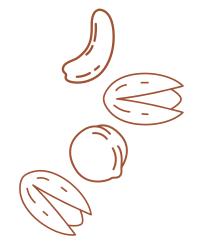


# Nuts for Life

Belinda Neville
Chestnuts Australia Field Day
Beechworth,
10 February 2024

### Overview

- About Nuts for Life
- Food trends
- Market research
  - Consumer
  - Health professional
- Barriers and opportunities



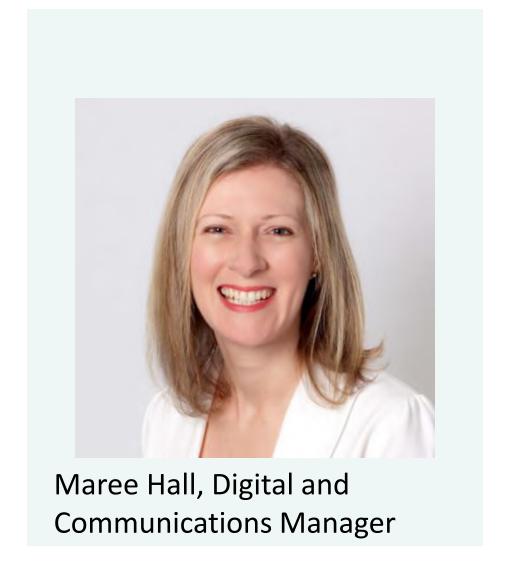




### **About Nuts for Life**



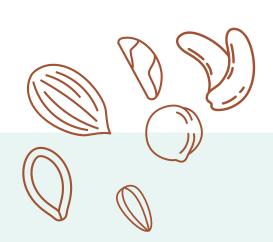
Belinda Neville, Program Manager





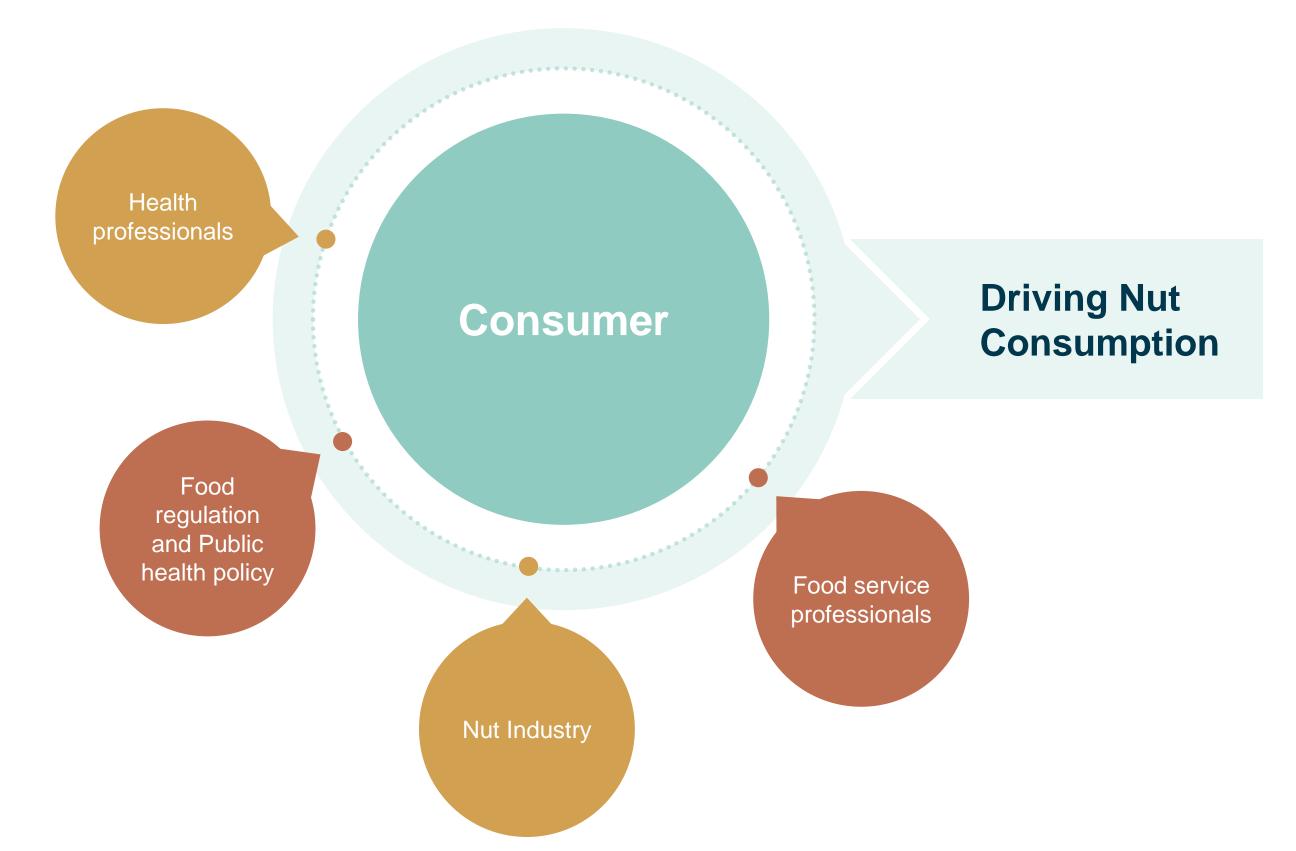
We are Australia's voice for the important role nuts play in good health.

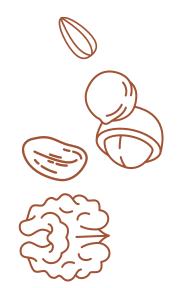
We aim to improve the nutritional reputation of nuts amongst health and food service professionals, government and policy makers





# Sphere of influence – Focus areas







### **Food trends** Sustainable Flexible solutions and adaptive Local Health Technology Home Clean, cooking simple and Provenance pure and transparency



### **Consumer Insights**

#### Main reasons consumers eat nuts

Taste

Health benefits

Specific nutrients

Ease of use/ease to make

Affordable

50%

28%

9%

3%

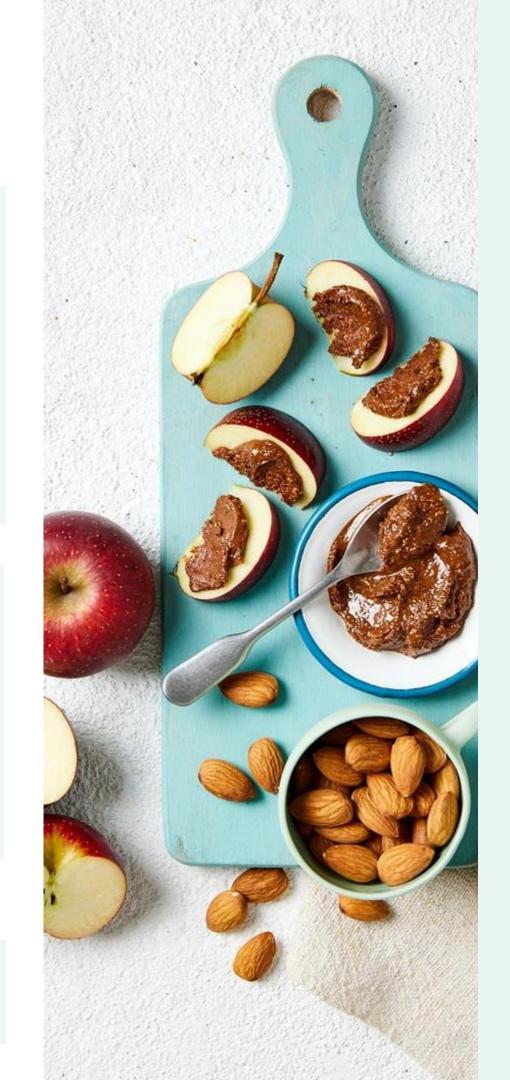
#### Changes in nut consumption

48% - eating more (health, dietary needs, taste, convenience)

36% - no change

15% - eating less (cost of living, preferences, dental, allergy)

69% believe that eating nuts in important for overall health

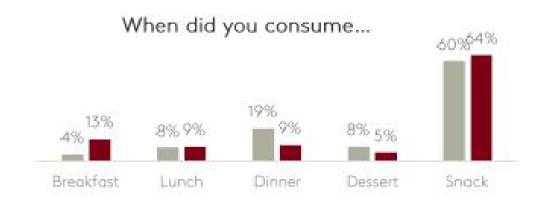




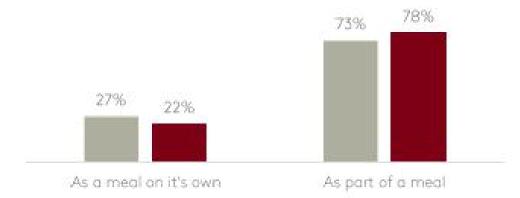
# **Consumer insights - Chestnuts**

Chestnuts

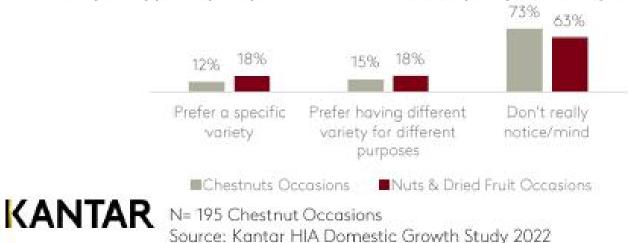
Chestnut are most commonly eaten as a Snack but over-index at Dinner time



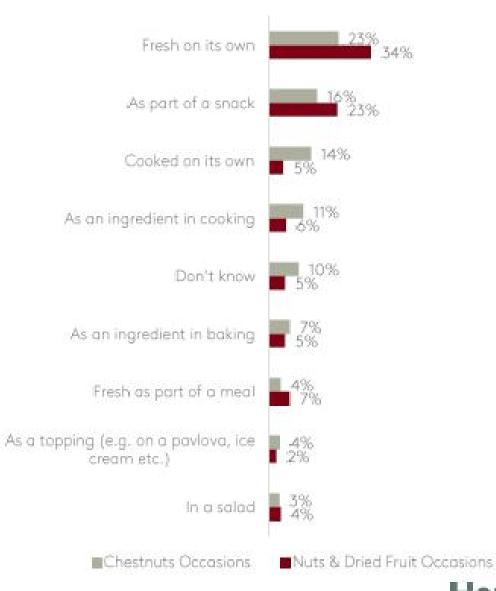
#### Did you consume it...



When you typically buy or eat chestnuts do you prefer a specific variety?

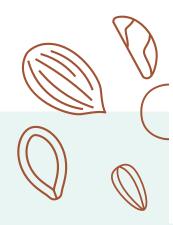


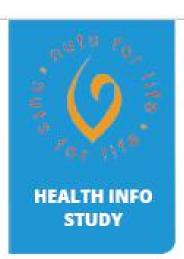
#### How did you eat...





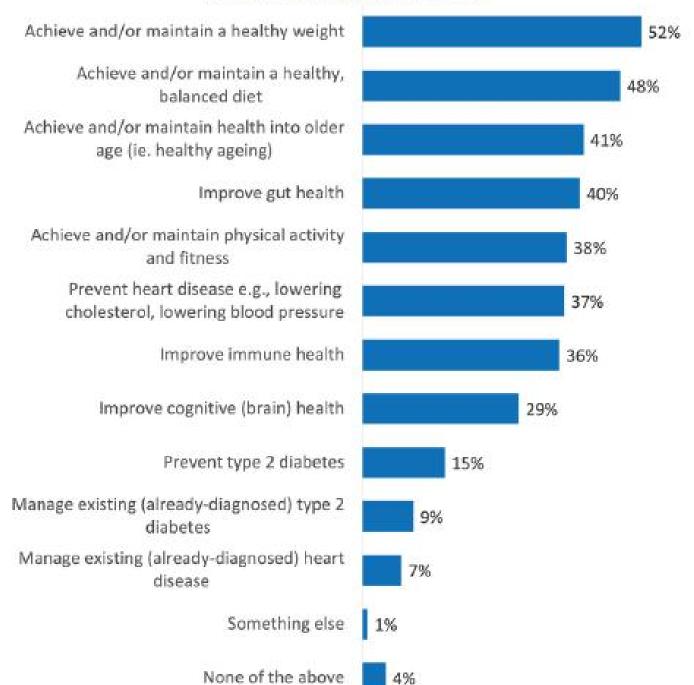




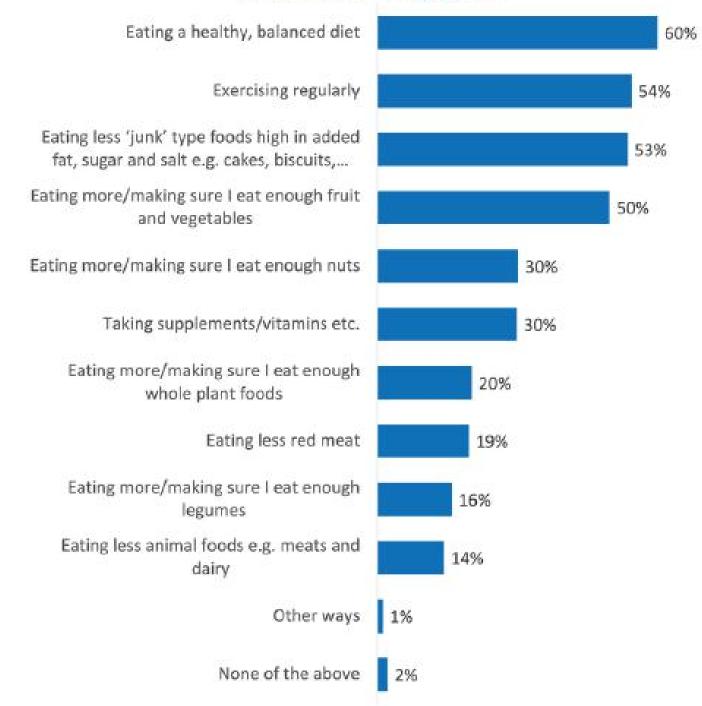


#### **HEALTH & NUTRITION GOALS**

#### Health & Nutrition Goals

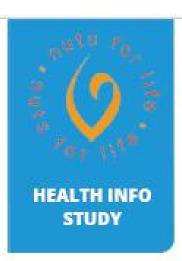


#### Ways of meeting goals









#### **HEALTH & NUTRITION GOALS**

#### Ways of meeting goals Health & Nutrition Goals Achieve and/or maintain a healthy weight 52% Eating a healthy, balanced diet 60% Achieve and/or maintain a healthy, 48% Exercising regularly 54% balanced diet Achieve and/or maintain health into older Eating less 'junk' type foods high in added 41% age (ie. healthy ageing) 53% fat, sugar and salt e.g. cakes, biscuits,... Improve gut health 40% Eating more/making sure I eat enough fruit 50% and vegetables Achieve and/or maintain physical activity 38% and fitness Eating more/making sure I eat enough nuts 30% Prevent heart disease e.g., lowering 37% cholesterol, lowering blood pressure Taking supplements/vitamins etc. 30% Improve immune health 36% Eating more/making sure I eat enough 20% whole plant foods Improve cognitive (brain) health 29% Eating less red meat 19% Prevent type 2 diabetes 15% Eating more/making sure I eat enough 16% Manage existing (already-diagnosed) type 2 legumes 9% diabetes Eating less animal foods e.g. meats and Manage existing (already-diagnosed) heart 14% 7% dairy disease Other ways Something else 1% None of the above None of the above

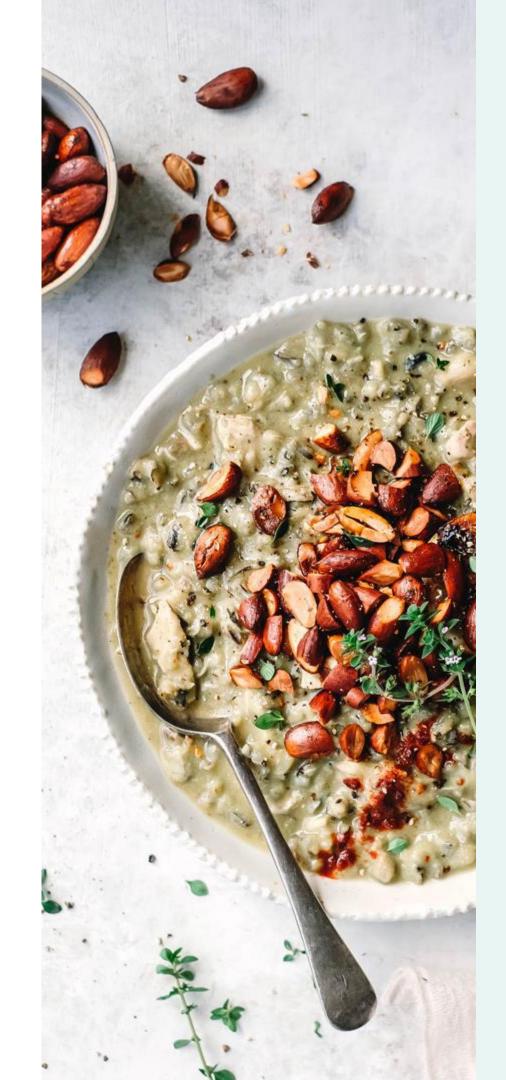




# Health professional insights

### Health benefits of nut consumption

- 91% consider nuts as healthy foods that should be consumed regularly
- 86% consider nuts as important in a diet that helps manage cholesterol
- 86% consider nuts as important in helping to *prevent* cardiovascular disease
- 79% (4 in 5) consider nuts important foods within a diet that helps manage body weight.
- 95% said they recommend nuts to their patients/clients, as part of a healthy diet.





## **Barriers**

**COST** 

(38% consumers; 16% HP)

**DISLIKED IN HOUSEHOLD** 

(17% consumers)

**INCONVENIENT** 

(11% consumers)

**POOR QUALITY** 

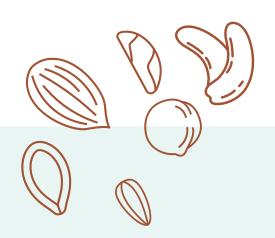
(11% consumers)

**OTHER OPTIONS** 

(11% consumers)

UNSURE WHAT TO DO WITH THEM

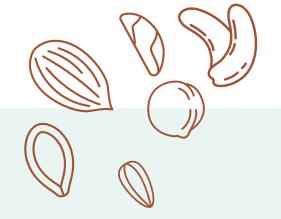
(8% consumers)





# **Opportunities**









# Thank you

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