



2024

ROOTED TOGETHER
THE ALMOND CONFERENCE





ROOTED TOGETHER
THE ALMOND CONFERENCE

Driving Global Demand Through Nutrition Research

Moderator: Kurt Waananen (Blue Diamond Growers)
Speakers: Elena Hemler (ABC), Dariela Roffe-Rackind (ABC), Phil Gowland (Whitworths), Kristin Rubin (KIND - virtual)





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Driving Global Demand Through Nutrition Research

Speaker: Elena Hemler (ABC)



ALMOND BOARD OF CALIFORNIA



ROOTED TOGETHER
THE ALMOND CONFERENCE

Driving Global Demand Through Nutrition Research

TUESDAY / DECEMBER 10, 2024





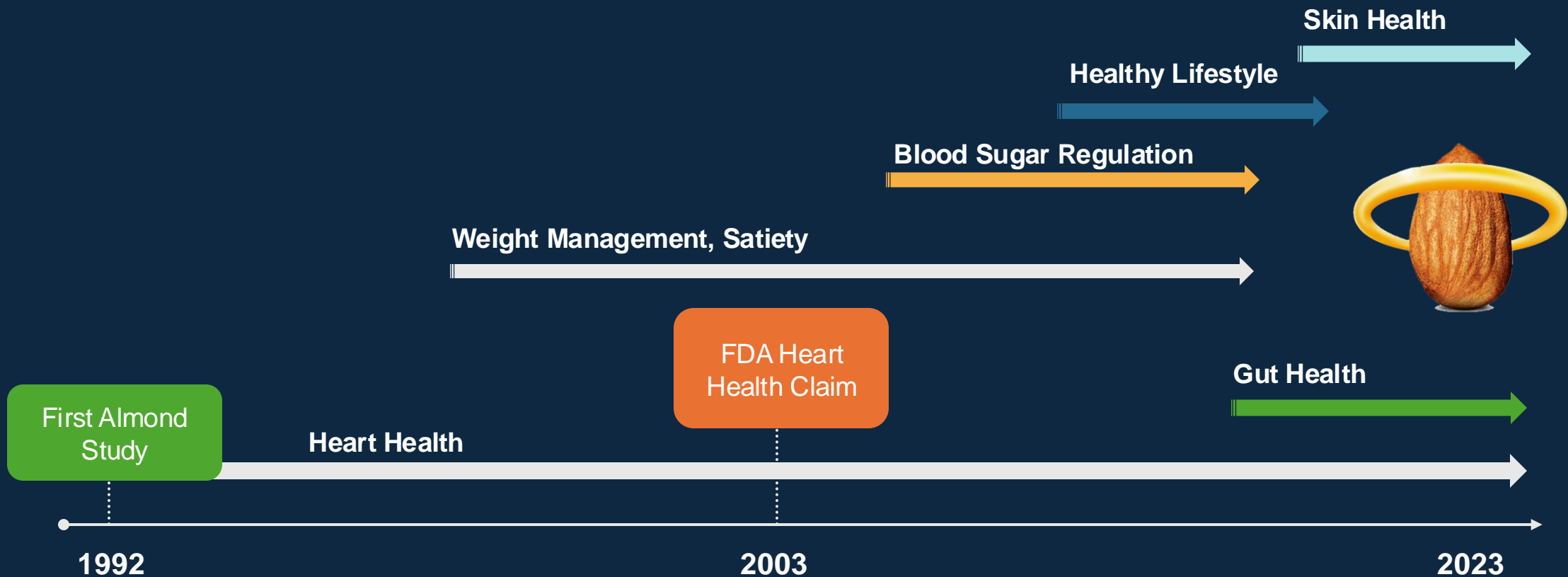
Almonds are one of the most researched, healthiest foods.

Mid-2000's

ALMONDS SUFFERED FROM MISPERCEPTIONS



30 years of scientific research built almond's health halo



Almonds have a broad benefit set



ENERGY



HEART
HEALTH



WEIGHT
MANAGEMENT



BRAIN
HEALTH



IMMUNITY



SKIN
HEALTH



DIABETES
MANAGEMENT



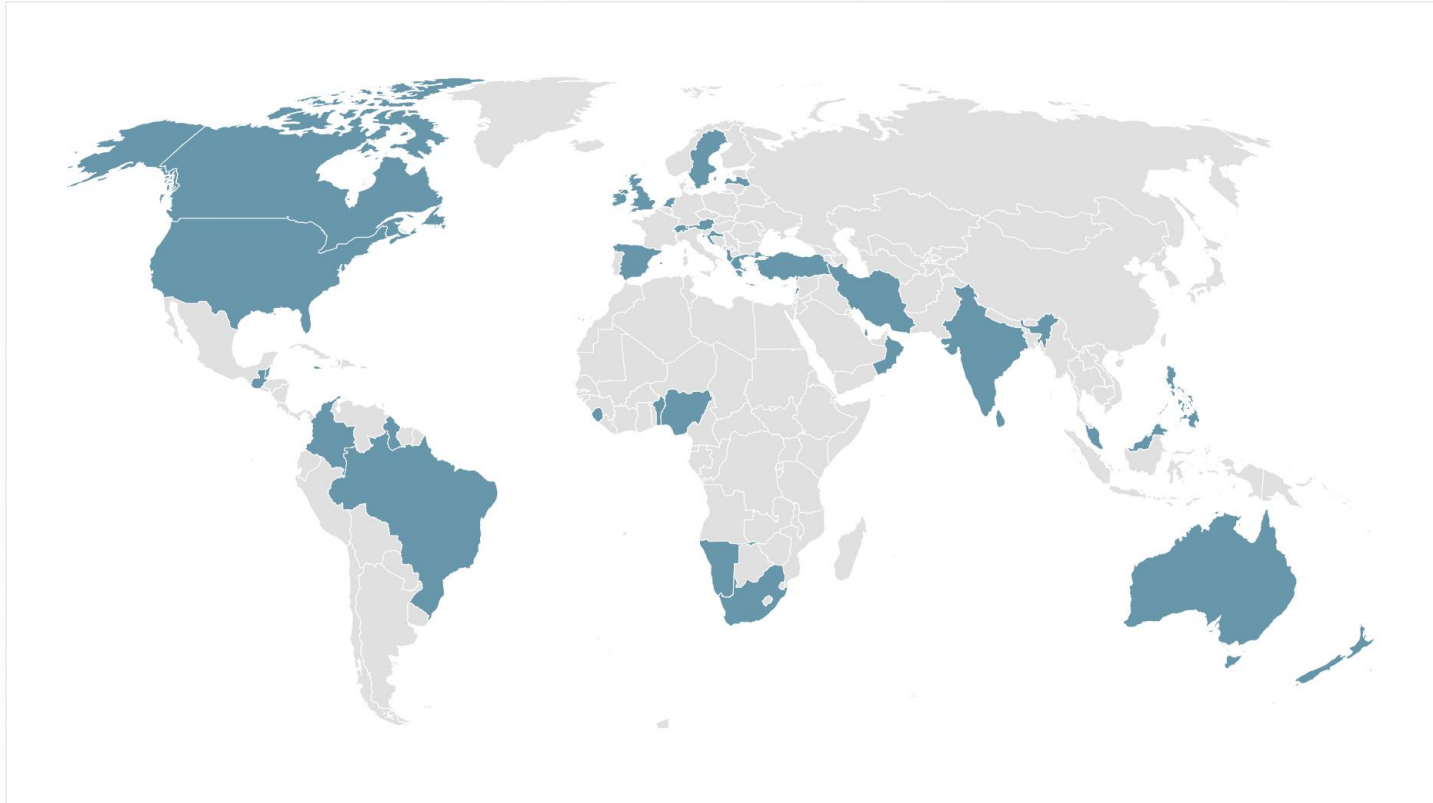
STRESS



DIGESTIVE
HEALTH



Countries with nut intake recommendations



Transforming the impact of foods with science

FROM



TO



RESULTS



“Foods high in fat should be used sparingly”

Recognition of the heart health benefit of nuts

Nuts featured as core component of healthy diets without total fat caution in Dietary Guidelines for Americans



Unable to use “healthy” claim due to total fat content

Recognition of the benefits of unsaturated fats

Nut-containing products able to call themselves healthy

Pathway for increased almonds in federal guidelines



Dietary
Guidelines
for Americans

Dietary Guidelines Advisory Committee call out nuts as a core component of healthy diets.

The Special Supplemental
Nutrition Program for Women,
Infants and Children (WIC Program)



WIC program allows nut butters and plant-based milks, yogurts and cheeses to qualify.



Almonds are a nutritional powerhouse



PROTEIN 6g

Building block of the body; helps build and preserve muscle, bone, skin and nails; helps keep you satisfied.

FIBER 4g • 14% DV

Helps promote fullness and digestive health; helps maintain healthy blood sugar levels.

MONOUNSATURATED FATS 9g

Help decrease harmful LDL cholesterol and increase protective HDL cholesterol.

VITAMIN E 7.3mg • 50% DV

Antioxidant that helps protect cells from damage and promotes healthy skin and hair.

POTASSIUM 210mg • 4% DV

Regulates blood pressure; important for heart health and muscle contraction.

CALCIUM 76mg • 6% DV

Helps build and maintain strong bones and teeth.



MAGNESIUM 76mg • 20% DV

Helps regulate muscle and nerve function, blood sugar levels and blood pressure.

RIBOFLAVIN 0.3mg • 25% DV

B vitamin that helps convert food into fuel; important for red blood cell production.

NIACIN 1mg • 6% DV

B vitamin that supports energy production.

PHOSPHOROUS 135mg • 10% DV

Helps build and maintain strong bones and teeth; plays a role in how the body uses and stores energy.

IRON 1mg • 6% DV

Carries oxygen to all body cells; plays a role in energy production.

All nutrient values are per 1 oz serving

USDA Nutrient Database for Standard Reference, Release 28, 2015; Ross, C.R. editors, et al. (2014). Modern nutrition in health and disease.



GROW

Exercise Recovery + Physical Performance
Gut Microbiome + Digestive Health
Skin Health
Blood Sugar Regulation
Cognitive Health

PROTECT

Weight + Satiety
Heart Health

EXPLORE

Sleep
Mental Health
Healthy Aging
Immunity
Beauty – beyond skin
Sustainable Nutrition
Cancer

Research Frontiers



Skin Health



Exercise/Fitness

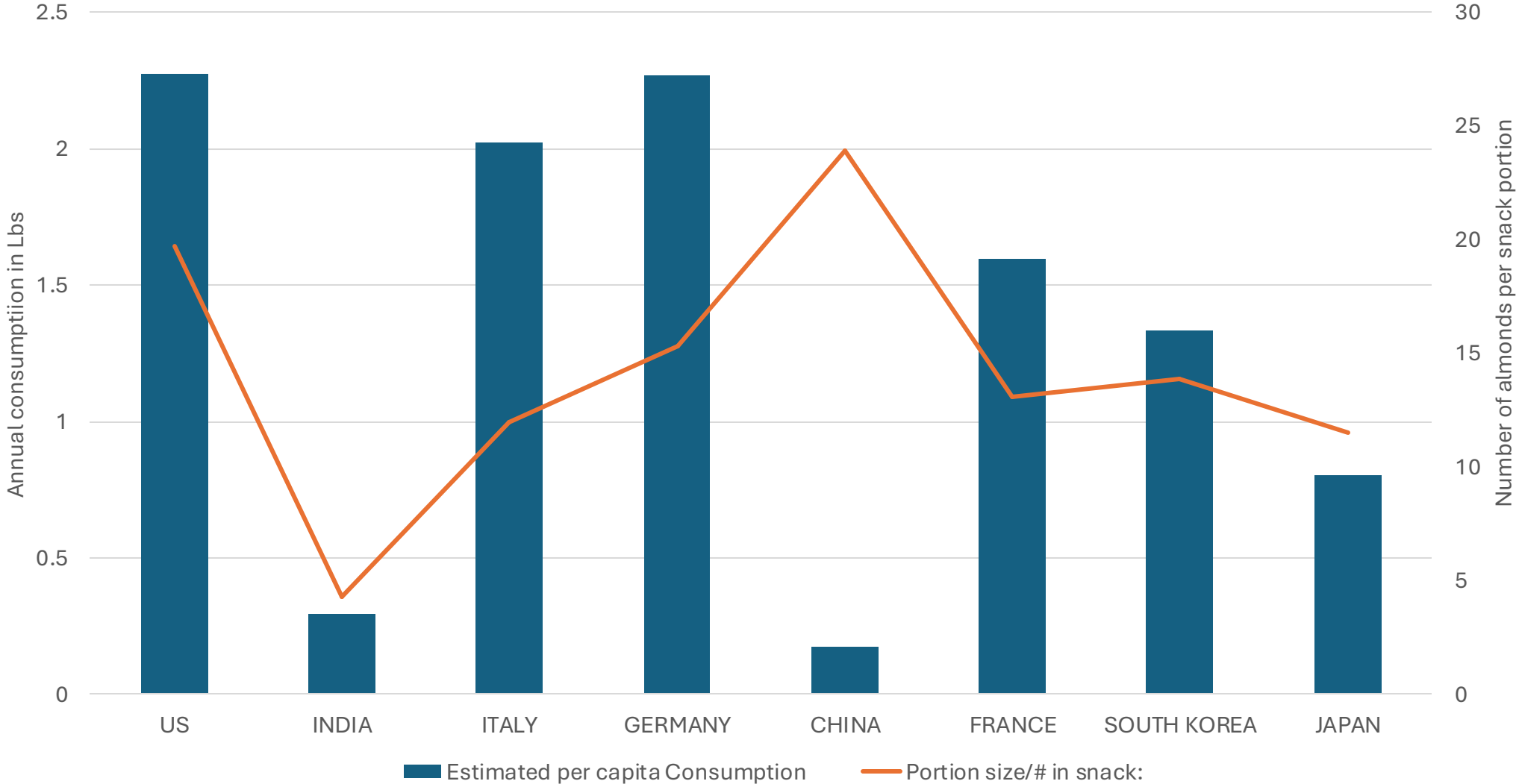


Gut Health



Opportunity to Increase Almond Consumption

Almond Consumption in ABC markets

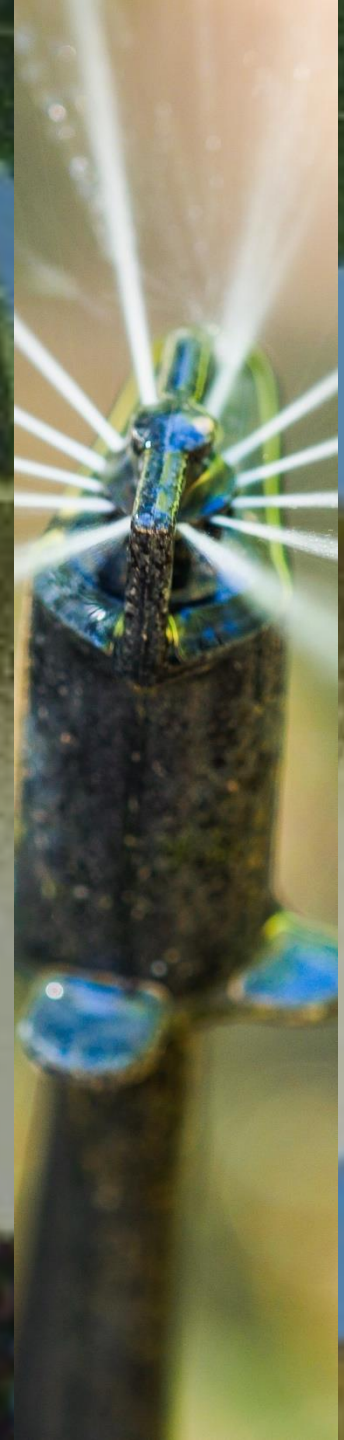
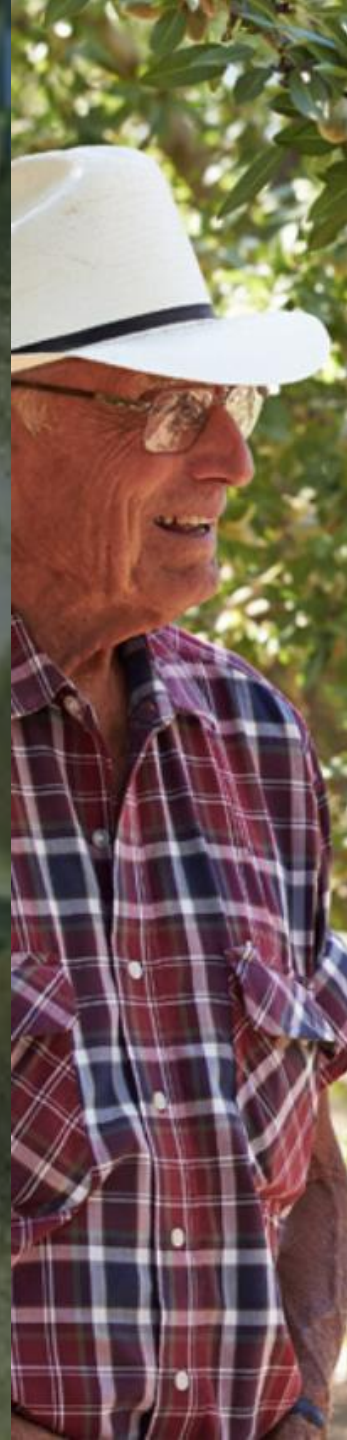




ROOTED TOGETHER
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**Nutrition Research
Marketing**

DARIELA ROFFE-RACKIND



WHAT ACHIEVED MORE MEDIA ARTICLES?



A.



B.



C.



Health = #1 reason people
eat almonds.

7 out of 10
consumers
globally rate
Almonds as
VERY healthy.

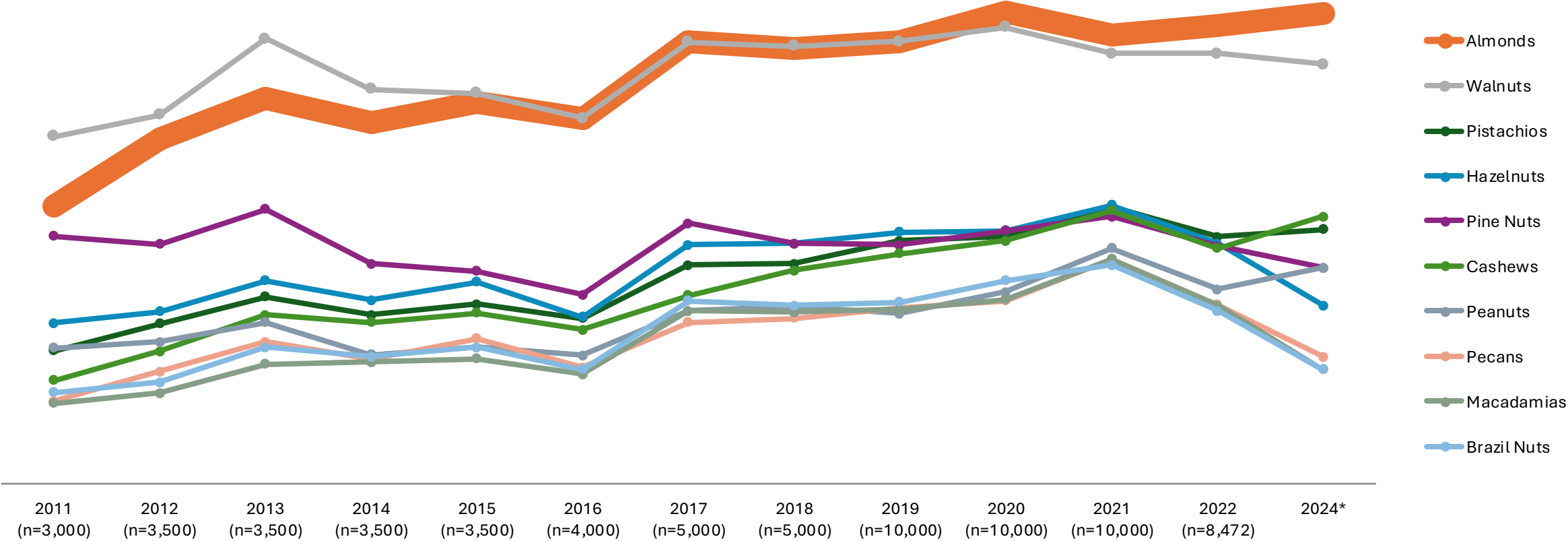
	2024
US	66%
Mexico	90%
France	70%
Germany	63%
Italy	75%
China	66%
S. Korea	73%
Japan	61%
India	98%*
Global Avg	74%

Q6: Now please rate each of the following nuts on how healthy you believe they are on a scale of 1-10, where 1 means not healthy at all and 10 means extremely healthy. (% rating almonds **8 or higher** for being healthy on a 10pt scale)

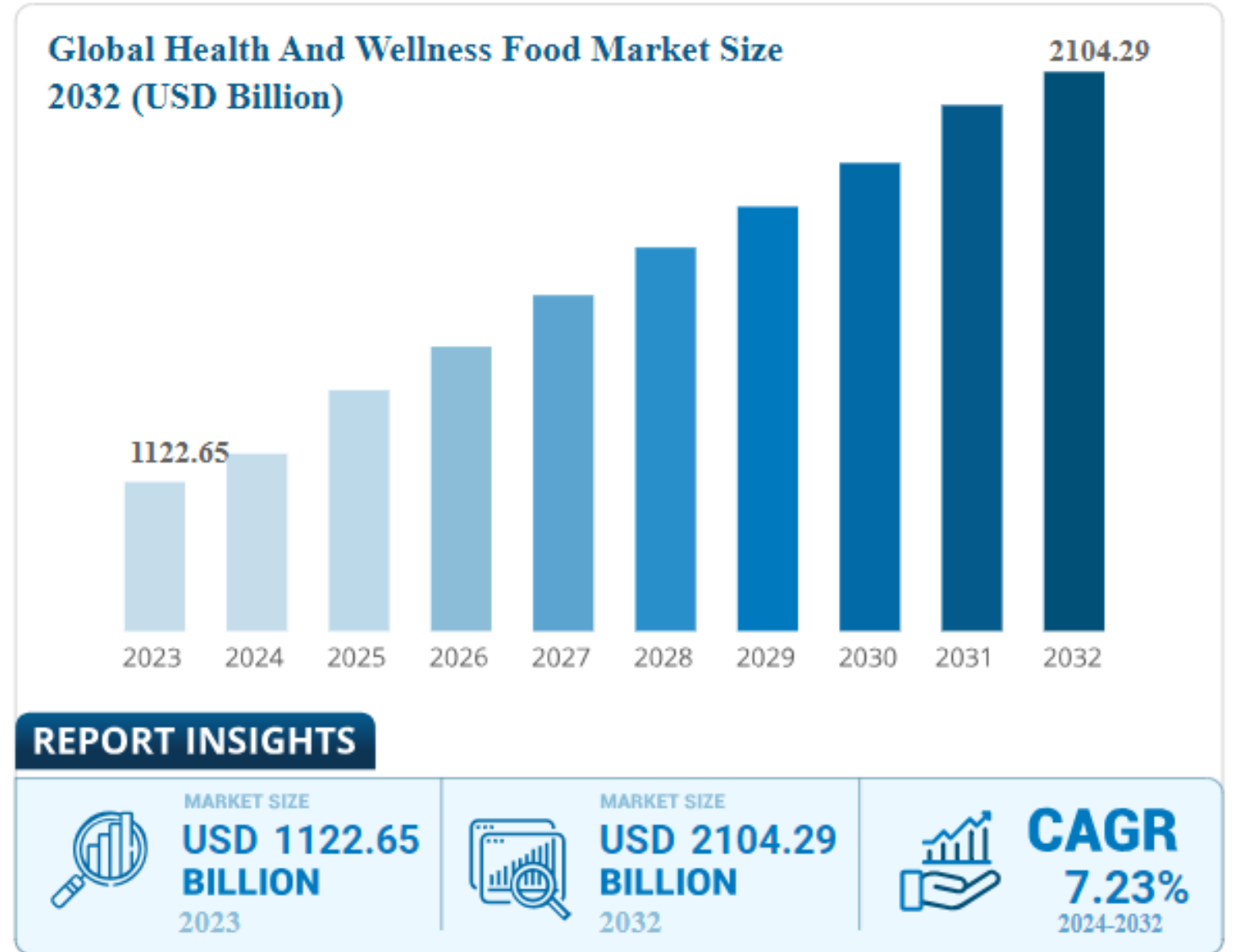
*India % from Global Perceptions 2022

Consumers rate Almonds as the healthiest nut.

Healthfulness Ratings for Nuts – Global
Top-2 Box (9, 10 on a 10pt scale – Extremely Healthy)



Healthy
food market
is thriving.



Business Research Insights

We need to continue to drive Almond health message forward with...



**Health
Professionals**



**Food
Professionals**



Consumers

ADVERTISING

Sponsored Content

California almond snacks balance health and sustainability

Interview with Harbinder Maan, Associate Director, Trade Marketing and Stewardship, Almond Board of California



MEDIA

California Almonds partners with Deion Sanders to promote almond health benefits

Source: Almond Board of California

Science debunks absolute rules, emphasizes functional foods' matrix effect for post-workout nutrition

New research supports almonds for weight loss, sustained weight management

How almonds are breaking ground in the gut health market

TRADE SHOWS



Delicious Results from ABC's Tastemaker Trials Student Competition

ABC's 2024 Tastemaker Trials student competition challenged students to use AI insights from the Tastewise platform to develop product concepts that set a new standard for "intentional indulgence" in snacks. Students drew inspiration from real-time social media, recipe and menu data from Tastewise.

Sharpening the Lens on Health: Consumers are zooming in on specific and personalized areas like fitness, weight management, energy, gut health, blood sugar, and stress relief.

Eco-Conscious Eating: Top claims among Gen Z and Millennials include natural, organic, local produce, sustainability and food waste. Vegan is a prominent dietary claim as younger generations cite environmental and personal health reasons for going plant-based.

Connectivity through Consumption: Younger consumers view food as a form of self-expression and are embracing smaller treats to meet personal needs and values.

Food for Fitness: A Look at How Almonds Fuel Sports and Performance Nutrition Products

with CHRISTINE FARKAS, CPC, RND, culinary consultant

ABC: What benefits or key qualities are consumers looking for from sports nutrition/ performance nutrition products?

FOODIES: Individual preferences and needs vary when it comes to sports and performance nutrition products. Consumers are alluring and have different goals, whether it's about sports and activities, and have the circumstances that influence their nutrition priorities. However, there are some common themes that are seeing emerging among consumers in terms of their sports and athletic nutrition product preferences, including:

- Protein amount and quality are a vital focus for many as it's necessary to support recovery, build muscle mass, and stimulate muscle protein synthesis.
- Consumers are also increasingly seeking products that have **cross-functionality**, supporting **the body and mind**, providing energy, focus, and energy clarity to help them overcome their best, both physically and mentally.

ALMONDS: A STARRING INGREDIENT FOR HEALTH CLAIM LABELING IN NORTH AMERICA AND THE EU

Almonds come hand-in-hand with health benefits as a whole food ingredient with a healthy nutrient profile that's accessible for consumers seeking an easy and natural approach to well-being. One serving of almonds includes 4 grams of fiber and 6 grams of protein for satiety and sustained energy, seven essential vitamins and nutrients, 13 grams of "good" unsaturated fats and 1 gram of saturated fat, and 50 percent of the daily value for vitamin E - a powerful antioxidant that promotes skin health and supports immunity.

As a global consumer, understanding of gut health, energy, and focus are key areas of interest. These needs are being addressed by products with almonds, such as the new Soft Spreadable Almond Butter from the Almond Board of California.

Although health claims aren't as common as they once were, consumers are still looking for products that have **cross-functionality**, supporting **the body and mind**, providing energy, focus, and energy clarity to help them overcome their best, both physically and mentally.

MAY 2024

THE ALMOND INGREDIENT YOU NEVER KNEW YOU NEEDED

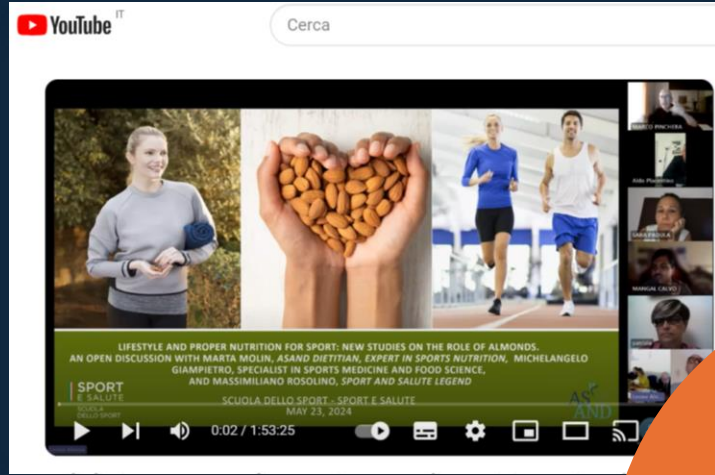
Almond oil deserves a spot in your work bench due to its nutritional benefits. With 11g of the "healthy fats," monounsaturated fat and polyunsaturated fat, one tablespoon (14g) serving of almond oil contains:

- 120 calories
- 9g of monounsaturated fat
- 2g of polyunsaturated fat
- 1g of saturated fat
- 5mg of Vitamin E

BULLETINS

RESOURCES

RESEARCH WEBINARS



HEALTH CONGRESSES & EDUCATIONAL SESSIONS



SYMPOSIUMS



PATIENT RESOURCES



DIETITIAN INFLUENCER CAMPAIGNS

NUTRITION BULLETINS & RESEARCH UPDATES

PARTNERSHIPS





Marketing campaigns focused on health tailored to each market.

Physical Performance



Multiple Benefits



Beauty



Nutrition Research

Social Media & Media Relations

OWN YOUR PRIME



TOMORROW BEGINS TODAY



LIVE HEALTHY, LIVE RADIANT



MULTIPLE HEALTH BENEFITS



Natural Energy

THE MOTHER OF ALL SNACKS

RECHARGE YOUR DAY



almonds.co.uk
Did You Know?

Learn more



Educating younger audiences through bold campaign.

SNACKING



For muscle recovery, I have almonds everyday!

Study conducted amongst people who exercise occasionally (less than three times per week). Nassim, D.C., Omer, A.M., Rao, G.S., Marath, U.S., Jeyapalan, C.A., Uthappa, A., Weidemann, M.M., & Zhang, Q. (2021). Almond intake alters the acute plasma lipoprotein oxidizability as it (EHO)ME response to eccentric exercise. *Front. Nutr.*, doi: 10.3389/fnut.2021.704271

POST EXERCISE MUSCLE RECOVERY

BEAUTY



Darling my love for you has increased, not the Kgs

WEIGHT MANAGEMENT



We won! Another kingdom unlocked! Paintball night with the boys

HEART HEALTH



For all day energy I have

Almonds are a healthy source of energy to help keep you active. Novotny JA, Gebauer SK, Baer DJ. Discrepancy between the Atwater factor-predicted and empirically measured energy values of almonds in human diets. *American Journal of Clinical Nutrition*. 2012;96(2):296-301. (In a recent study, researchers used a method different than the traditional way to measure the calories in almonds and found they have about 20% fewer calories than originally thought.)

ENERGY THROUGH THE DAY



Girls, time for the show stopper routine

SKIN



Get almonds! ASAP!

HAIR



For muscle recovery, I have almonds everyday!

Study conducted amongst people who exercise occasionally (less than three times per week). Nieman, D. C., Omar, A. M., Kay, C. D., Kasote, D. M., Sakaguchi, C. A., Lkhagva, A., Weldemariam, M. M., & Zhang Q. (2023). Almond intake alters the acute plasma dihydroxy-octadecenoic acid (DiHOME) response to eccentric exercise. *Front. Nutr.* doi: 10.3389/fnut.2022.1042719



Own your Prime Campaign

EXERCISE RECOVERY







EA College Football 25

SPORTS

EA Sports College Football 25, among most anticipated sports video games in history, hits the market

EXERCISE RECOVERY



Nutrition Research Social Advertising

1.5 BILLION SOCIAL IMPRESSIONS

Mexico



Diabetes

Un estudio reciente sugiere que comer almendras antes de los comidas puede ayudar a algunas personas a REVERTIR LA PREDIABETES a niveles normales de azúcar en la sangre en tres meses.

Ver el estudio.

Heart Health

LAS ALMENDRAS SON PARTE DE UNA ALIMENTACIÓN SALUDABLE E INTELIGENTE PARA EL CORAZÓN

Ver la investigación.

France



Gut Health

AMANDES + SANTE INTESTINALE

Une nouvelle étude montre que la consommation d'amandes entières peut contribuer à la sante intestinale.

Lire l'étude.

LES BENEFITS DES AMANDES POUR LA SANTE

Exercise Recovery

AMANDES & RECUPERATION

Une nouvelle étude montre comment les amandes peuvent contribuer à la récupération après un exercice physique.

Consulter l'étude.

Les amandes ont été associées à une amélioration de la santé intestinale.

Germany



Gut Health

Neue Studien belegen, dass das Essen von ganzen Mandeln die DARMGESUNDHEIT UNTERSTÜTZEN kann.

Schauen Sie sich die Forschung an.

carolinke and mandelnde

Exercise Recovery

WUSSTEN SIE SCHON?

Der Verzehr von Mandeln kann Ihnen helfen, sich nach dem Sport zu erholen.

Sehen Sie sich die Forschungsergebnisse an.

Les amandes ont été associées à une amélioration de la santé intestinale.

Italy



Exercise Recovery

MANDORLE - RECUPERO POST ALLENAMENTO.

Un nuovo studio analizza come il consumo di mandorle possa influenzare il recupero post esercizio fisico.

Scopri la ricerca.

California Almonds

LO SAPEVI?

Il consumo di mandorle può aiutarvi nel recupero post allenamento.

Scopri la ricerca.

Le mandorle sono associate a un miglioramento della salute intestinale.

South Korea



Gut Health

아몬드 섭취가 장 건강에 도움을 줄 수 있다는 새로운 연구 결과가 발표되었습니다.

연구 결과를 확인해 보세요!

Exercise Recovery

아몬드와 운동 후 회복

아몬드 섭취가 운동 후 회복에 미치는 영향에 관한 연구 결과가 발표되었습니다.

연구 결과를 확인해 보세요!

Japan



Diabetes

新しい研究では、食前にアーモンドを食べると、糖尿病予備軍の人の血糖値が、3か月で正常に戻ることも明らかになりました。

研究の詳細はこちら。

Heart Health

アーモンドは心臓に良い食べ物のひとつです。

研究の詳細は、以下をご覧ください。

Exercise Recovery

ご存知でしたか？

アーモンドを摂取すると運動後の回復に役立ちます。

研究の詳細はこちら。

Gut Health

アーモンド + 血糖

新しい研究では、糖尿病予備軍の人が食前にアーモンドを食べることが効果を示していることが紹介されています。

研究の詳細はこちら。

Skin Health

アーモンド摂取はシワに効果がある可能性が示唆

WHAT ACHIEVED MORE MEDIA ARTICLES?



A. 10,400



B. 6,800



Kleine Mandeln sind ganz groß im Bekämpfen von Muskelkater

Getreu dem Motto „no pain, no gain“ ist kein Trainingsfortschritt ohne Schmerz möglich. Aber stimmt das wirklich? Forscher haben jetzt möglicherweise einen Weg gefunden, Muskelkater zumindest zu reduzieren. Laut einer in der internationalen Fachzeitschrift *Frontiers in Nutrition* veröffentlichten Studie verzeichneten Testpersonen, die einen Monat lang täglich 57 Gramm Mandeln vor einer intensiven Trainings-

einheit aßen, eine deutliche Steigerung des Spiegels eines wichtigen Erholungsmoleküls, das dem Zellstoffwechsel in Verbindung steht. Nach einem intensiven 90-minütigen Krafttraining berichteten die Teilnehmer über geringere Ermüdungserscheinungen als Mitglieder der mandelfreien Kontrollgruppe, zudem über gesteigerte Stimmung, Erhaltung der Stärke und weniger Muskelverletzungen. Der Trick funktioniert sowohl mit ganzen Mandeln, mit Mus oder Form von Smoothies. Du hast die Wahl!

Wie dir dein Training wieder schmeckt

Beim Gedanken an den bevorstehenden Muskelkater vergeht dir der Appetit auf Sport? **Ernährungsmediziner** hätten in diesem Fall ein **Rezept** für dich

C. 13,900

13,900+ MEDIA STORIES

Here is why your go-to snack should be almonds



Researchers discovered that incorporating almonds into a low-energy diet not only helped participants lose weight but also improved their cardiometabolic health.

The study was published in the journal *Obesity*.

When it comes to weight reduction, nuts often get a poor rap: while they're high in protein, they're also heavy in fat, which often puts people off. However, recent research from the University of South Australia indicates that you can eat almonds and lose weight at the same time.

Researchers showed that when energy-restricted diets were supplemented with either almonds or carbohydrate snacks, both diets succeeded and body weight by roughly the same amount.

More than 1.3 billion people worldwide are overweight or obese, in Australia of every three persons (all

Nuts, like almonds, are a great snack. They are high in protein and fibre, along with being packed with vitamins and minerals. Also, they have a high fat content which people associate with increased body weight.

million adults are overweight or obese.

According to UniSA researcher Dr Sharayah Carter, the study shows how nuts can help with weight control and cardiometabolic health.

The Times of India



Just 1 ounce of almonds a day has these impressive benefits for your gut, heart and skin

Almonds are a high-protein snack that are good for our hearts, gut and skin — and they offer the most fiber and vitamin E of any tree nut.

A handful of almonds has long been a go-to snack among health-conscious individuals. The nut does make for a crunchy and satisfying snack, but many people forget that almonds come in many forms, making them a versatile ingredient. Whether whole, sliced, roasted, blanched or ground into butter or flour they can be used in everything from salads to snacks to desserts.

Almonds may be tasty, but it's their nutritional profile that make them a must-eat. There's an abundance of research on the benefits of the tree nut for your heart, blood sugar, muscles, gut and more. Yes, almonds are a food that is higher in fat and calories, but don't let that deter you from reaping the many benefits they have to offer.

Almonds named the healthiest food in the World: The ultimate superfood

By Farah Mokrani · Updated: 22 Nov 2024 · 20:56 · 1 minute read



BEAUTY

Here's What to Eat After a Workout (and What to Avoid)

BY AUDREY NOBLE
December 30, 2023

She adds that you can look to omega-3 fats, like those found in salmon, olive oil, walnuts, week of omega-3 foods will reduce muscle damage. Asche for magnesium to support the muscles through soreness may help reduce inflammation and oxidative stress. You can almonds, she says. She explains that research has found recovery.



Best foods to eat for radiant, ageless skin and what to avoid, according to nutritionists

Nutrition experts reveal the foods you should be eating if you want a glowing complexion

By Perri Ormondt Blumberg Fox News

Published November 5, 2023 7:11am EST

"Eating almonds daily can help to reduce wrinkles while boosting complexion," said Palinski-Wade, adding that a recent study published in the peer-reviewed journal, "Nutrients," found that consuming almonds daily (about two ounces per day) led to a 16% reduction in wrinkles over a 16-week period and a 20% reduction in facial pigmentation intensity.

13,900+ MEDIA STORIES



SCIENCE

Nuts are surprisingly great for your health. But which are the best?

Experts say that certain nuts offer surprising advantages—including a lower risk of cancer, better cognitive function, and even a longer life.

By Daryl Austin
October 16, 2024



Almonds are rich in both fiber and vitamin E, as well as minerals such as magnesium, calcium, and phosphorus.
PHOTOGRAPH BY MIRAGEC, GETTY IMAGES

Almonds

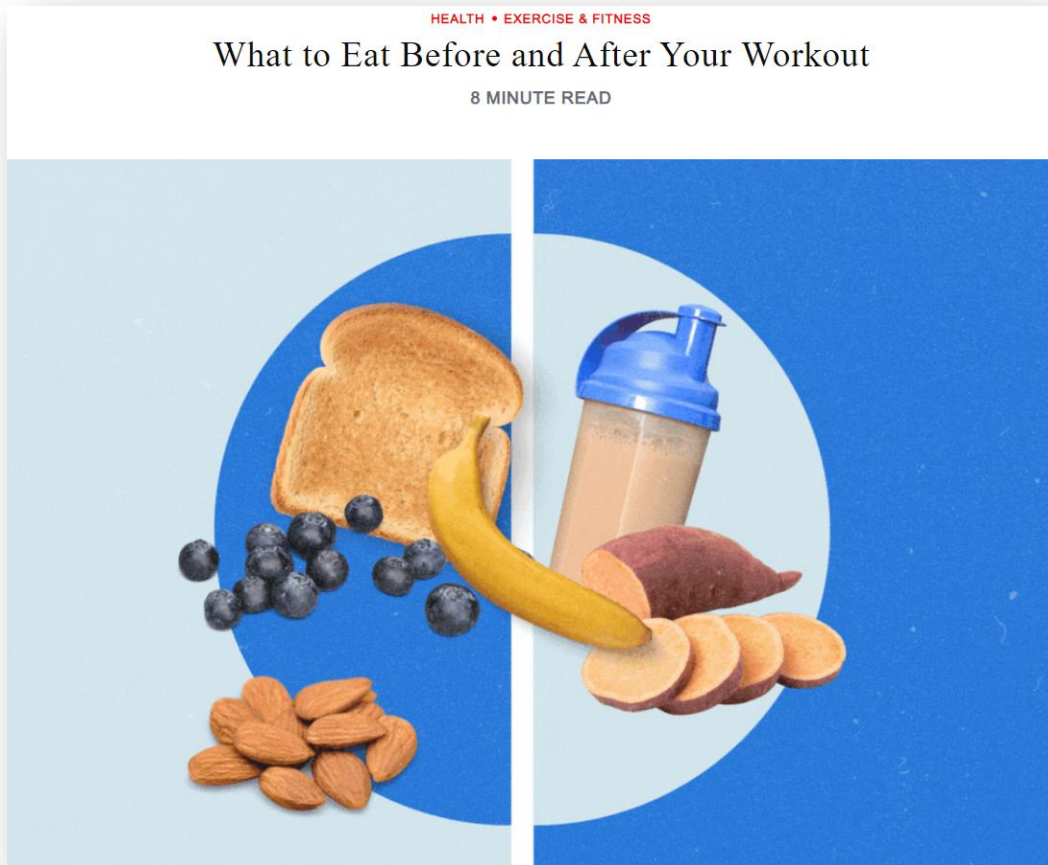
Almonds rank near the top of just about every nutritional scientist's list when it comes to nuts that offer great health advantages. For one, Tobias says they contain more fiber than any other nut—a whopping 17.9 grams in a single cup. Fiber can lower your risk of cancer and type 2 diabetes and aid in weight control.

(How your fiber intake affects your colon cancer risk.)

Almonds are also rich in vitamin E, "which promotes skin health, a strong immune system, and supports vascular function," says Amy Goodson, a nutritionist and registered dietitian based in Dallas. And a cup of almonds contains 386 milligrams of magnesium, "which is critical for muscle function," she adds.

Studies show that almonds also help lower LDL or "bad" cholesterol levels because their skins are rich in polyphenol antioxidants—which can help prevent cholesterol oxidation. "Almonds also contain lots of calcium and phosphorus, which have been linked to improved bone health," says Jen Messer, a registered dietitian and president of the New Hampshire Academy of Nutrition and Dietetics.

13,900+ MEDIA STORIES



TIME

Nieman also has found that snacking on about 40 almonds per day for four weeks before heavy exercise contributed to **less muscle damage**. In a **study** this year, people who ate almonds for two weeks weren't as sore after running 30 minutes downhill. Because almonds are high in calories, stay very active when upping your intake.

Decades of research support the general health benefits of polyphenols, but their role in exercise is a recent discovery. "They're the future of sports nutrition," Nieman says.

13,900+ MEDIA STORIES

Sports Illustrated

Deion Sanders amps up recovery efforts up with the help of a key ingredient

Coach Prime has incorporated almonds into this regimen for a winning combination

People

ENTERTAINMENT CRIME HUMAN INTEREST LIFESTYLE ROYALS CRO

As Deion has navigated the changes to his team and coaching staff, he's also had to watch out for what his players are consuming and how they're taking care of their bodies.

Never miss a story — sign up for [PEOPLE's free daily newsletter](#) to stay up-to-date on the best of what PEOPLE has to offer, from celebrity news to compelling human interest stories.

"They don't know what they're doing. They're just taking something that somebody gave them," he says of other teams, before noting that California Almonds "keep me looking good."

He adds, "You know they're healthy. If you do your homework and Google that, you know they're tremendously healthy. I recovered tremendously well. I'm still in my prime, and they keep me right where I need to be."

And when it comes to his team overall, Deion is positive about the outlook. "We look good," he says. "We, as in the whole staff, the team and everything — just having healthy snacks around, healthy options around is tremendous for our young men."

GQ



Photograph: Getty Images; Collage: Gabe Conte

Wellness

The Real-Life Diet of Deion Sanders, Who Tries to Stay Away from KFC These Days

Coach Prime told GQ about eating until he's satisfied (but not full), keeping almonds on hand, and why he doesn't eat soul food every day anymore.

13,900+ MEDIA STORIES

Women'sHealth



Kleine Mandeln sind ganz groß im Bekämpfen von Muskelkater

Getrennt dem Motto „no pain, no gain“ ist kein Trainingsfortschritt ohne Schmerz möglich. Aber stimmt das wirklich? Forscher haben jetzt möglicherweise einen Weg gefunden, Muskelkater zumindest zu reduzieren. Laut einer in der internationalen Fachzeitschrift *Frontiers in Nutrition* veröffentlichten Studie verzeichneten Testpersonen, die einen Monat lang täglich 57 Gramm Mandeln vor einer intensiven Trainings-

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Wie dir dein Training wieder schmeckt

Beim Gedanken an den bevorstehenden Muskelkater vergeht dir der Appetit auf Sport? Ernährungsmediziner hätten in diesem Fall ein Rezept für dich

힘들게 운동해 키운 근육 지키려면, 매일 '아몬드' 드세요

2024-11-03 17:00

매일 두 줌의 아몬드를 섭취하면 운동 후 근육 통증과 손상을 줄일 수 있다

근력을 키우기 위해 운동을 열심히 한다면 꼭 챙겨 먹어야 할 식품이 있다. 바로 아몬드다.

미국 영양학회에서 발행하는 'Current Developments in Nutrition' 저널에 실린 연구에 따르면, 매일 두 줌의 아몬드를 꾸준히 섭취하면 운동 후 근육 통증과 근육 손상을 줄이고 근육 성능을 향상시킬 수 있다고 한다.

이번 연구는 중년의 건강한 체중 또는 경도 비만 성인을 대상으로 진행되었으며, 이들은 주당 1-4시간의 운동을 하는 사람들로 구성되었다.



Donna moderna **Sivamani Study**
Change your skincare routine with an Almonds snack

CAMBIO DI STAGIONE? Cambia la tua skin care routine con uno spuntino di mandorle!

Per la bellezza della pelle puoi agire anche dall'interno

Il cambiamento stagionale, il caldo, il sole e la siccità della stagione estiva sono i fattori che possono portare a una routine di skincare inadeguata. È importante scegliere prodotti che proteggono la tua pelle e mantengono la sua idratazione. Una buona routine di skincare include un idratante, un prodotto con vitamina E e un prodotto con acido ialuronico. Per la bellezza della pelle, si consiglia di assumere mandorle. Le mandorle sono ricche in acidi grassi essenziali, in particolare in acido oleico e acido linoleico, che aiutano a mantenere la pelle morbida e idratata. Inoltre, le mandorle contengono vitamina E, che protegge la pelle dai danni causati dai raggi UV. Per la bellezza della pelle, si consiglia di assumere mandorle. Una buona routine di skincare include un idratante, un prodotto con vitamina E e un prodotto con acido ialuronico.

MD Salud

Investigaciones recientes respaldan el papel del consumo de las **almendras** en la salud del corazón

MD 56

Cada 29 de septiembre se celebra el Día Mundial del Corazón, un evento mundial para crear conciencia sobre los riesgos de las enfermedades cardiovasculares y resaltar la prevención de enfermedades.

Según la Organización Mundial de la Salud (OMS), las enfermedades cardiovasculares son la primera causa de muerte en México y a nivel mundial. El Día Mundial del Corazón, creado por la Fundación...



Train + Eat
Get stronger, get faster

California almonds

Nuts for DOMS


Almonds can help reduce fatigue, says new study

Munching almonds can reduce fatigue and tension after exercise and help make your legs and back stronger, research has found.

Almonds are long been superfoods. Brazil nuts for your brain, peanuts for your protein, cranberries for your mood. And now a new study published in *Frontiers in Nutrition* suggests some that you should eat: almonds. The study took 64 non-obese adults not engaging in regular resistance training for five weeks and gave them an extra 30-minute exercise protocol designed to cause muscle damage, specifically targeting DOMS - delayed onset muscle soreness. The study was split in two, then in the four weeks leading up to the protocol, one half was given 17g of almonds per day along with a regular balanced diet, the other the equivalent calories to control for.

Various biological markers were recorded after the 30 minutes of resistance exercises and the four days thereafter, and researchers observed the following, as expected, both groups demonstrated significant muscle damage, DOMS, inflammation, reduced strength and power and mood disturbance, but the almond-eating group demonstrated reduced onset-exercise fatigue, lower levels of tension and higher levels of leg and back strength. The researchers concluded that regular snacking on almonds has some positive effects - in improving mood state, reducing fatigue and decreasing muscle damage.

Remember when Mark Cavendish used to advertise pistachios? It might be time for him to switch to almonds before the Tour.





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THE ALMOND CONFERENCE

Driving Global Demand Through Nutrition Research

Speaker: Phil Gowland (Whitworths)



ALMOND BOARD OF CALIFORNIA

**NUTS.
SAVE.
LIVES.**

Phil Gowland,
Commercial Director & Director of Health,
Whitworths

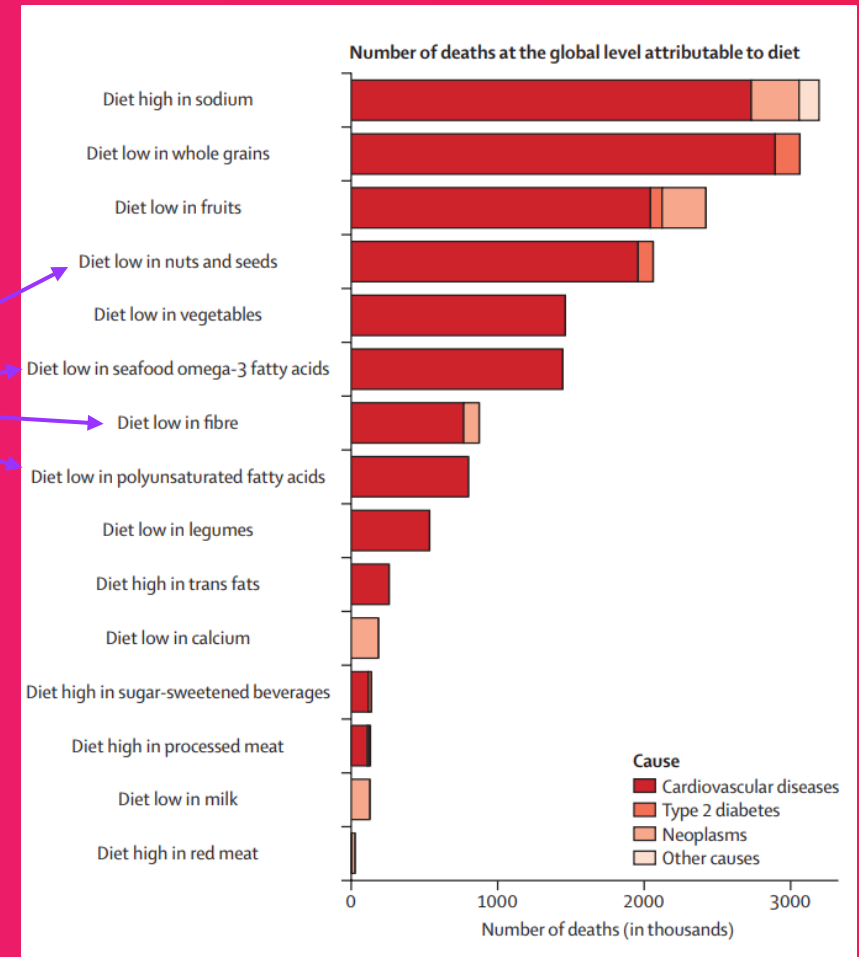


Globally, Bad Diets
are now responsible
for more deaths than
smoking

£260bn

Our truth...

We know that if the consumption of nuts increased; disease burden and diet related deaths would reduce!





Rethink **small** ++

The surprising power of nuts, seeds and dried fruit
in helping to transform the nation's health.

Hosted by
British Nutrition Foundation

Supported by
+Whitworths

The graphic features a stylized brain on the left and a cluster of dried fruit on the right, set against a dark background with a grid of small white crosses.







1
WEEK

The background features a dark blue field with a grid of small, light purple plus signs. Overlaid on this are several large, stylized star shapes. The central star is outlined in black. Other stars are outlined in bright pink and gold, some appearing as double-line borders. The text is centered within the black-outlined star.

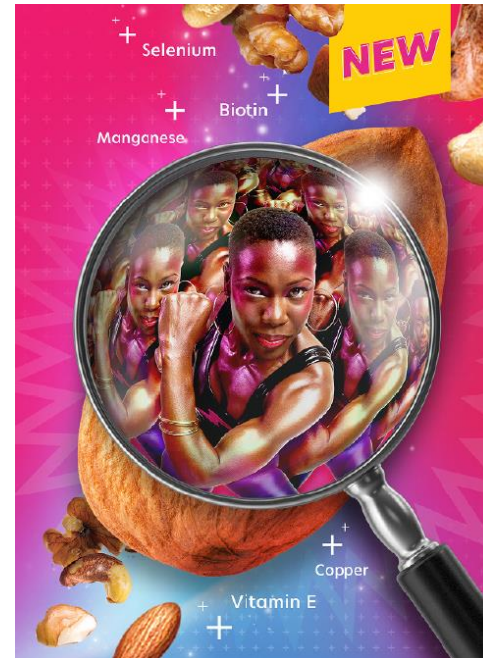
+ Whitworths

Making Magic

What we've done ...



Nutrition Led
Brand reposition



Reaching 16m on TV

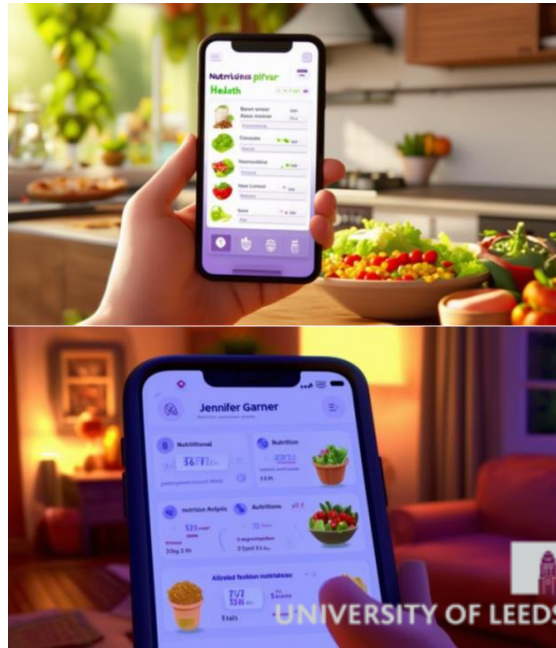


Creating conversation
to reappraise

What we're doing!



Expert round tables



Building tools to educate



Lobbying for change



YOUR
nutrition
RESCUED

with a daily **HIT** of *Whitworths*

Fuelling Health, Reducing Disease.



We have urgency
for change!



Nuts are a
solution



It begins with one
handful



The benefit?
Saving lives.



Thank you



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Driving Global Demand Through Nutrition Research

Speaker: Dr. Kristin Rubin (KIND)



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Driving Global Demand Through Nutrition Research

Speaker: Elena Hemler (ABC)



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**Global Almond Cardiometabolic
Roundtable and Next Steps
for Nutrition Research**

ELENA HEMLER



Global Almond Cardiometabolic Health Roundtable

- Analyzed almond effects on cholesterol, blood pressure, body weight, blood sugar and gut health
- Gathered expert insights and recommendations for future nutrition research strategy



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Consensus achieved between Cardiometabolic Roundtable experts

CONSUMING ALMONDS DAILY:

- Does not result in weight gain; associated with slight weight loss
- Reduction in LDL cholesterol levels
- Reduction in diastolic blood pressure
- Improvements in blood sugar (among Asian Indians with prediabetes)
- Increase in beneficial gut bacteria (prebiotic effect)



The Goal

Convert medical, academic and policy experts to almond ambassadors to amplify almond health benefits and ultimately increase consumption



The power of almonds to improve cardiometabolic health

By Anoop Misra

Sep 22, 2024 09:00 AM IST     [Download the app](#)

This article is authored by Dr Anoop Misra, chairman, National Diabetes Obesity and Cholesterol Foundation.



2025 Expected New Nutrition Research Results



**Physical Performance
& Exercise Recovery**



**Gut
Health**



**Immune
Health**



**Skin
Health**



Weight



Diabetes



**Mental Health
& Cognition**



Cancer



Sleep



Nutrition Research Committee

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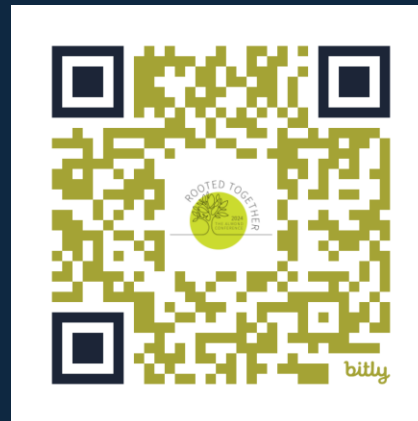
ALTERNATES

 Indicates BOD
Member or Alternate

Resources you can use

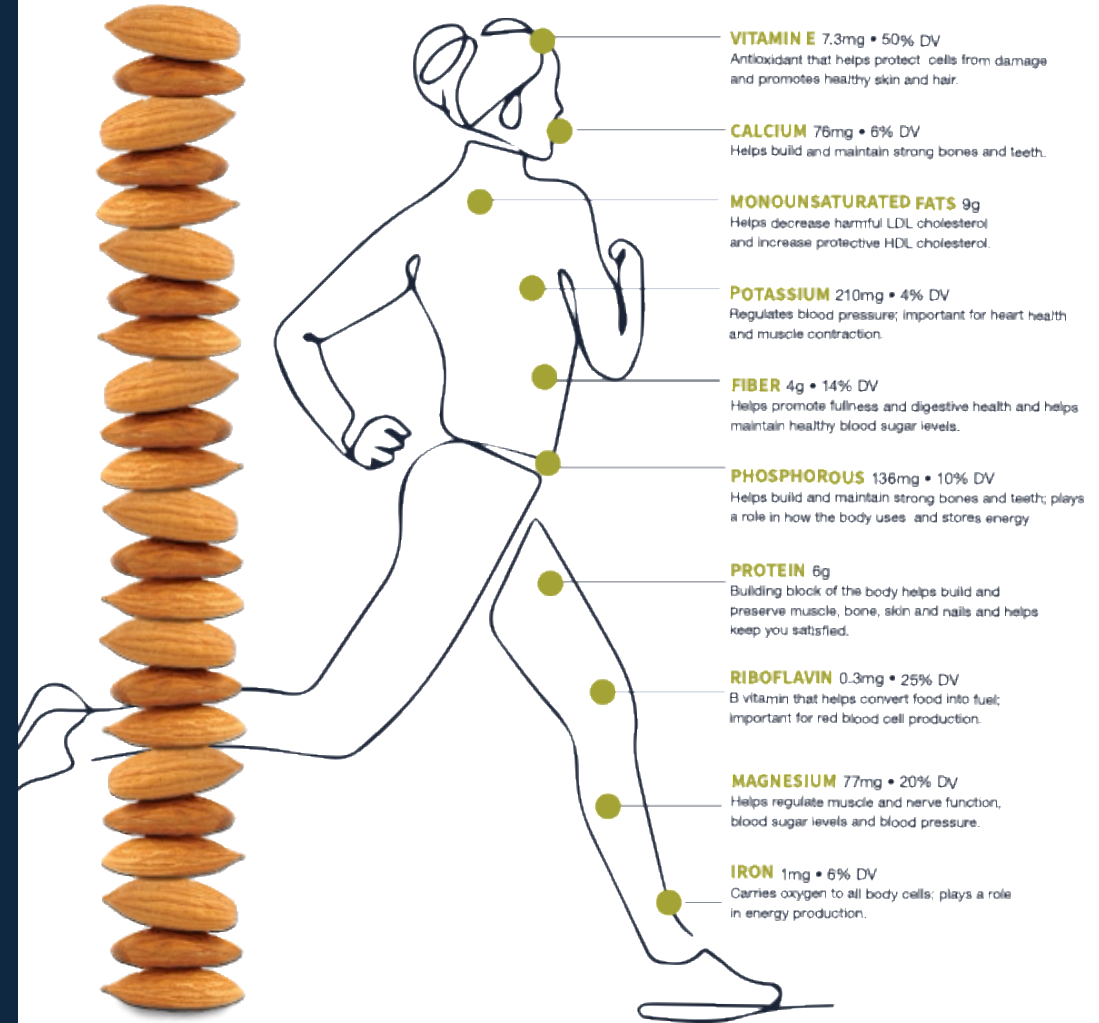
ALMONDS.COM

- Infographic
- Press materials
- Photography
- Health Professional/Patient resources
- Topical guides
- Nutrient comparison charts
- Claims documents



HEAD-TO-TOE NUTRITIONAL BENEFITS IN A 1-OUNCE SERVING OF ALMONDS

1 OUNCE / 28 GRAMS =
23 ALMONDS*



* Source for all nutrient values: USDA Nutrient Database for Standard Reference, FoodData Central, Survey (FNDDS) database.

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california
almonds
Almond Board of California

GROWER BREAKFAST: Game Changers in Global Marketing

WEDNESDAY, DEC. 11, 8:00 - 9:30 A.M.



December 11 | 8:00 - 9:30 a.m.

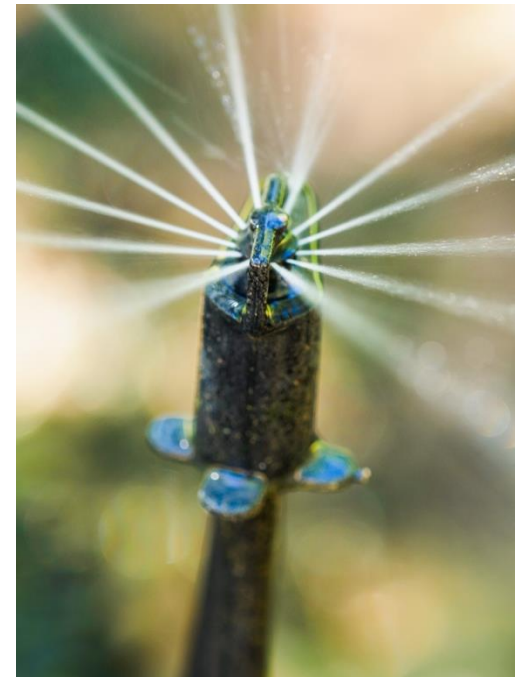
- ABC President and CEO Clarice Turner
- Mickey Citarella Sterling-Rice Group
- ABC VP Global Market Development Emily Fleishmann

The world is evolving at a lightning pace and staying informed about the latest trends is crucial for success. Come learn how the Almond Board is developing new, game-changing strategies to meet the evolving needs of consumers worldwide. From inspiring innovation with food manufacturers, to tapping into passions like ICC Cricket World Cup in India, to reaching new consumers through Own Your Prime with Deion Sanders, the global marketing team is pushing the boundaries to ensure California almonds remain a popular and essential food around the globe.

Our industry's investment in nutrition research has been and will continue to be pivotal in growing demand

WE CAN ALL CONTINUE TO USE THIS BODY OF RESEARCH TO:

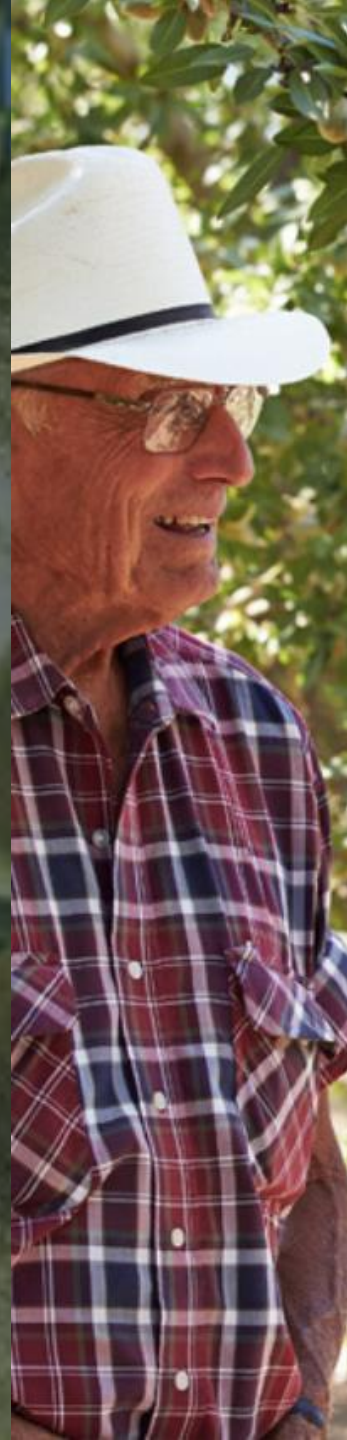
- Enhance consumer awareness
- Support a favorable nutrition regulatory environment
- Stimulate innovation and product development
- Enhance industry credibility
- Improve public health





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Q&A Session





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THANK YOU

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