

California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2012



Health Walnuts are Winners

■ No other type of nut contains as many antioxidants

According to a study by the University of Scranton in Pennsylvania, recently published in *Food and Function*, walnuts contain almost twice as many antioxidants as other nuts. The study found that the amount and quality of antioxidants in walnuts were higher than in other types of nuts. Walnuts ranked number one among nuts tested in the study.

The research team, headed by chemistry professor Dr. Joseph Vinson, compared polyphenol levels in nine kinds of roasted and raw nuts and two varieties of peanut butter. Polyphenols are potent antioxidants. "A handful of walnuts has almost twice the antioxidant content as an equivalent amount of any other commonly consumed nut."

■ What do antioxidants do?

Antioxidants neutralize free radicals in the body. These aggressive substances destroy cell membranes, which can lead to cancer, heart disease, prema-

ture aging and cell death. Polyphenols are a type of antioxidant that specifically target LDL cholesterol ("bad cholesterol"). They help protect the heart and fight arteriosclerosis by slowing the formation of deposits and improving arterial and venous health.

■ The researcher recommends eating walnuts daily

As practical power packs of nutrients, walnuts should be more heavily integrated into our diets, Dr. Vinson says. "In addition to providing fiber, high-quality protein and an excellent source of alpha-linolenic acid (ALA), our research shows that an ounce of walnuts has more antioxidants than the daily sum of what the average person gets from fruits and vegetables," says Dr. Vinson. Naturally, the researcher does not recommend replacing fruit and vegetables completely with walnuts. However, in light of the nutrient profile and research backing the health-promoting properties of walnuts, Vinson does recommend that people eat them daily.



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//// PR Spain //////////////// Online Recipe Contest ////////////////

The Spanish website kicked off in 2012 with a special promotional theme: Spaniards were invited to enter an online recipe contest. The response was overwhelming, with a large number of participants submitting not only recipes, but also photos of their culinary creations. In the end, the judging panel awarded first prize to a recipe for „Marinated Sardines with California Walnut Romesco Sauce“. Second place went to a creation of “Creamed Lentils with Roasted California Walnuts“. Both recipes exemplify a perfect combination of traditional Spanish cuisine with modern influences and ingredients.

//// PR Germany //////////////// The Walnut Success Story on Facebook ////////////////

Launched last fall, walnut fans in Germany now have a Facebook page all about their favorite nut. In addition to the website www.walnuss.de, there is now a dedicated fan page named “California Walnuts“. Just a few weeks after its launch, the page “cracked” the 2,000-fan mark.

■ Squirrels are the page’s unsung heroes

The Facebook page www.facebook.com/walnuss.de features exclusive recipes and entertaining posts about walnuts and what is likely their most avid consumer group: squirrels. Based on the high level of comment activity, the seasonally themed posts are popular among fans, who are particularly fond of the frequent posts of funny squirrel videos and photos.

■ Prize contests for fans

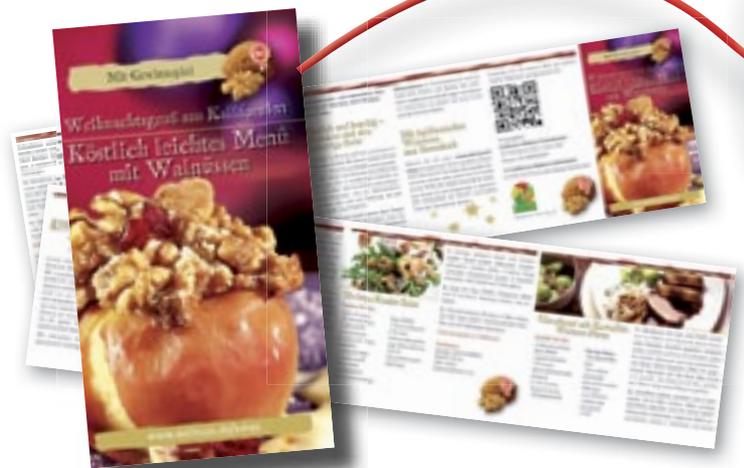
Interactive incentives heighten user interest even more. Contests for Christmas and Valentine’s Day were both wildly successful, with an upcoming Easter photo competition sure to inspire California walnut fans as well.

//// Marketing Germany //////////////// Cooperation with Leading Retailers ////////////////

■ Mini-booklets for discounters

In winter 2011, sale packs of in-shell California walnuts at discount stores featured a mini-booklet containing recipes and product information. Additionally, a QR code was printed on the little brochures. Scannable with any mobile device, the code directed customers to a special dedicated website, www.walnuss.de/xmas, where they could find service information and enter a contest to win attractive prizes.

Interested consumers could also participate by directly using the website URL. Of the nearly 800 contest entrants, 93 percent used a mobile device to access the website.



■ Walnut bins at German retailer

In November 2011, 360 attractively designed bins with packaged in-shell walnuts were featured at one of Germany’s leading retailers. The bins attracted consumers with the catchy headline

“Walnuts from California – Try Me“. Dis-

pensers with four different types of Christmas brochures were attached to the bins. With the help of this promotion, a total of 900,000 recipe brochures were distributed to the consumers.



Advertising Germany

Multi-Channel Online Campaign

2012 marks the start of an all-out online promotional campaign for California walnuts: banner ads on premium websites, Google AdWords for searches and the Google Display Network as well as Facebook ads are planned. With this move, the California Walnut Commission is intensifying its online activities this year in Germany.



■ New images in walnut advertising

A newly developed concept addresses partial target groups in a more focused way. For example, 35-year-old single career women are addressed differently than 45-year-old mothers who manage busy households with children. Eye-catching imagery and powerful slogans meet the different target groups where they spend most of their time online.

■ Results monitoring included

Detailed tracking allows performance comparisons of the various channels and platforms, as well as providing the basis for continuous improvement. A new website structure – including a web-design facelift and individual landing pages – adapts the existing site to the target-group campaign.

■ Resources for industry and commerce

Another website is under construction, targeted specifically to the interests of business and trade consumers.

Advertising US

Fighting for a Good Cause

The California Walnut Commission has launched a print and on-line media offensive in the United States for California walnuts featuring motifs reminiscent of Hollywood movie posters. The slogan „California Walnuts – Natural Defenders of the Human Body“ is a play on the eternal struggle of good versus evil.

■ Online campaign complements print ads

Since January 2012, banner ads featuring the slogan have appeared on major US sites including allrecipes.com, eatingwell.com, cookinglight.com and realage.com. Print ads are being run in magazines specializing in healthy eating, among them some of the nation's most popular magazines: Cooking Light, Health, Food & Wine, Martha Stewart Living, Real Simple, and Sunset. The ads will continue to appear in selected periodicals through August.



PR China

Award for Innovative Walnut Products

In China, the “California Walnut New Products Innovation Program” was recently conducted for the second time. As part of the product competition sponsored by the California Walnut Commission in collaboration with Jiangnan University’s Institute of Food Technology, students were invited to find innovative solutions for using California walnuts in industrially produced foods.

Professional partnership

Jiangnan University in Wuxi, Jiangsu Province, is one of the country’s premier universities, with China’s longest-running program in product research and food science and technology. The university works with numerous companies in the food industry and has organized similar competitions in the past.

Students developed snacks and baked goods

The California walnut competition was organized into two categories: snacks and baked goods. Submissions were received from nearly 400 students. Judging criteria included innovation, taste, market potential, usage of California walnuts, technical feasibility and nutritional value. In the end, the judging panel made up of representatives of the university and the California Walnut Commission, selected 20 proposals which the young product designers presented at a concluding event.

Winning products combined Chinese tradition with modern technology

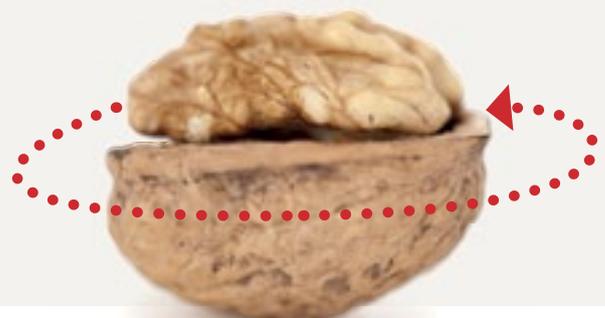
Among the winning products chosen by the panel was a California walnut crisp snack: a walnut-filled cracker made using traditional Chinese baking methods combined with innovative processing technologies. The judges also singled out another sweet treat based on a traditional Beijing candy made from walnuts, hawthorn, lotus root powder and rock candy. A white chocolate walnut cake proved to be a winner both taste-wise and in terms of its trendy package design.



Economy

Global Demand for California Walnuts is on the Rise

Demand for California walnuts in markets around the world has continuously raised exports. 60 percent of the domestic harvest now goes to Europe and Asia. This makes walnuts the fourth leading export from California, valued at approximately \$820 million dollars. Just ten years ago, only 40 percent of walnuts grown in California were destined for overseas. The largest international market is currently China, followed by Germany, Turkey and Spain.



//// Trend in 2012 // Health and Wellness //

Topping the list of food trends for 2012 are health and wellness. For years already, these two topics have had the greatest impact on product innovation in foods and beverages alike – a trend that is not likely to abate in the coming months. Above all, the industry is focusing on reducing the amount of sodium, fats and sugars in the products it makes and sells, while at the same time actively promoting health benefits by employing slogans like „one of five servings per day“ and referring to functional ingredients.

//// International Trend // Global Interest in Healthy Eating

All over the world, media and consumers alike are evidencing a growing interest in healthy eating. In markets in which it actively sponsors promotional campaigns, the California Walnut Commission has observed a continuously growing interest in healthy recipes as well as an increase in reports on studies focusing on disease prevention and the role of proper nutrition in alleviating illness.

US: Mediterranean cuisine is all the rage in the US media. This is why the conclusion of the Spanish PREDIMED study, due this year, is eagerly anticipated. Walnuts are among the foods that make the Mediterranean way of eating so healthy.

China: It is a tradition for people in China to make gifts to celebrate the new year. In response to an increasing number of Chinese becoming concerned about healthy eating, this year stores featured a large selection of gift packages containing walnuts.

Spain: To kick off the new year, the California Walnut Commission informed the Spanish media about the latest studies on California walnuts. Spanish Vogue devoted a double-page spread to walnuts as the number-one food in an antioxidant comparison.

Germany: A special feature on healthy eating at www.walnuss.de drew more than 8,000 visitors to the site in January 2012. Headlined “Superfoods – Healthy Nutrition Made Simple”, the article informed site visitors how to prepare quick and delicious superfoods with California walnuts. Anyone who could correctly answer three questions also had a chance to win a cookbook.



Product News // // // // // Innovations // // // // //

// // // // // Austria // // // // //

Käse Rebellen Organic Walnut Cheese

A crispy creation for cheese lovers comes from the Austrian dairy "Käse Rebellen": An organic semi-hard cheese refined with whole walnut pieces. This cheese specialty is aged at least three months and is known for its mild nutty taste.

www.kaeserebellen.com



Vulcano Walnut Filet

The walnut filet from the ham manufacturer "Vulcano" in Auersbach, Austria, contains delicate, extremely lean and tender meat matured with walnut oil and walnuts. It comes from a premium breed of swine with species-appropriate husbandry. The quality feed in combination with stress-free butchering is the basis for their highest possible quality.

www.vulcano.at



// // // // // Germany // // // // //

Landmetzgerei Argus Plum Walnut Liverwurst

The butchery "Argus" offers customers a gluten free liverwurst: Delicately spicy with a nice touch of liver, underlined by a mild plum taste and topped off with the particularly nutty aroma of seven percent walnuts. The special combination of single-origin raw spices and herbs gives all liverwurst varieties an exceptional and hearty taste. The creation of the gluten-free sausages still takes place according to the traditional craftsmanship using high-quality, natural raw materials and fresh herbs.

www.landmetzgerei-argus.de



Lupinesse Dairy-Free Walnut Ice Cream

Lupinesse ice cream is a herbal only ice cream with precious proteins of local blue sweet lupine vegetables from German farms. Refined with walnut cake and roasted walnut pieces, this ice cream is dairy, lactose, cholesterol and gluten-free. The vegetable proteins give the ice cream a special creamy texture and a natural, genuine taste.

www.lupinesse.de



// // // // // Armenia/Germany // // // // //

A&D Food GmbH Walnut Jam

A&D Food GmbH offers a new delicacy from Armenia, specially produced for the German market: The walnut jam looks like black caviar and caters for a unique taste adventure. It goes excellent with sharp cheeses such as blue



cheese. Green walnuts are seasoned with cloves, cinnamon and cardamom for preparation. Contains no pectin, artificial colors or flavors.

www.ad-food-shop.de