



March 2016

KICKING OFF 1ST MARCH 2016

Australians are encouraged to go nuts this March and take the **#nuts30days30ways** challenge to help boost our daily nut consumption for better health.

Prompted by research from the Australian Health Survey (2011-13) that found Australians on average eat just 6g of nuts a day (well below the recommended 30g handful)¹ Nuts for Life is launching the social media campaign to inspire Australians to up their daily nut intake.

Kicking off on 1st March 2016, the campaign is simple. Take part in the **#nuts30days30ways** challenge by:

1. Enjoying a healthy handful (30g) of nuts for 30 days in 30 ways.
2. Sharing your experiences using the hashtag **#nuts30days30ways**.
3. Experiencing the benefits a daily handful of nuts can have on your health.

The campaign aims to further establish nuts as an important part of a well-balanced diet by showcasing the versatility of nuts at any time of day - breakfast, lunch, dinner, dessert or snack - as well as reinforcing their health benefits for the heart, weight management and type 2 diabetes.

“A daily handful of nuts has proven health benefits for our heart and weight and helps to manage type 2 diabetes,” said Nuts for Life Program Manager and Dietitian (Adv APD), Lisa Yates.

“What most people find hard to believe is that eating nuts is not linked to weight gain - nuts are high in healthy fats, protein and fibre which can actually help with weight management - say goodbye to the low fat diet.

“In fact, research has shown nut eaters often weigh less, and have lower BMIs and waist size than non-nut eaters.”²

“This campaign will draw on the support of leading dietitians and bloggers who will post inspiring tips and images of delicious nutty meals and snacks using the hashtag **#nuts30days30ways** throughout the month of March. We suspect there will be a nut pun or two as well - 30 days? PE CAN DO IT.”

For daily inspiration for your **#nuts30days30ways** challenge, follow Nuts for Life on:



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1. ABS 4364.0.55.007 - Australian Health Survey: Nutrition First Results - Foods and Nutrients, 2011-12
<http://www.abs.gov.au/ausstats/abs@nsf/Lookup/4364.0.55.007main+features22011-12>

2. Neale, E, Nolan Clark D and Tapsell LT. The effect of nut consumption on heart health: a systematic review of the literature. Nuts for Life North Sydney 2015. (unpublished). Summary http://www.nutsforlife.com.au/wp-content/uploads/2015/11/Nuts_for_life_Heart_Report_2015.compressed.pdf