



# Celebrating 20 years of Nuts for Life

2003 - 2023

CELEBRATING



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# Our story

The year 2023 marks 20 years of Nuts for Life, and we think that's worth celebrating!

Thank you for being a part of our success over the years.

To me, Nuts for Life is an exemplary example of a productive, collaborative project, that has added significant value to the wider nut industry. We've built a reputation as Australia's credible voice for the vital role nuts play in good health and nutrition.

Over the years, Nuts for Life has played a key role in helping drive nut consumption in Australia – which has more than doubled in volume, and tripled in value since 2003, to achieve an increase of around 5% compound growth pa.

Nuts for Life was established in 2003, with investment from the nut industry and the Australian Government via matched funds through Horticulture Australia.

The driving force behind the formation of Nuts for Life was Chris Joyce.

He was appointed the inaugural Chair of Nuts for Life – a position he held for 16 years, until late 2019.



We are forever thankful to Chris for his enormous contribution towards what Nuts for Life has been able to achieve.

Our 20 years milestone is a time to celebrate our achievements and reflect on how far we've come.

We've achieved a lot!

Some of the highlights include:

- The launch of the 2030 Vision, aimed at driving nut consumption
- Support from industry, including securing more than \$3 million in voluntary contributions
- Improved positioning for nuts in public health policy (e.g. Health Star Ratings System, and the Australian Dietary Guidelines)
- The launch of the Healthy Handful logo
- Commissioning PhD and other research projects that have advanced nut nutrition and health science
- A highly-effective website, with impressive ongoing growth in traffic
- Significantly more health professionals now recommending nuts
- Securing a General Level Health Claim for nuts and heart health
- Supporting industry, including through workshops and training
- Strengthened connections with the INC International Nut and Dried Fruit Council, and securing INC dissemination grants

Thank you to past and present Nuts for Life team members - Anne Briggs, Lisa Yates, Elizabeth Munn, Claudia Higgins, Belinda Neville, and Maree Hall, and to all the other valued contributors to the program over the years.

We are also grateful to the Nuts for Life Management Committee members who, at various time points across the 20 years, have generously shared their time, expertise, and wisdom.


And more recently, thanks must go to the Australian Nut Industry Council, which provides the legal structure and the support under which Nuts for Life operates.

Most importantly, thank you to our nut industry contributors and to Hort Innovation. Our valuable work over the past 20 years would not have been possible without you.

Let's recognise and celebrate this milestone, and all that Nuts of Life has accomplished!

**Michael Waring**  
**Chair, Management Committee**





Since the inception of Nuts for Life in 2003, the Australian nut consumption value has almost trebled from \$250 million, to nearly \$700 million in 2022. This is a growth rate of over 5% compound per annum - well above the combined population and inflation rates for the 20 years.

The investment by the nut industries has been a little over \$2 million, so it's been a good investment.



**Chris Joyce**



# 20 years on, Nuts for Life has:



Engaged in **108 health professional conferences** and events, with a **reach** of almost **80,000** health professionals



Acquired nearly **4,000 subscribers** to NutENews, for health professionals



Gained more than **44,000 social media followers** – across Twitter, Facebook, Instagram, and LinkedIn



Showcased more than **190 recipes** on the website



Grown website traffic, to (most-recently) achieve more than **180,000 page views** annually

# Making an impact over 20 years

## 2003

- Nuts for Health established, managed internally by Horticulture Australia Limited (HAL).
- Officially launched at World Congress of Clinical Nutrition in Brisbane.
- The team consists of Anne Briggs (employed as a dietitian) and Sharon Natoli (as a consultant).
- First health professional attitude market research completed.

## 2004

- HAL manager suggests 'Nuts for Health' is in breach of Food Standards Code, and closes the program until it can be resolved.
- 'Nuts for Life' registered by Chris Joyce on behalf of APPC as a holding registration.

## 2005

- Lisa Yates starts as Program Manager.
- Nutrient composition of nuts resource first developed.
- Launch of Nuts for Life website.

Noosa Journal article, 2005



## 2006

- University of Wollongong commissioned to do the first nuts and heart health literature review to substantiate a nut and heart disease health claim (a general level health claim).
- First consumer attitude market research completed.

## 2007

A year of firsts . . .

- First 3-year strategic plan developed
- First consumer public relations campaign results in a Channel 7 news story
- First 20 nut recipes developed.



Website home page, 2007

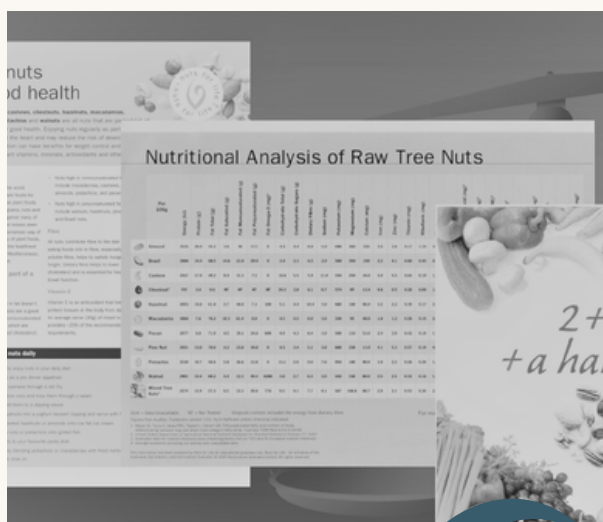
## 2008

Nuts for Life delegation met with the Parliamentary Secretary for Health, FSANZ and Commonwealth DOH, regarding the Nutrient Profiling Scoring Criteria (NPSC) and macadamias not passing. The Senator turned to FSANZ and said "fix it". The NPSC formed part of the Health Star Rating algorithm years later.

## 2009

- Nut myth-busting workshops delivered around the country.
- NutEBytes (media alerts), and NutENews (health professional newsletter) launch.
- Submission made on front of pack labelling to Food Regulation Standing Committee.
- First submission regarding core foods, leads to review of the Australian Dietary Guidelines.

Some of the suite of resources, 2009



## 2010

- Liz Munn joins the team.
- Twitter account launched.
- National Library of Australia starts to archive the Nuts for Life website, via their Pandora database.
- Australian Dietary Guidelines review – a draft modelling document is released and nuts now included in diets at 30g, 2-7 times a week!

## 2011

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Vision developed: "Grow our status as Australia's authority on tree nuts and health and improve the overall health of Australians by educating them about the importance of regular tree nut consumption".



Celebrating 10 years of Nuts for Life, 2013

## 2012

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- International Congress of Dietetics held in Sydney. Nuts for Life and INC fund a nut symposium as part of this, bringing to Australia two of the PREDIMED Mediterranean Diet study researchers, to present.
- Nuts and the Big Fat Myth report launched.
- Facebook account launched.

International Congress of Dietetics, 2012



## 2013

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- Australian Dietary Guidelines (2013 edition) launched – recognises the role of foods containing 'healthy fats', no longer a need to avoid all fat, and that nuts play a role in cholesterol reduction.

## 2014

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- Launch of the Healthy Handful logo.
- Nuts for Life present at the INC World Nut and Dried Fruit Congress, held in Melbourne.



## 2015

- Systematic literature review completed, by the University of Wollongong, to substantiate a general level health claim (GLHC) for nuts supporting heart health.
- Supported Prof Rick Mattes to present a keynote address, "Health benefits of nuts for weight and glycemia management", at the Dietitians Association of Australia conference.



RACGP conference, 2013

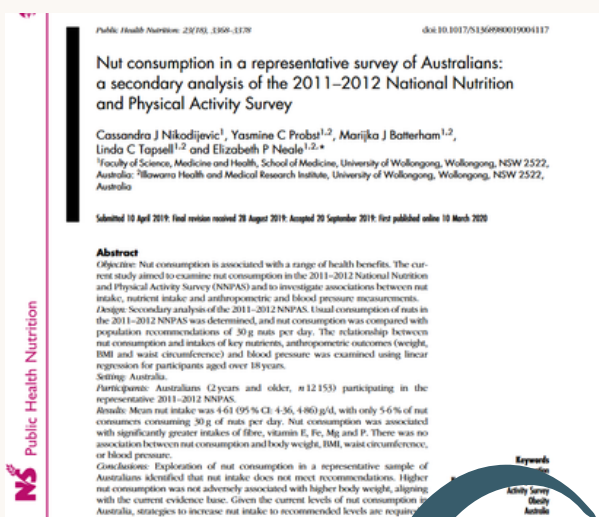
## 2016

- Belinda Neville joins the team.
- Social media campaign #nuts30days30ways launches.
- Legal structure and operation moves from HAL to Australian Nut Industry Council (ANIC).

## 2017

- Lisa Yates departs and Belinda Neville appointed Program Manager.
- GLHC - "Nuts support heart health" - officially launched at the Australian Nut Conference, with widespread media interest.
- Instagram account launched.
- 100 FAQs developed for the website.

Published paper (AHS re-analysis), 2019



## 2018

- Claudia Higgins joins the team.
- Re-analysis of the 2011-2013 Australian Health Survey (AHS), shows just 2% of Australians ate 30g of nuts per day.

## 2019

- Vision, Mission, and Values updated.
- Success in securing a €13,700 INC Dissemination Grant to communicate the findings of the AHS survey re-analysis. This achieves a reach of more than 11 million.
- Chris Joyce steps down as Chair, after 16 years at the helm.



GPCE conference, 2022

## 2020

- Michael Waring appointed Chair.
- Maree Hall joins the team.
- The 2030 Vision launched.
- GLHC logo launched.
- Involved in the Queensland Horticulture GrowCom initiative, Eat Yourself to Health.
- The Healthy Handful podcast launched.
- LinkedIn account launched.

## 2021

- Success in securing a €50,000 INC Dissemination Grant to support dissemination of the findings of the evidence for nuts and heart disease, and to apply for a high-level health claim (HLHC).

INC World Nut and Dried Fruit Congress, 2021



## 2022

- Nuts for Life welcomes peanuts to the program.
- Belinda Neville presents at INC World Nut and Dried Fruit Congress, in Dubai.
- Nuts for Life the first organisation to apply to FSANZ for a new food-health relationship (HLHC) that nuts 'reduce the risk of cardiovascular disease' (since withdrawn, with the intention of pursuing a different direction with the claim).

## 2023

- Nuts for Life celebrates 20 years!
- First-of-its kind economic modelling, commissioned by Nuts for Life, finds at least \$980 million could be saved in health care expenditure each year, if all Australians ate a 30g handful of nuts daily.
- Belinda Neville presents at INC World Nut and Dried Fruit Congress, held in London.
- Success in securing a further €50,000 INC Dissemination Grant to support two applications to FSANZ: for a food-health relationship (HLHC), and a change to the way energy is calculated for nuts.



Current Nuts for Life team and Management Committee members (from left to right): Michael Scalzo, Jacqui Price, Belinda Neville, Declan Dart, Michael Waring, Maree Hall, Cathy Beaton. Missing are Joseph Ebbage and Gerard Brunton.

# Recognising Nuts for Life



## A driving force

Since its inception, Nuts For Life has been a driving force for positive change in tree nut consumption, leveraging credible scientific research with targeted communications to health professionals and consumers to help shift perceptions and boost consumption in Australia and beyond. The program has earned international recognition and admiration for its disciplined and highly effective approach to fact-based dietary advice and easily “digestible” messaging.

**Richard Sampson-Genest, Stahmann-Webster**

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## Instrumental

The Nuts for Life program has played an integral role in underpinning the health benefit claims around eating tree nuts regularly. It has gained a handsome international standing for facilitating independently verifiable research in this field and been instrumental in Australia possessing one of the highest consumption rates of tree nuts per capita in the world.

**Tim Jackson, Almond Board of Australia**

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## Unite the industry

The world is envious how Nuts for Life has been able to unite the Australian nut industry to support the dissemination of the health benefits of eating nuts. We are a small country, but through Nuts for Life, we have been able to achieve material results. Thank you to the team at Nuts for life for their ongoing efforts.

**Declan Dart, Trumps**



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## Invaluable

Nuts For Life has been instrumental in breaking through consumption barriers and educating Australian health professionals about the vital role daily nut consumption can play in human health. From research reports and recipes to fact sheets and podcast episodes, their impressive body of work has been invaluable in helping to drive consumption of Australian grown macadamias and other nuts. Congratulations to the Nuts For Life team on 20 fantastic years.

**Jacqui Price, Australian Macadamia Society**

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**Collaborative** Our relationship with Nuts for Life is extremely important and collaborative. The value offered with sharing the latest industry updates, and user-friendly resources provided is of the highest standard. Information is regularly accessed by our team to include in our social media posts and to assist with education and training when learning about the amazing, nutritional benefits of nuts. Congratulations on your 20 years, Nuts for Life! We're excited to see what's next.

**Natalie Savage, Charlesworth Nuts**

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**Confirms the value of nuts** Over the past 20 years Nuts for Life news has been a critical part of the content in every issue of the Australian Nutgrower. The program has been able to bring to attention research that confirms the value of nuts in the diet and it has shown to growers and those in the industry how important it is to take the health and nutrition messages about tree nuts to Australian health professionals and consumers, which the program has done so well.

**Neville Sloss, Nutgrower journal**

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**Highly-  
respected,  
credible and  
trusted**

The Nuts for Life program has played a vital role in helping to drive nut consumption in Australia - contributing to the economic benefits of the nut industry since its establishment in 2003.

Years of educating health professionals has led to significant changes in attitudes and now the acceptance of the health benefits of consuming nuts, has resulted in consumption levels tripling over the past 20 years.

Nuts for Life continues to deliver a highly-respected, credible and trusted program, underpinned by science. The program continues to engage the key audiences of health professionals and nutrition policy makers and does an outstanding job of disseminating the nutritional benefits of consuming nuts.

We have been a proud contributor and supporter of Nuts for Life and look forward the next successful 20 years.

**Gerard Brunton, GB-Commtrade**



## Thank you to our valued contributors.

It's only with the ongoing support of our contributors that we're able to continue our valuable work supporting the Australian nut industry.

Nuts for Life is facilitated by the Australian Nut Industry Council (ANIC) in partnership with Australian nut industry members.

We are funded by the Hort Frontiers Health, Nutrition and Food Safety fund - part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from the Australian nut industry and contributions from the Australian Government.

Nuts for Life

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