



2030 VISION

Driving consumption –
10 million Australians eating nuts daily



WHY HAVE A 2030 VISION?

A 2030 vision provides direction and clarity for the industry, enabling it to work together towards the clear, common goal of elevating the importance of nuts within healthy and environmentally sustainable diets.

Ultimately, the Vision will help all sectors of the nut industry to prosper into the future.

Hort. Innovation have stated they will likely not provide funding support to the Nuts for Life program beyond 2023 (in its current format). There is also a shortfall in the amount of funding voluntarily provided by the industry.

Continued contributor support for Nuts for Life, at an increased level of investment, will allow Nuts for Life to extend its industry leadership, through this Vision, to continue to deliver outcomes that make a difference for the entire industry.

WHAT'S THE RATIONALE BEHIND THE VISION?

Nut consumption remains low, despite benefits being high. Consumption is still below recommendations, despite positive increases in consumption and improved perceptions of the health benefits of nuts.

Data shows Australians are still not consuming enough nuts.

- Only 2% of Australians meet the daily target.¹

Apparent consumption data, based on wholesale sales suggest Australians are consuming around 7g of nuts per person per day.²

Since the inception of Nuts for Life in 2003:

- Apparent tree nut consumption has increased from 32,000 tonnes to 68,900 tonnes (in 2019/2020).
- Perceptions on the importance and attitudes towards the healthiness of nuts has markedly improved amongst consumers and health professionals.

ESTABLISHED HEALTH BENEFITS

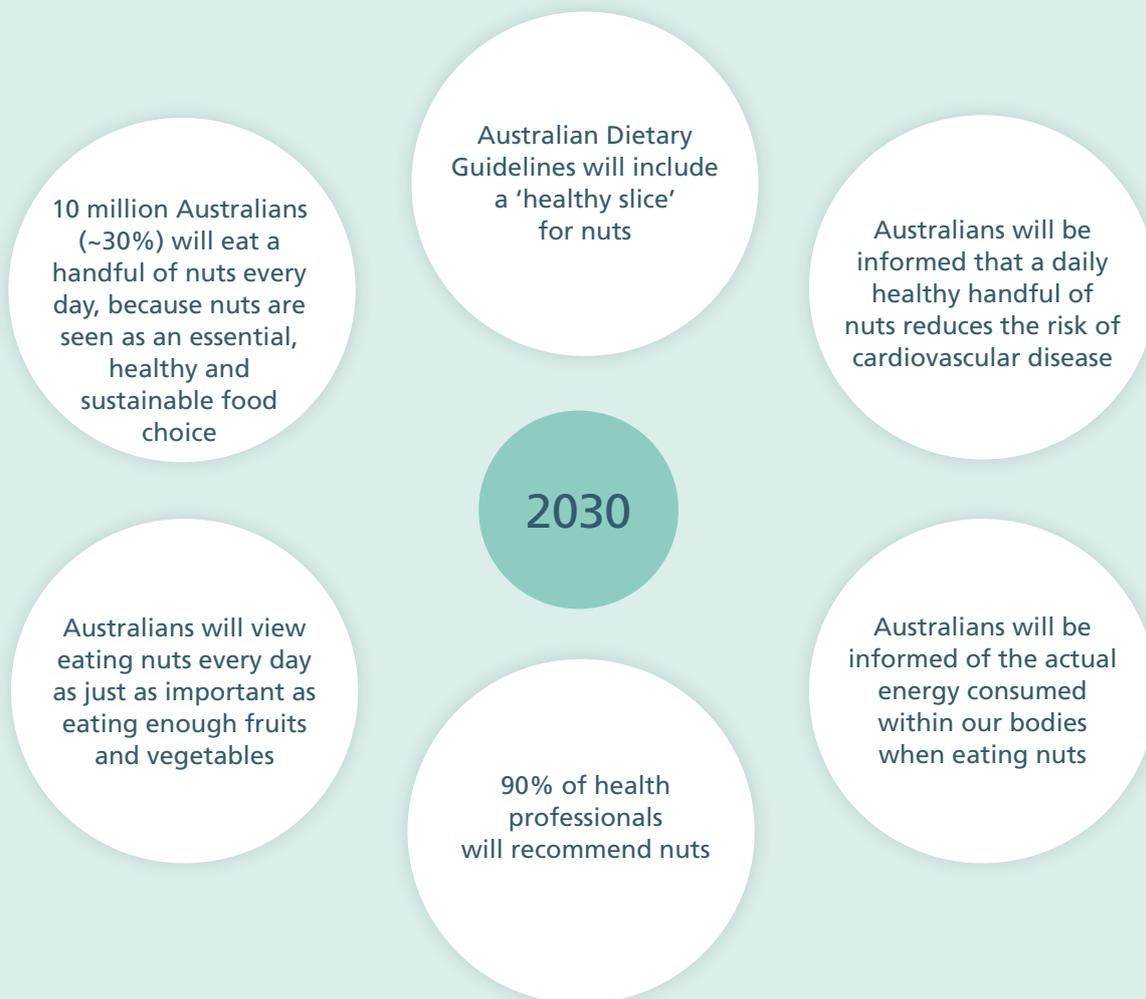
There is a consistent and well-established association between nut consumption and improved health.

- Nut consumption is associated with:
 - 29% reduced risk of CHD³
 - 22% reduced risk of mortality³
 - 21% reduced risk of CVD³
 - 15% reduced risk of cancer³
 - 13% reduced risk of T2DM⁴
 - 7% reduced risk of stroke.³
- Eating nuts is not associated with weight gain.^{5,6}
- Increasing nuts, legumes and wholegrains is more effective at preventing disease than increasing fruit and vegetable intake.⁷
- In one year, more than four million deaths could have been avoided if everybody had been eating a handful of nuts every day.³ (Note: In the regions of America, Europe, Southeast Asia, and the Western Pacific).

BARRIERS AND ISSUES

- Consumers and health professionals are concerned that nuts cause weight gain.⁸⁻¹⁰
- The current regulatory environment prevents health claims being made for nuts.
- Nuts are not considered essential in policy documents, such as the Australian Dietary Guidelines.
- Current labelling policies to calculate the calories in nuts are based on outdated science, despite the existence of newer, more accurate research.
- Nut recommendations are often 'qualified' to avoid eating too much fat and salt, and to prevent weight gain.
- It is increasingly recognised that food choices contribute substantially to the pressure than humans place on the environment.¹¹

VISIONARY STATEMENTS: WHAT SUCCESS LOOKS LIKE



WHAT DOES SUCCESS LOOK LIKE FOR KEY STAKEHOLDERS?



CONTRIBUTORS:

"Nuts for Life is doing a fantastic job in leading the charge, on behalf of the industry, in the key nutrition and health areas crucial to our industry. This is having a real impact on driving consumer demand for nuts, and as a result, our bottom line. They keep us proactively involved and have really united our industry. We're committed to supporting Nuts for Life".



HEALTH PROFESSIONALS:

"Nuts for Life is a respected and credible source of information on nuts and health. I understand from their work why nuts are essential every day, and can see that eating enough nuts is just as important to health as eating enough fruit and vegetables. I will proactively recommend my clients/patients eat a handful of nuts every day. I know this is a crucial step in improving the health of the Australian population".



POLICY MAKERS:

"Nuts for Life is a respected and credible source of information on nuts and health. The policy changes FSANZ has made, based on comprehensive evidence from the nut industry, will help facilitate a healthier diet among Australians. I understand from their work just how important daily nut consumption is to improving the health of the Australian population, with cost savings for Government".

NUTS FOR LIFE'S VISIONARY APPROACH – INDUSTRY CHANGING OBJECTIVES

1

SECURE

Secure a new 'nuts' group in the Australian Dietary Guidelines (ADGs), at an intake of 50g/day

Nut consumption is chronically low among Australians, despite the health benefits of nuts being well-established through decades of research. Nuts are nutritionally very different from the other foods in the "Lean meats and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans" group – where nuts currently sit in ADGs. They are a rich source of plant protein, and also provide dietary fibre, unsaturated fats, vitamin E and other antioxidants, as well as essential minerals.

The Process

- Collating the scientific evidence
- Clearly articulating our key messages via a co-ordinated communications program
- Generating support from key opinion leaders and the nut industry to help advocate for change
- Consultations and submissions

Timing

Guidelines expected for release in 2024

Investment

Minimum \$30,000

Critical success factors

- Wide support for our approach
- Change adopted into the Australian Dietary Guidelines and supplementary resources, including the Australian Guide to Healthy Eating

2

GAIN

Gain a high-level health claim that nuts reduce the risk of cardiovascular disease

The current regulatory environment prevents high-level health claims being made for nuts, despite well-established evidence on the benefit of nuts for heart health. The development of a high-level health claim will capitalise on this evidence, and build on the current general level health claim that nuts support heart health.

The Process

- Review and collation of evidence (via systematic literature review) by a research team at the University of Wollongong
- Prepare an application, to include the scientific evidence, to Food Standards Australia and New Zealand (FSANZ) to change the Food Standards Code (FSC)
- Clearly articulating the results of the scientific review and key messages via a co-ordinated communications program

Timing

- Review of scientific evidence to be completed Q4 2021
- FSANZ review and assessment of the application from Q4 2021

(FSANZ indicates that the timeframe to assess and consider the application can be anywhere from 12 months to a few years)

Investment

Minimum \$250,000 (\$65,000 systematic literature review; minimum \$135,000 FSANZ application fee; communication activities)

Critical success factors

- Claim gazetted into FSC
- Industry to adopt the claim on pack

3

CHANGE

Change labelling policy to reduce energy calculations on pack

The current system for calculating the energy content of foods is based on the Atwater system – a system developed more than 100 years ago. Calories are estimated from the macronutrient content of the food, and are based on data collected from small studies with short feeding periods of simple mixed diets.

More recent studies conducted by the USDA^{12–15} have shown the amount of calories absorbed from nuts may be over-estimated by as much as 30%, and that therefore, the current energy content reported on pack is inaccurate.

The Process

- Review and collation of scientific evidence (via systematic literature review and modelling studies) by a research team at the University of Wollongong
- Clearly articulating the results of the scientific review and key messages via a co-ordinated communications program
- Prepare an application, to include the scientific evidence, to Food Standards Australia and New Zealand (FSANZ) to change the Food Standards Code (FSC)

Timing

- Research completed in stages, with the first stage completed Q4 2021, and with subsequent stages throughout 2022 and 2023
- FSANZ review and assessment of the application from Q1 2022

Investment

Minimum \$100,000 (\$55,000 scientific review; FSANZ application fee TBD; communication activities)

Critical success factors

- Change adopted into FSANZ policy and protocols

NUTS FOR LIFE'S FOUNDATION ACTIVITIES

Underpins the success of these objectives

FOUNDATION ACTIVITY

Healthcare professionals endorse and champion the benefits of daily nut consumption

Building health professional support for the nutrition and health benefits of eating nuts every day, as part of a sustainable food system, is crucial to the success of the three industry changing objectives.

Nuts for Life's foundation activities, targeting health professionals, will ultimately convince Australians that eating nuts every day is just as important as eating enough fruit and vegetables.

The Process

- A comprehensive and coordinated program of activities

Timing

- Ongoing

Investment

Minimum \$200,000 per year

Critical success factors

- Elevated key opinion leader support
- Improved perception of nuts by health professionals
- Increased permission to recommend nuts

WHAT DOES NUTS FOR LIFE NEED TO SUCCEED INTO 2030?

Now is the time to capitalise on what Nuts for Life and the industry has achieved over the past 13 years, to drive the program to the next level.

To deliver upon these objectives and to drive nut consumption, the Nuts for Life program needs to

become self-funded, with a guaranteed funding commitment from the nut industry. We need a unified and collaborative industry, supported by ANIC.

Driving demand, growth and increased consumption will result in significant health benefits to Australians and economic benefits to the industry.

BENEFITS TO THE INDUSTRY

CURRENT

CURRENT APPARENT CONSUMPTION:

 **7g = 68,900 tonnes**

Apparent consumption data in 2019/20 was 68,900 tonnes of nuts, which equates to around 7g pp/day.

IF 1/3 OR 10 MILLION AUSTRALIANS CONSUMED:

 **30g = 100,000 tonnes**

If 1/3 or 10 million Australians consumed 30g pp/day, the industry would need to provide 100,000 tonnes per year

2030



Australian nut industry would generate an additional \$350 million if these targets are met (based on current pricing and exchange) - to a value of \$1.1 billion.

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 2023 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

SECURE

Secure a new 'nuts' group in the Australian Dietary Guidelines at an intake of 50g/day

OUTCOME:

Nuts considered essential to eat everyday (50g/daily)

2

GAIN

Gain approval of a high-level health claim that nuts reduce the risk of cardiovascular disease

OUTCOME:

Stronger heart health story to tell

3

CHANGE

Change labelling policy to reduce energy calculations on pack

OUTCOME:

Permission to eat and recommend

OUTCOME:

Nuts = weight myth debunked



30g INCREASED CONSUMPTION



BETTER HEALTH



PROSPEROUS INDUSTRY



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

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.

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**Hort
Innovation**