

2030 VISION

Driving consumption – 10 million Australians eating nuts daily



NUTS FOR LIFE

- ✓ Credible
- ✓ Successful
- ✓ Trusted
- ✓ Industry savvy

THE PROBLEM

Hort Innovation funding unlikely beyond 2026 and industry funding currently insufficient

WHAT WE NEED

Guaranteed and increased funding commitment from industry

WHAT THIS WOULD MEAN

- ✓ Continued success
- ✓ Increased growth and demand
- ✓ Economic benefit to industry

THREE GAME CHANGING OBJECTIVES

1

ELEVATE

Elevate the prominence of nuts in the Australian Dietary Guidelines

OUTCOME:

Nuts considered important to eat everyday (minimum 30g daily)

2

GAIN

Gain approval of a high-level health claim for nuts

OUTCOME:

Stronger heart health story to tell

3

CHANGE

Change labelling policy to accurately reflect energy content of nuts

OUTCOME:

Permission to eat and recommend

OUTCOME:

Nuts = weight myth debunked

FOUNDATION ACTIVITY

Healthcare professionals endorse and champion the nutrition and health benefits of eating nuts daily, and understand their place within environmentally sustainable eating patterns.



INCREASED CONSUMPTION



BETTER HEALTH



PROSPEROUS INDUSTRY



ADDITIONAL 30,000 TONNES/YEAR
TARGET OF 100,000 TONNES BY 2030