

**MEDIA RELEASE**

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## Study confirms the almond's exciting potential

More than three quarters of Australians eat almonds but less than half know they are good for your heart, lower cholesterol and help you maintain a healthy weight.

A Newspoll survey commissioned by the Almond Board of Australia (ABA) has revealed that most people who eat almonds are unaware of their specific health benefits.

A number of new nutritional research studies have shown that eating almonds everyday, within a low saturated fat diet, can assist in lowering cholesterol and thereby reduce the risk of heart disease.

ABA chief executive Julie Haslett said the survey confirmed that while taste was the key driver among almond consumers, the perceived health benefits also played a key role.

"Almost everyone who eats almonds acknowledges that they are good for you, but that's as far as their knowledge seems to extend," she said.

"That is an exciting statistic for the industry. We have a very positive reputation, but there is clearly potential for significant growth, especially in the sectors most prone to cholesterol, heart disease and obesity.

"We have a product that tastes good and is also good for you. The challenge for the industry is raising that awareness, so people do eat a handful of almonds a day."

Ms Haslett said other key statistics to come out of the Newspoll survey, which included more than 1000 Australians, were:

- Women aged between 35-49 were the biggest almond eaters in the country
- One million adult Australians snack on almonds daily
- One in five people did not believe the fact that eating almonds helped maintain a healthy weight.

ABA chief executive officer Julie Haslett said the Newspoll findings underlined the potential for increased consumption of almonds across Australia.

The study identified women living in capital cities as the industry's strongest supporters.

Ms Haslett said the consumer study had been conducted late last year and featured 1202 randomly selected participants across all age groups and states of Australia.

She said the findings would provide essential data in developing marketing strategies to assist what is already Australia's fastest growing nut industry. Almond production in Australia will almost triple by 2015 in order to meet increasing consumer demand, both across the country and overseas.

**For further information contact:**

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*The Almond Board of Australia (ABA) is a non profit, membership based organisation representing the interests of Australian almond growers, processors and marketers.*

*As the Australian almond industry's peak industry body, the ABA facilitates further growth of the industry, seeks to maximise its profitability and ensure its sustainability, by providing a platform for industry members to collectively respond to industry-wide issues, invest in research and marketing, share knowledge and interact with government and other stakeholders.*

*The Australian Almond Industry currently produces 27,000 tonnes of almonds on an annual basis, with a related farm gate value of \$180 million dollars. Production is expected to triple by 2015 as new plantings reach full maturity, with a related value of \$500 million dollars.*

*Key almond growing areas are located in Sunraysia (Victoria), the Riverland and Adelaide (South Australia) and the Riverina region (New South Wales).*

*For more information visit [www.australianalmonds.com.au](http://www.australianalmonds.com.au) or email: [admin@australianalmonds.com.au](mailto:admin@australianalmonds.com.au)*