

California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2011



Editorial



Dear reader,

Prospects for the walnut season 2011/2012 could hardly be better. This is good news, since we need the expected bumper harvest for this season to cover consumers' growing global demand for California walnuts. People have made the consumption of walnuts part of their daily eating habits. This is not just a question of good taste. For consumers it is equally important that walnuts make a proven contribution to their health.

During the last 18 years, 50 scientific studies have shown that health aspects of walnuts go far beyond positive effects on the cardiovascular system. In this newsletter, we would like to present two new studies. Read about how walnuts can help prevent cancer and Alzheimer's disease, and learn how walnuts can improve the impact of growing stress.

In the California Walnut marketing campaigns which focus on Germany and Spain, health aspects play a central role. We use the media as multipliers to provide information about health and walnuts. Furthermore, we enhance consumers' knowledge through activities such as participating in the World Heart Day in Spain, or the German campaign against metabolic syndrome.

All this has contributed towards walnuts now being appreciated as an everyday foodstuff. Increasing numbers of producers are discovering how walnuts can be used as value-enhancing additives in their food products. You, too, should find the possibilities offered by this natural product – which is one of the oldest foodstuffs in the world.

Best regards,
Michelle McNeil
California Walnut Commission

Fi Europe Paris Nov. 29th – Dec. 1st, 2011



Come and visit us at the Food Ingredients Europe trade fair in Paris. At the booth of the California Walnut Commission (CWC) you will learn everything about the versatility of California walnuts. Let yourself be inspired by their broad range of possible uses. Since they have great health benefits from several perspectives, California walnuts are particularly suitable for processing in innovative products. We are looking forward to you visiting us in the US pavilion in hall 2, booth number 2F49-7. The trade fair in the exhibition area Paris North, Villepinte, is open daily from 10 am to 6 pm, Thursday from 10 am to 4:30 pm.

Trade / Industry Best Prospects for Walnut Harvest 2011



California Walnut Industry Expects Second Largest Crop

The USDA and the NASS California Field Office estimate the 2011 crop to yield 485,000 short tons. The harvest volumes are slightly lower than last year's record breaking crop of 503,000 short tons. However, this is the second largest crop on record and will be confirmed in February 2012.



Research Science Provides Hard Evidence

Walnuts Constitute an Important Component of a Healthy Nutrition

Walnuts health benefits have been demonstrated through 50 papers published since 1993 when the Commission actively began assessing walnuts role in the diet and effect on chronic disease prevention. Research findings have shown walnuts' benefits in health issues such as cardiovascular disease, diabetes and cancer.

Health Stress in America

Walnuts Help Combat Stress

The pressure to which U.S. Americans are subjected through stress increased by a dramatic 44 percent during the past five years. This was the conclusion of the study "Stress in America™" by the American Psychological Association. Every year since 2006 the organization has been conducting surveys in the course of their health campaign for body and mind to determine the amount of stress which U.S. citizens suffer from. In the last survey two fifths of adults indicated that stress had been a reason for them eating too much or consuming unhealthy food. However, awareness of the problem is increasing: more and more Americans want to reduce stress and improve their health.

This prompted the California Walnut Commission to once again refer the U.S. media to a study which had been published in 2010: It proved that walnuts had a positive impact on people suffering from stress. As few as nine walnuts and a teaspoon of walnut oil a day can protect the body from high blood pressure in stress situations. This was the conclusion of a group of scientists headed by Sheila West of the Pennsylvania State University. They analyzed the impact of a diet with a high percentage of walnuts on blood pressure and blood vessels. The results were published in the "Journal of the American College of Nutrition".





/// New Study //////////////// Walnuts Reduce Risk of Breast Cancer

■ The risk of breast cancer in mice decreases significantly when the nourishment of the animals contains walnuts, scientists of the Marshall University report in the “Journal Nutrition and Cancer”.

In the study, the team headed by principal investigator Dr. Elaine Hardman compared standard nutrition to a food diet containing walnuts during the complete lifetime of the test animals. The quantity of walnuts the mice consumed in the test diet is equivalent to approximately 60 grams of walnuts per day for humans. The study revealed that the group with the walnut diet suffered from breast cancer less than half as often as the group fed with standard nutrition. Furthermore, the former group had significantly fewer tumors and they were also far smaller. “This result is all the more important when you keep in mind that the mice were genetically modified to make them more susceptible to contracting cancer quickly,” noted Elaine Hardman.

The results show the great importance of nutrition in determining our health: “Food is a significant medicine. There is a large difference in what we consume – it determines how our body works, how we react to diseases and how healthy we are”, Elaine Hardman summarizes. “The results of our study indicate that increased consumption of walnuts could play an important role in reducing the risk of cancer for future generations.”

/// New Study //////////////// Walnuts Reduce Risk of Alzheimer’s Disease

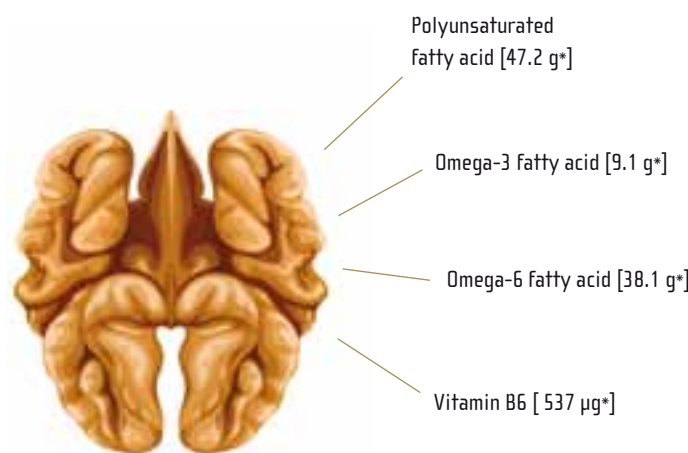
////////// ■ The journal “Neurochemical Research” has now published a study which shows that walnut extract can protect neurons from harmful ramifications of protein deposits which are typical of Alzheimer’s disease.

The study by scientists of NYS Institute for Basic Research in Developmental Disabilities, New York, shows that walnut extract reduces the oxidative stress triggered by free radicals. In this way, it prevents damage and dissolution of cells. Principle investigator Dr. Abha Chauhan takes this as hint that a nutrition containing walnuts can reduce the risk of Alzheimer’s disease.

“Oxidative stress and inflammations constitute significant criteria in the emergence of Alzheimer’s disease. Walnuts are an integral and nutrient-rich comestible which provide not only antioxidants, but also alpha-linolenic acid (ALA) that provides vegetable omega-3 fatty acids. These components of the walnut have antiphlogistic properties and protect neurons from damage by oxygen radicals,” Abha Chauhan observed.

Worldwide, 35.6 million people suffer from dementia or Alzheimer’s disease and the number is increasing. Although research has not found a way of preventing such diseases, the decline of mental capabilities can be slowed down. Further studies that were published recently show that particular types of food, physical exercise and social contacts can help to maintain and even improve mental fitness.

Nutritional Profile of Walnuts



*Source: USDA National Nutrient Database for Standard Reference, Release 24 (2011) // nutritional values per 100 g

Press Review //



Germany: www.bild.de //
Walnuts Help to Reduce Risk of Alzheimer’s Disease //

This was the headline of the online news portal of Germany’s leading tabloid **BILD**, when they published Dr. Abha Chauhan’s study. Walnut extract may protect nerve cells against the bad effects of protein buildup typical for the Alzheimer’s disease, the article said. It points to the publication of the study in the trade journal “Neurochemical Research”. Due to 195 million unique users per month, the page is one of the most successful websites in Germany.

Germany: [Gesunde Medizin](http://www.gesunde-medizin.de) //
“Reduce the Effects of the Metabolic Syndrome with Walnuts” //

The health magazine **Gesunde Medizin** has around 1.5 million readers. This monthly magazine reports about medical topics as well as nutrition, traveling and well-being. In one issue, the editor presented recommendations, which the California Walnut Commission developed in cooperation with Prof. Dr. Hans Hauner from the University of Technology in Munich – namely the campaign against the so-called “deadly quartet”. A special focus was the importance of the daily consumption of walnuts.



Germany: [Westdeutsche Allgemeine Zeitung](http://www.westdeutsche-allgemeine-zeitung.de) //
“Nuts Have Good Effects on Heart and Brain” //

Germany’s biggest regional newspaper reported about the ideal fat content of nuts and gave information on the health benefits of poly and monounsaturated fatty acids. Due to vitamins, minerals and trace elements, the consumption of nuts supports the brain function and concentration, the editor says. More than 800.000 people read this paper daily.

Spain: [Pronto](http://www.pronto.es) //
Walnuts Help to Reduce Risk of Alzheimer’s Disease //

Pronto is the most read magazine in Spain, with more than five million readers. In one of its weekly edition in July news explaining the results of Dr. Abha Chauhan’s study was published. Other similar articles covering the study can be found in the health supplement of the national newspaper *La Vanguardia*, the magazine *Diez Minutos* and in the medical weekly publication *Correo Farmacéutico*.

Spain: www.20minutos.es //
“Walnuts May Reduce Risk of Alzheimer’s Disease” //

20 minutos is the most read complimentary newspaper in Spain. 2.24 million unique visitors per month click onto its corresponding homepage which also covered the results of Dr. Chauhan’s study. The first sentence of the article claims “Walnuts are the queen of nuts”. To explain all details of the study, additionally, the article included a summary of health benefits of walnuts because “they are very nutritious and energetic nuts”.

Spain: www.telecinco.es //
“Eating Walnuts Reduces Risk of Breast Cancer” //

The website of the national TV channel **Telecinco** published two articles on the study by Dr. Elaine Hardman, Dietary Walnut Suppressed Mammary Gland Tumorigenesis in the C[3]1 TAg Mouse. The articles, illustrated with walnut pictures, explained not only the results of this study, but also included the findings of previous researches from Dr. Hardman. More than three million unique users per month visit this website.



Spain

World Heart Day

California Walnut Commission Participates in Spanish Heart Protection Initiative

"One World, one home, one heart" was the theme of the World Heart Day in 2011. The California Walnut Commission joined this initiative in Spain through the promotion of recipes to help people adopting a heart healthy living. World Heart Day was created in 2000 to inform people around the globe that heart disease and stroke are the world's leading causes of death, claiming 17.1 million lives each year. The initiative takes place on September, 29 each year.

Visitors of the Spanish website could find information about cardiovascular diseases in Spain and Europe as well as recommendations from World Heart Federation to avoid and treat main risk factors. CWC developed fact sheets about high blood pressure, high blood cholesterol, obesity and diabetes. The website also highlights heart healthy recipes from the campaign Menus with Heart.

Since 2005 this campaign, endorsed by the Spanish Heart Foundation, annually presents recipes developed by renowned chefs with Michelin Stars, and revised by cardiologists and distributed in recipe books to the population. The recipe books can be found in restaurants, cardiology societies, hospitals as well as doctors' and nutritionists offices.

Consumers, journalists and bloggers received information promoting the main aim of the World Heart Day and recipes produced for the campaign Menus with Heart. The Spanish media focused on the relation of CWC to the World Heart Day activities and published the recipes of the campaign Menus with Heart. An event related to this campaign and the participating chefs will be held at the end of this year.

Germany

Walnut PR Campaign on the Metabolic Syndrome

Prevention Through a Healthy Nutrition Integrating California Walnuts.

One in four Germans already suffers from the metabolic syndrome, one of the most threatening current diseases – and yet almost nobody really knows what this disease is about. The California Walnut Commission uses this lack of knowledge as a start-up for a comprehensive PR campaign to explain the various health benefits walnuts offer to consumers. The campaign's aim is to create and strengthen the awareness of having a better lifestyle, a healthier nutrition and the importance of California walnuts.

The awareness campaign consists of three parts:

- 1. Medical education on the metabolic syndrome:** interaction of the risk factors overweight, high blood pressure, a high blood sugar level, diabetes and metabolic disorders
- 2. Prevention:** practical tips for a healthier nutrition, more exercise and reasonable dieting
- 3. Diet:** healthy, delicious recipes with California walnuts

The materials were generated with the help of prestigious nutritionists and dieticians. The California Walnut Commission was able to commission Dr. Hans Hauner from the Technical University of Munich as an expert. With a comprehensive press pack, the CWC approached almost a hundred media titles. All information on the metabolic syndrome can also be found online on a subpage of the walnut homepage www.walnuss.de. An information brochure for patients tops the portfolio. The brochure is distributed to patients through a strong network of nutritionists or can be ordered online on the website.



Germany

Bull & Bear Walnut Mustard "Kernige Kerle"

The latest creation of the series "A mustard like this" impresses through its exciting and well-balanced combination of three sorts of gourmet mustards: exotic curry mustard meets crunchy walnut mustard, rounded off by a hearty Thuringian fried sausage mustard. The exquisite quality and delightful aroma is a culinary relish the moment these mustards are tasted. For improving dishes that already have a fine taste or for spicing up an ordinary fried sausage – this new mustard for gourmets turns every dish into a real delight.

www.bull-bear.de



Poland

Produkty Benedyktyńskie Apple Jam with Walnuts

Producing their fare by hand and relying on their wealth of experience and a healthy portion of intuition, the monks of the Benedictine's abbey in Polish Tyniec conjure up delicious confitures in their kitchen, using traditional housewives' recipes. They naturally only use the best fruit and ingredients. For these confitures the Benedictine monks boil fine tart apples together with aromatic walnuts and season the product with cinnamon and cloves. This delightful relish is available in a 225 g glass jar in gourmet food stores.

www.benedicite.pl



Austria

Zotter Alpine Cheese-Walnut-Grape Chocolate

The family business Zotter relies on creativity and best ingredients for producing their special chocolates. The handmade chocolate is solely produced with ingredients from organic cultivation. The new creation uses Austrian alpine cheese, blended together with walnuts (8 percent), grapes and a hint of apple balsamic vinegar, which is then coated in aromatic fine-bitter chocolate. The 70 g bar is available online and in exclusive retail stores.

www.zotter.at



Spain

Sosa 100 percent Raw Walnut Paste

Sosa is a Spanish company whose high-quality pastry additives have been known for generations. Their product line contains not only excellent nut pastes, but also for example freeze-dried fruit and fruit powders.

Sosa's products are used in almost every top restaurant and pastry shop in Spain. The company also supports the well-respected pastry school EspaiSucre in Barcelona. The delicately created walnut paste provides a pure nutty aroma for both sweet and savory dishes and is particularly suitable for modern cooking methods, like in molecular gastronomy.

www.sosa.cat





Spain World Heart Day

California Walnut Commission Participates in Spanish Heart Protection Initiative

“One World, one home, one heart” was the theme of the World Heart Day in 2011. The California Walnut Commission joined this initiative in Spain through the promotion of recipes to help people adopting a heart healthy living. World Heart Day was created in 2000 to inform people around the globe that heart disease and stroke are the world's leading causes of death, claiming 17.1 million lives each year. The initiative takes place on September, 29 each year.

Visitors of the Spanish website could find information about cardiovascular diseases in Spain and Europe as well as recommendations from World Heart Federation to avoid and treat main risk factors. CWC developed fact sheets about high blood pressure, high blood cholesterol, obesity and diabetes. The website also highlights heart healthy recipes from the campaign Menus with Heart.

Since 2005 this campaign, endorsed by the Spanish Heart Foundation, annually presents recipes developed by renowned chefs with Michelin Stars, and revised by cardiologists and distributed in recipe books to the population. The recipe books can be found in restaurants, cardiology societies, hospitals as well as doctors' and nutritionists offices.

Consumers, journalists and bloggers received information promoting the main aim of the World Heart Day and recipes produced for the campaign Menus with Heart. The Spanish media focused on the relation of CWC to the World Heart Day activities and published the recipes of the campaign Menus with Heart. An event related to this campaign and the participating chefs will be held at the end of this year.

Germany Walnut PR Campaign on the Metabolic Syndrome

Prevention Through a Healthy Nutrition Integrating California Walnuts.

One in four Germans already suffers from the metabolic syndrome, one of the most threatening current diseases – and yet almost nobody really knows what this disease is about. The California Walnut Commission uses this lack of knowledge as a start-up for a comprehensive PR campaign to explain the various health benefits walnuts offer to consumers. The campaign's aim is to create and strengthen the awareness of having a better lifestyle, a healthier nutrition and the importance of California walnuts.

The awareness campaign consists of three parts:

- 1. Medical education on the metabolic syndrome:** interaction of the risk factors overweight, high blood pressure, a high blood sugar level, diabetes and metabolic disorders
- 2. Prevention:** practical tips for a healthier nutrition, more exercise and reasonable dieting
- 3. Diet:** healthy, delicious recipes with California walnuts

The materials were generated with the help of prestigious nutritionists and dieticians. The California Walnut Commission was able to commission Dr. Hans Hauner from the Technical University of Munich as an expert. With a comprehensive press pack, the CWC approached almost a hundred media titles. All information on the metabolic syndrome can also be found online on a subpage of the walnut homepage www.walnuss.de. An information brochure for patients tops the portfolio. The brochure is distributed to patients through a strong network of nutritionists or can be ordered online on the website.



Germany

Bull & Bear Walnut Mustard “Kernige Kerle”

The latest creation of the series “A mustard like this” impresses through its exciting and well-balanced combination of three sorts of gourmet mustards: exotic curry mustard meets crunchy walnut mustard, rounded off by a hearty Thuringian fried sausage mustard. The exquisite quality and delightful aroma is a culinary relish the moment these mustards are tasted. For improving dishes that already have a fine taste or for spicing up an ordinary fried sausage – this new mustard for gourmets turns every dish into a real delight.



www.bull-bear.de

Poland

Produkty Benedyktyńskie Apple Jam with Walnuts

Producing their fare by hand and relying on their wealth of experience and a healthy portion of intuition, the monks of the Benedictine's abbey in Polish Tyniec conjure up delicious confitures in their kitchen, using traditional housewives' recipes. They naturally only use the best fruit and ingredients. For these confitures the Benedictine monks boil fine tart apples together with aromatic walnuts and season the product with cinnamon and cloves. This delightful relish is available in a 225 g glass jar in gourmet food stores.



www.benedicite.pl

Austria

Zotter Alpine Cheese-Walnut-Grape Chocolate

The family business Zotter relies on creativity and best ingredients for producing their special chocolates. The handmade chocolate is solely produced with ingredients from organic cultivation. The new creation uses Austrian alpine cheese, blended together with walnuts (8 percent), grapes and a hint of apple balsamic vinegar, which is then coated in aromatic fine-bitter chocolate. The 70 g bar is available online and in exclusive retail stores.

www.zotter.at

Spain

Sosa 100 percent Raw Walnut Paste

Sosa is a Spanish company whose high-quality pastry additives have been known for generations. Their product line contains not only excellent nut pastes, but also for example freeze-dried fruit and fruit powders. Sosa's products are used in almost every top restaurant and pastry shop in Spain. The company also supports the well-respected pastry school EspaiSucre in Barcelona. The delicately created walnut paste provides a pure nutty aroma for both sweet and savory dishes and is particularly suitable for modern cooking methods, like in molecular gastronomy.

www.sosa.cat

California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2011



Editorial



Dear reader,

Prospects for the walnut season 2011/2012 could hardly be better. This is good news, since we need the expected bumper harvest for this season to cover consumers' growing global demand for California walnuts. People have made the consumption of walnuts part of their daily eating habits. This is not just a question of good taste. For consumers it is equally important that walnuts make a proven contribution to their health.

During the last 18 years, 50 scientific studies have shown that health aspects of walnuts go far beyond positive effects on the cardiovascular system. In this newsletter, we would like to present two new studies. Read about how walnuts can help prevent cancer and Alzheimer's disease, and learn how walnuts can improve the impact of growing stress.

In the California Walnut marketing campaigns which focus on Germany and Spain, health aspects play a central role. We use the media as multipliers to provide information about health and walnuts. Furthermore, we enhance consumers' knowledge through activities such as participating in the World Heart Day in Spain, or the German campaign against metabolic syndrome.

All this has contributed towards walnuts now being appreciated as an everyday foodstuff. Increasing numbers of producers are discovering how walnuts can be used as value-enhancing additives in their food products. You, too, should find the possibilities offered by this natural product – which is one of the oldest foodstuffs in the world.

Michelle McNeil

Best regards,
Michelle McNeil
California Walnut Commission

Fi Europe Paris Nov. 29th – Dec. 1st, 2011



Come and visit us at the Food Ingredients Europe trade fair in Paris. At the booth of the California Walnut Commission (CWC) you will learn everything about the versatility of California walnuts. Let yourself be inspired by their broad range of possible uses. Since they have great health benefits from several perspectives, California walnuts are particularly suitable for processing in innovative products. We are looking forward to you visiting us in the US pavilion in hall 2, booth number 2F49-7. The trade fair in the exhibition area Paris North, Villepinte, is open daily from 10 am to 6 pm, Thursday from 10 am to 4:30 pm.

Trade / Industry Best Prospects for Walnut Harvest 2011



California Walnut Industry Expects Second Largest Crop

The USDA and the NASS California Field Office estimate the 2011 crop to yield 485,000 short tons. The harvest volumes are slightly lower than last year's record breaking crop of 503,000 short tons. However, this is the second largest crop on record and will be confirmed in February 2012.

Research Science Provides Hard Evidence Walnuts Constitute an Important Component of a Healthy Nutrition

Walnuts health benefits have been demonstrated through 50 papers published since 1993 when the Commission actively began assessing walnuts role in the diet and effect on chronic disease prevention. Research findings have shown walnuts' benefits in health issues such as cardiovascular disease, diabetes and cancer.



Health Stress in America Walnuts Help Combat Stress

The pressure to which U.S. Americans are subjected through stress increased by a dramatic 44 percent during the past five years. This was the conclusion of the study "Stress in America™" by the American Psychological Association. Every year since 2006 the organization has been conducting surveys in the course of their health campaign for body and mind to determine the amount of stress which U.S. citizens suffer from. In the last survey two fifths of adults indicated that stress had been a reason for them eating too much or consuming unhealthy food. However, awareness of the problem is increasing: more and more Americans want to reduce stress and improve their health.

This prompted the California Walnut Commission to once again refer the U.S. media to a study which had been published in 2010: It proved that walnuts had a positive impact on people suffering from stress. As few as nine walnuts and a teaspoon of walnut oil a day can protect the body from high blood pressure in stress situations. This was the conclusion of a group of scientists headed by Sheila West of the Pennsylvania State University. They analyzed the impact of a diet with a high percentage of walnuts on blood pressure and blood vessels. The results were published in the "Journal of the American College of Nutrition".



// Imprint // Trade Representation Germany | p. o. box 150111 · D-53040 Bonn | tel. 49 (0) 228 / 94 37 87-0 | fax 49 (0) 228 / 94 37 87-7 | e-mail: info@mk-2.com

//// The California Walnut Commission is an agency of the State of California. ////

New Study Walnuts Reduce Risk of Alzheimer's Disease

The journal "Neurochemical Research" has now published a study which shows that walnut extract can protect neurons from harmful ramifications of protein deposits which are typical of Alzheimer's disease.

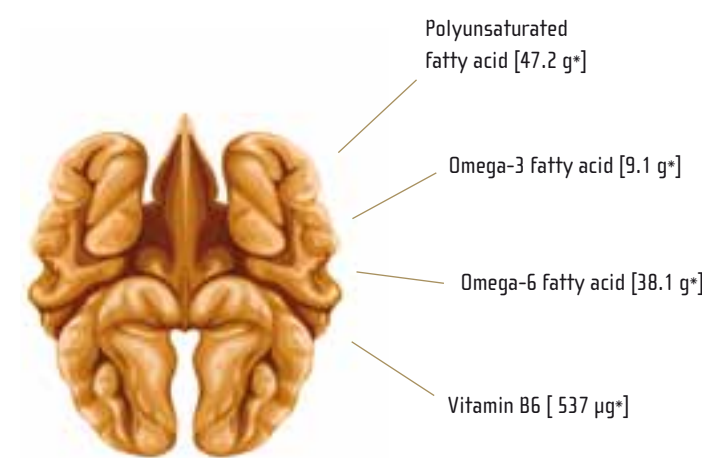


The study by scientists of NYS Institute for Basic Research in Developmental Disabilities, New York, shows that walnut extract reduces the oxidative stress triggered by free radicals. In this way, it prevents damage and dissolution of cells. Principle investigator Dr. Abha Chauhan takes this as hint that a nutrition containing walnuts can reduce the risk of Alzheimer's disease.

"Oxidative stress and inflammations constitute significant criteria in the emergence of Alzheimer's disease. Walnuts are an integral and nutrient-rich comestible which provide not only antioxidants, but also alpha-linolenic acid (ALA) that provides vegetable omega-3 fatty acids. These components of the walnut have antiphlogistic properties and protect neurons from damage by oxygen radicals," Abha Chauhan observed.

Worldwide, 35.6 million people suffer from dementia or Alzheimer's disease and the number is increasing. Although research has not found a way of preventing such diseases, the decline of mental capabilities can be slowed down. Further studies that were published recently show that particular types of food, physical exercise and social contacts can help to maintain and even improve mental fitness.

Nutritional Profile of Walnuts



*Source: USDA National Nutrient Database for Standard Reference, Release 24 [2011] // nutritional values per 100 g



Germany: www.bild.de Walnuts Help to Reduce Risk of Alzheimer's Disease

This was the headline of the online news portal of Germany's leading tabloid BILD, when they published Dr. Abha Chauhan's study. Walnut extract may protect nerve cells against the bad effects of protein buildup typical for the Alzheimer's disease, the article said. It points to the publication of the study in the trade journal "Neurochemical Research". Due to 195 million unique users per month, the page is one of the most successful websites in Germany.

Germany: Gesunde Medizin "Reduce the Effects of the Metabolic Syndrome with Walnuts"

The health magazine **Gesunde Medizin** has around 1.5 million readers. This monthly magazine reports about medical topics as well as nutrition, traveling and well-being. In one issue, the editor presented recommendations, which the California Walnut Commission developed in cooperation with Prof. Dr. Hans Hauner from the University of Technology in Munich – namely the campaign against the so-called "deadly quartet". A special focus was the importance of the daily consumption of walnuts.



Germany: Westdeutsche Allgemeine Zeitung "Nuts Have Good Effects on Heart and Brain"

Germany's biggest regional newspaper reported about the ideal fat content of nuts and gave information on the health benefits of poly and monounsaturated fatty acids. Due to vitamins, minerals and trace elements, the consumption of nuts supports the brain function and concentration, the editor says. More than 800.000 people read this paper daily.

Spain: Pronto Walnuts Help to Reduce Risk of Alzheimer's Disease

Pronto is the most read magazine in Spain, with more than five million readers. In one of its weekly edition in July news explaining the results of Dr. Abha Chauhan's study was published. Other similar articles covering the study can be found in the health supplement of the national newspaper La Vanguardia, the magazine Diez Minutos and in the medical weekly publication Correo Farmacéutico.

Spain: www.20minutos.es "Walnuts May Reduce Risk of Alzheimer's Disease"

20 minutos is the most read complimentary newspaper in Spain. 2.24 million unique visitors per month click onto its corresponding homepage which also covered the results of Dr. Chauhan's study. The first sentence of the article claims "Walnuts are the queen of nuts". To explain all details of the study, additionally, the article included a summary of health benefits of walnuts because "they are very nutritious and energetic nuts".

Spain: www.telecinco.es "Eating Walnuts Reduces Risk of Breast Cancer"

The website of the national TV channel **Telecinco** published two articles on the study by Dr. Elaine Hardman, Dietary Walnut Suppressed Mammary Gland Tumorigenesis in the C[3]1 TAg Mouse. The articles, illustrated with walnut pictures, explained not only the results of this study, but also included the findings of previous researches from Dr. Hardman. More than three million unique users per month visit this website.