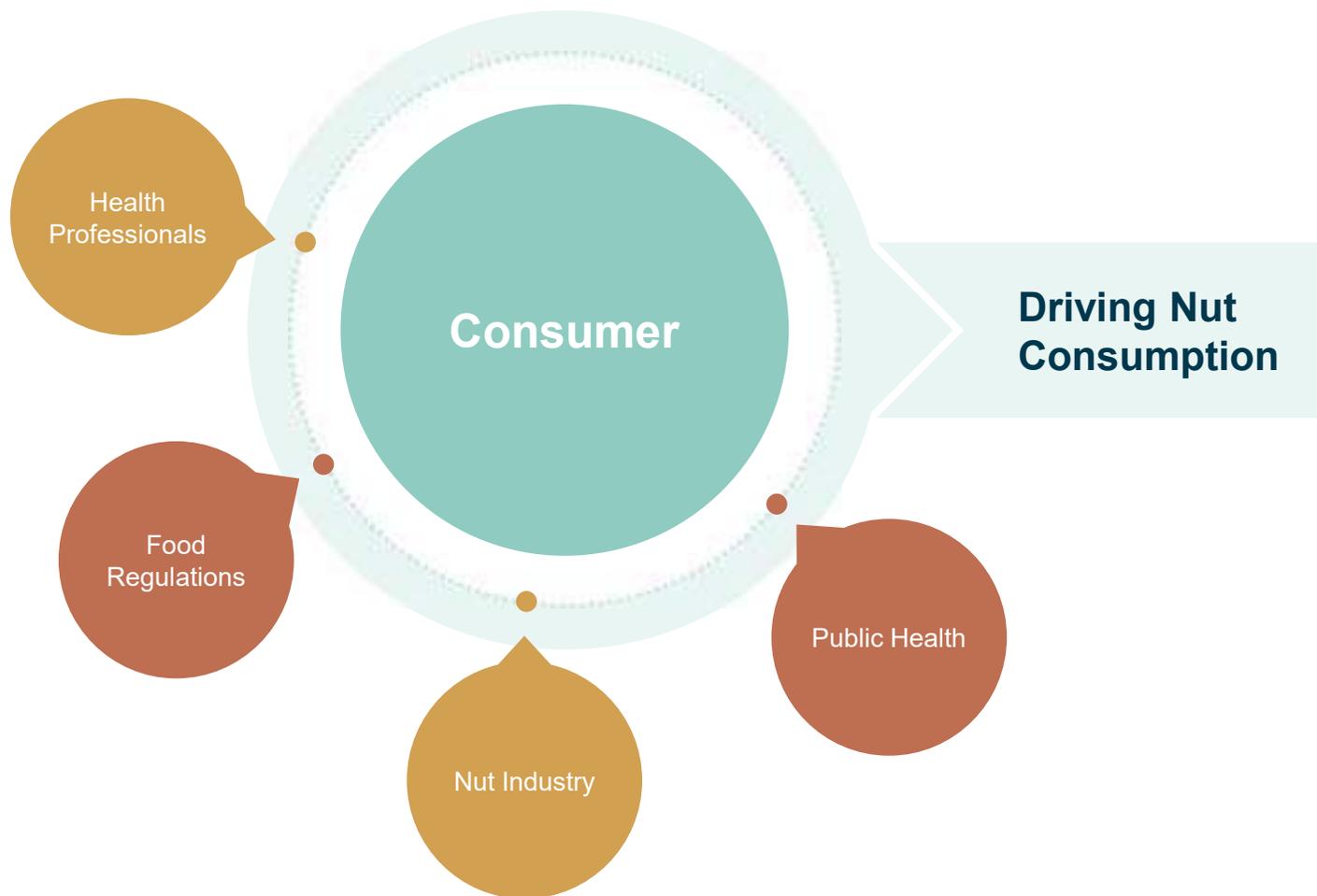
“

*We are Australia's voice
for the vital role nuts play
in good health.*

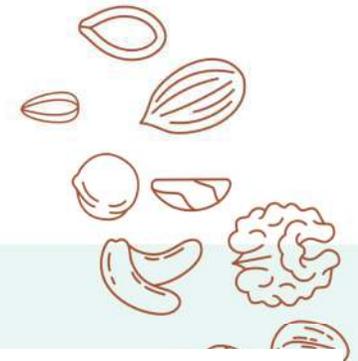
*We aim to improve the
nutritional reputation of
nuts amongst health
professionals, government
and policy makers*



Sphere of influence



Key focus areas



FOOD REGULATION AND PUBLIC HEALTH

Proactive and reactive

Australian Dietary Guidelines

Front-of-pack Labelling

Food Standards Code

HEALTH PROFESSIONAL EDUCATION

Reaching and influencing

Resources e.g. website, reports

Outreach e.g. conferences, media, podcasts

NUT INDUSTRY COLLABORATION AND SUPPORT

Engaging, collaborating and assisting

Resources e.g. research insights, labelling manuals

Industry voice e.g. submissions

CONSUMER MARKETING/EDUCATION

Leveraging new research and curated content

Media – traditional and social

Website

Current Strategy

3 OBJECTIVES

Gaining a
(high-level)
health claim
(HLHC)

Change
labelling policy
for energy
calculation of
nuts

Increasing nuts'
prominence in
Australian
Dietary
Guidelines
(ADGs)



1 Gaining a health claim

“Regular nut consumption reduces the risk of cardiovascular disease”

WHY?

- Further amplify general level health claim (Nuts support heart health)
- Currently only 13 pre-approved HLHCs in the Food Standards Code
- Despite well established evidence, legislation prohibits the claim

WHAT WE DID

- Systematic review and meta-analysis of the scientific literature (University of Wollongong, Australia); consumer market research
- DRAFT application; feedback; FORMAL application to FSANZ
- Educating target audience on the role of nuts in CVD



2 Increased prominence in ADGs

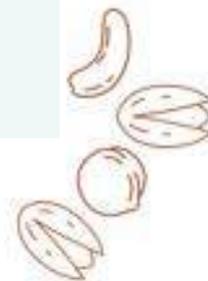
Nuts to be considered an everyday food, at a minimum 30g serve

WHY?

- Australian Govt. announced update in July 2020
- Evidence has strengthened since 2013
- Opportunity to champion nuts

WHAT WE DID

- Submission to ADGs review committee – initial scope response
- Dossier of evidence collated with key messages
- Educating target audience on the importance of nuts



Desired outcome

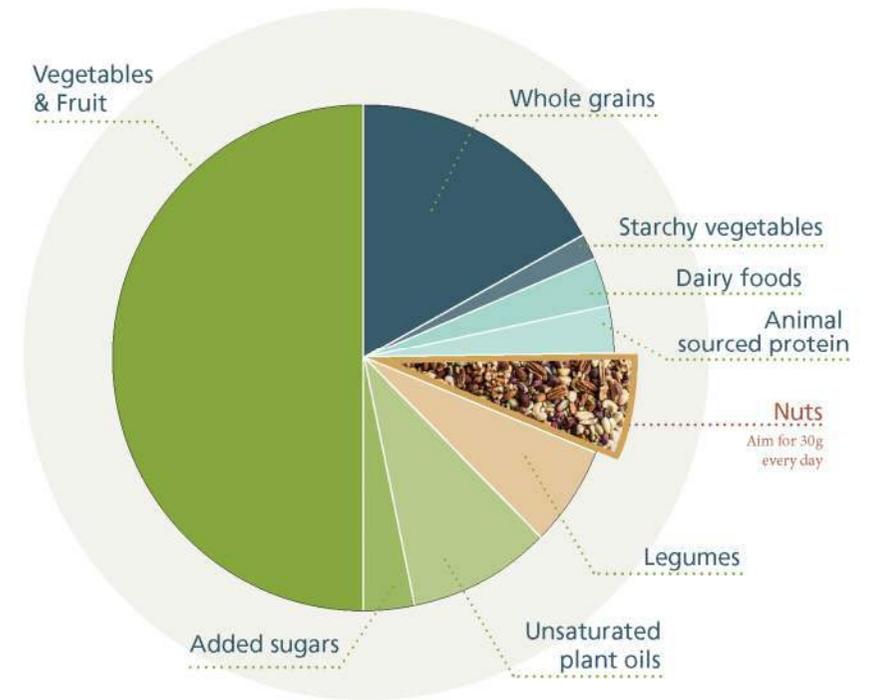
CURRENT

Australian Guide to Healthy Eating



PROPOSED

Australian Guide to Healthy Eating



3 Change energy labelling policy

Change labelling policy to reduce energy calculations

WHY?

- Current Atwater system is out of date and inaccurate
- Perceived weight gain (due to calories in nuts), major barrier to increased consumption

WHAT WE DID

- Sponsored PhD research project – includes systematic literature review, modelling study, market research
- Educating our target audience on actual metabolisable energy, and their role in weight management



Challenges

**Objectives are novel
and ambitious**

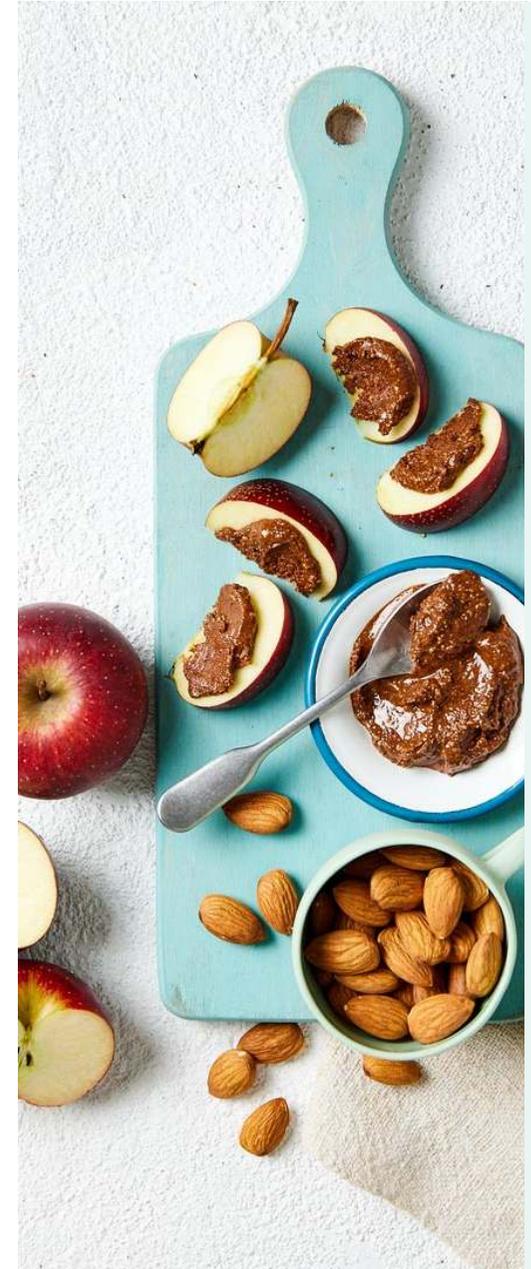
**Quality and level of evidence
→ modify the proposed claim**

ATWATER factors

COVID Pandemic

**FSANZ Regulatory process –
timely AND costly**

**ADGs timeline –
way behind schedule**



What we've achieved

Health Claim



INCREASED AWARENESS AMONGST HP

83% → 87% agreement for nuts preventing CVD

78% → 86% agreement for nuts reducing cholesterol



Added to the body of evidence on the important role of nuts



7.9
MILLION REACH

Media coverage:
5.6M CVD, 2.3M energy



x3

Journal publications with media outreach

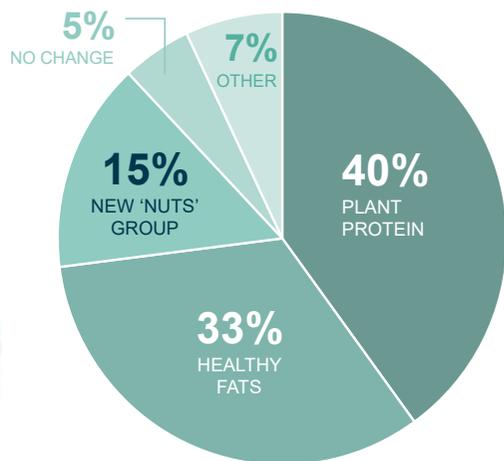


Bank of resources and assets:
Report, Fact sheet, Infographics



Opportunities to educate nut industry/HP audiences

PRESENTATIONS WEBINARS PODCASTS EVENTS SOCIAL



Australian Dietary Guidelines

Health Professionals (HP) agree that nuts don't fit in their current position within the ADGs



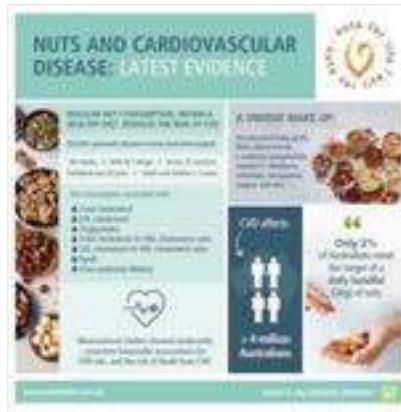
Resources

The Healthy Handful Podcast



Episode 15
Nuts & metabolisable energy

NUTS AND CARDIOVASCULAR DISEASE: LATEST EVIDENCE



WHY ARE NUTS HEALTHY? Because they have the right balance of...
 A HANDFUL MAKES A DIFFERENCE...
 Only 2% of Australians eat the range of a daily handful of nuts...
 4 million Australians

Cardiovascular disease and nuts: what does the science say?



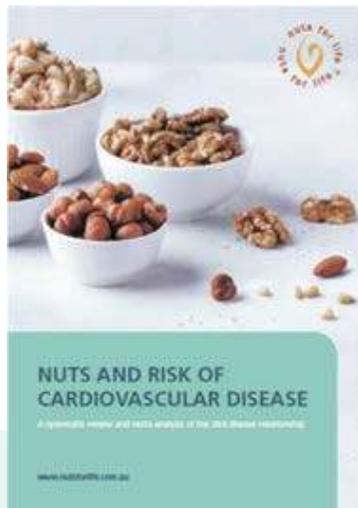
FREE WEBINAR
with Prof. Catherine Iliopoulou and Prof. Yasmin Probst

THE AUSTRALIAN

You'd be nuts not to eat a handful each day

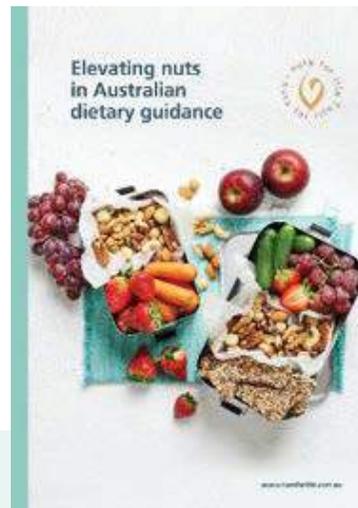


NUTS AND RISK OF CARDIOVASCULAR DISEASE



A systematic review and meta-analysis of the 2018 Dietary Guidelines

Elevating nuts in Australian dietary guidance



Nuts and Heart Health



What is the role of nuts in a healthy diet?
 In the context of a healthy diet, regular nut consumption reduces the risk of CVD.
 Evidence of a health-super value

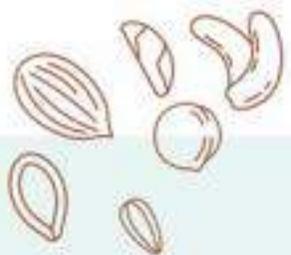
Are all kilojoules in nuts absorbed?



What is the research on?

Nut	Energy density (kJ/100g)	Energy density (kJ/100g)
Almonds	24.8	24.8
Walnuts	23.2	23.2
Macadamia	24.8	24.8
Peanuts	24.8	24.8
Brazil nuts	24.8	24.8
Cashews	24.8	24.8
Coconut	24.8	24.8
Walnuts	23.2	23.2
Almonds	24.8	24.8
Macadamia	24.8	24.8
Peanuts	24.8	24.8
Brazil nuts	24.8	24.8
Cashews	24.8	24.8
Coconut	24.8	24.8

 The energy available from nuts is thought to be around 20% lower than that indicated by the internationally standard Atwater factors.



Journal Publications



Advances in Nutrition
Available online 5 May 2023
In Press, Journal Pre-proof ? What's this? ↗

Review

Tree nut and peanut consumption and risk of cardiovascular disease: A systematic review and meta-analysis of randomised controlled trials

Lauren Houston^{a,b,c}  , Yasmine C. Probst^{c,d}, Mamatha Chandra Singh^{c,d}, Elizabeth P. Neale^{c,d}

Advances in Nutrition 14 (2023) 77–98



American Society for Nutrition
Evidence-Based Nutrition Science and Practice

Advances in Nutrition

AN INTERNATIONAL REVIEW JOURNAL
journal homepage: www.journals.elsevier.com/advances-in-nutrition

Review

The Effects of Tree Nut and Peanut Consumption on Energy Compensation and Energy Expenditure: A Systematic Review and Meta-Analysis

Cassandra J. Nikodijevic^{1,2,*}, Yasmine C. Probst^{1,2}, Sze-Yen Tan³, Elizabeth P. Neale^{1,2}

Advances in Nutrition xxx (xxxx) xxx



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Evidence-Based Nutrition Science and Practice

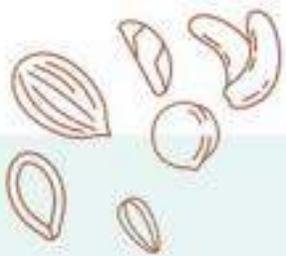
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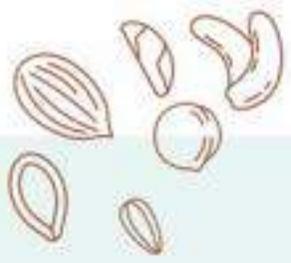
Review

The Metabolizable Energy and Lipid Bioaccessibility of Tree Nuts and Peanuts: A Systematic Review with Narrative Synthesis of Human and In Vitro Studies

Cassandra J. Nikodijevic^{1,2,*} , Yasmine C. Probst^{1,2}, Sze-Yen Tan³, Elizabeth P. Neale^{1,2}



Conferences and events





NUTS FOR LIFE

HEALTH PROFESSIONALS BREAKFAST
22 NOVEMBER 2022





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22 NOVEMBER 2022



Next Steps

HEALTH CLAIM

Re-submit health claim application – Nuts reduce cholesterol

AUSTRALIAN DIETARY GUIDELINES

Continue to educate and influence, and make submissions

ENERGY LABELLING

Apply to FSANZ for change of labelling calculations



Significant health benefits for Australians, and a prosperous nut industry





Thank you

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LinkedIn @nuts-for-life