

# California Walnuts

Trade Newsletter  
of the  
California Walnut  
Commission  
2015



## FiE Exhibition Stand & Workshop

# California Walnuts – Discover Versatility & Value

Food Ingredients Europe will open its doors in Paris from 1st to 3rd December, 2015. We welcome you to try innovative foods with walnuts at the **exhibition stand** of the California Walnut Commission (CWC). Since walnuts possess the umami flavour, they refine to a wide range of foods. Come and let their variety surprise you and gain inspiration for your product.

Walnuts are popular among consumers: over 70 % of Europeans value walnuts as a nutritious, healthy and versatile food. With their high content of alpha-linolenic acid (ALA), walnuts are highly suitable to meet daily requirements for this essential fatty acid. Experts recommend consumers including this nutrient in particular in order to improve their daily diet.

### Fi Europe

Paris Nord Villepinte, France

December 1-3, 2015

Stand No. 6K85, Hall 6



### WORKSHOP

#### Discover Versatility & Value in California Walnuts

Peter Mark, Graduate Food Technologist (*presentation and product demonstration*)  
& Maria Kraus (*European Trade Representative of the California Walnut Commission*)

December 1, 2015 at 3:30 pm in room 501, hall 5, 1<sup>ST</sup> floor

In order to get deeper insight into the topic of walnuts in product development, CWC is participating in the seminar program at this year's Fi Europe for the first time. At the workshop "**Discover Versatility & Value in California Walnuts**", our expert Peter Mark will elaborate on why California nuts are particularly suitable for the manufacture of innovative foods with walnuts that are popular among consumers.

Thanks to his many decades of experience in the food industry, he has the necessary technical know-how about the processing of nuts into reliably manufactured products. By tasting the raw materials, you will learn which qualities of walnuts are ideal for particular areas of application and obtain a personal sensory impression. We are looking forward to meeting you! Please register promptly by e-mail at [CWC@californiawalnuts.eu](mailto:CWC@californiawalnuts.eu).

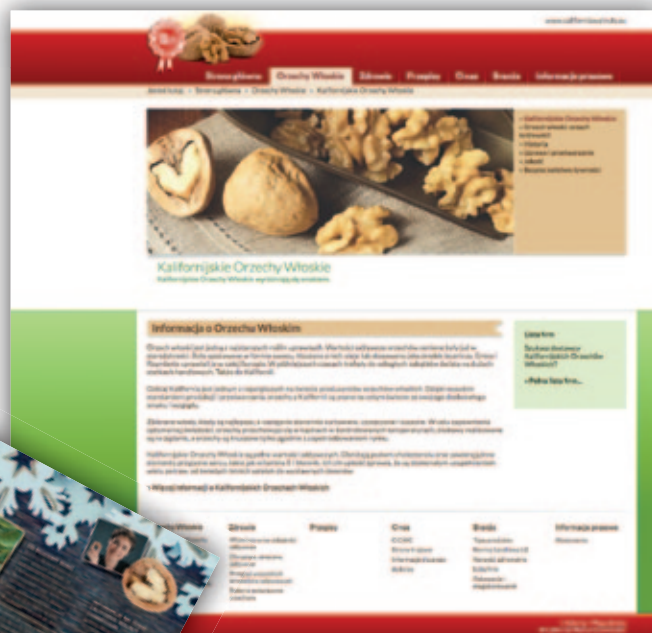






# CWC Program Starts in Poland

The European walnut family won a new member: in September, CWC started its marketing program in Poland. It is being implemented by the Warsaw agency "Made in PR" under the leadership of Monika Domńska. The team will take care of PR and business contacts. The Polish website was launched recently and features information for consumers and journalists as well as a second portal with specialised information for importers and distributors: [www.californiawalnuts.pl](http://www.californiawalnuts.pl)



## California Harvest Tour 2015

Five journalists and bloggers from Poland took part in this year's CWC's Harvest Tour. In mid-October, the group travelled to Modesto in order to get to know the heart of the California walnut industry. During their visits to walnut plantations and companies, the guests had the opportunity to learn about cultivation, harvesting and processing of walnuts first hand. In order to understand what is special about California walnuts, the group met with people whose families have been shaping the California walnut industry for generations. On the way back to San Francisco, the journalists also visited some of the most beautiful places in North California. Unforgettable impressions - the image of California walnuts made a lasting impact on all participants. They will report on this with full enthusiasm back home; media coverage is expected in the months to come.







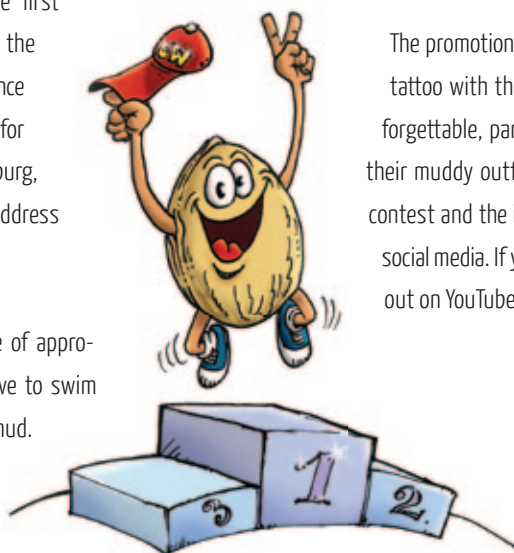
## Tough Mudder

# When Walnuts Make Real Hard Nuts!

Anyone who considers jogging as boring and also dares to get dirty while working out, should compete in **Tough Mudder**. No sooner said than done – this year, California walnuts participated for the first time and worked to the max! The team walked the talk by starting in walnut and squirrel costumes. Since walnuts are extremely healthy and ideally suited for a fitness-conscious diet, the event in Herrmannsburg, Northern Germany, offered the perfect platform to address a younger, masculine target group.

In Tough Mudder, athletes compete over a course of approximately 18 km. Among other exercises, they have to swim in ice-cold water, leap over fire or crawl through mud.

A real challenge, which requires a lot of power: therefore, the CWC promotion team provided the 12,000 participants with the right energy along the route.



The promotion stand had not only walnut snacks available, but also a tattoo with the slogan #kampfnuss (hard nut). To make the day unforgettable, participants were able to have a souvenir photo taken in their muddy outfit and post it on **Instagram** or **Facebook**. Therefore, the contest and the involvement of the walnuts were present everywhere on social media. If you want to see how real hard nuts look like, simply find out on YouTube: <https://www.youtube.com/watch?v=aQJ7Y9wXoCA>

# Good Opportunities for Walnut Products

Thanks to research on walnuts supported by CWC, a shift in opinion has taken place during recent years: today, nutrition experts consider nuts as a valuable component of a daily diet. Thus, nuts entered official dietary recommendations. Only this year, the USDA Dietary Guidelines Advisory Committee established nuts as part of a healthy diet, just as vegetables, fruit, wholegrain and dairy products.



These recommendations provide consumers with a good reason to eat walnuts on a regular basis. This increased the marketing prospects for walnut products. Therefore, the industry has an increased incentive to develop new ways of usage. It will also be easier for trade to successfully establish them in the market. Many consumers choose walnuts as a snack: while in Germany every

second respondent reaches for walnuts in between meals, in Spain 64 % do so and in Turkey the number is as high as 73 %. According to a survey by Nielsen in September 2014, almost every second meal is replaced by snacks.



## TOP 10 Reasons to Eat Walnuts

1. The only tree nut that is a rich source of ALA. (Pan, 2012)
2. Key food in heart-friendly Mediterranean diet. (Estruch, 2014)
3. Walnuts improve sperm quality. (Robbins, 2012)
4. Eating walnuts may improve performance on cognitive function tests. (Arab, 2015)
5. The addition of walnuts to the diet does not lead to weight gain. (Katz, 2012)
6. Daily consumption reduces risk factors for cardiovascular disease. (Wu, 2013)
7. Higher walnut consumption is associated with lower risk of type 2 diabetes. (Pan, 2013)
8. Walnut intake may be related to better overall cognition at older ages. (O'Brien, 2014)
9. Walnuts have been shown to decrease low density lipoprotein cholesterol and blood pressure. (Kris-Etherton, 2014)
10. Walnuts should be included as a cancer-preventive choice in a healthy diet. (Hardman, 2014)

Find further data from the field of walnut research and about consumer behavior in our new brochure **"Facts and Figures: Research on Walnuts in Health and Nutrition"**, which you can order from us free of charge.





# California Walnuts Perfect for the Industry

With their unique nutritional profile and multi-faceted taste, walnuts are ideal for further industrial processing. The primary criterion for this is quality: only premium goods can be used in order to meet consumers' high expectations.

## Possibilities for Use

Their unique nutritional profile makes California walnuts a valuable part of a health conscious nutrition. They are processed by the industry into a large variety of products. Whether snacks, sweets or baked goods, sauces, meat-, fish- or dairy products - walnuts can be versatily used. They have a mild taste, combined with a certain spiciness and a pleasantly bitter note. This makes the combination with sweet components, such as caramel or maple syrup, as attractive as the combination with bitter vegetables, sourish fruit, or milk products.



## What is so Special About California Walnuts?

### 1. Guaranteed Quality

Walnuts from California must precisely meet the quality standards of the U.S. Department of Agriculture (USDA), but often exceed its assessment.

### 2. Calibration

California shelled walnuts are available in various sizes. Descriptions and size tolerances are based on the USDA standards for grade of shelled walnuts.

### 3. Colors

The walnuts are classified according to an official USDA color scale.

### 4. Delivery Capacity

California walnuts are available year round with consistent quality. Export and import have been working hand in hand for decades and guarantee high reliability in delivery.

### This is how you can Maintain the Quality of the Raw Material

With a residual moisture content of 8 %, California walnuts can be stored for twelve months, provided the following conditions are met:

- The ideal storage temperature is between 0 to 4 °C.
- Walnuts should be stored away from light at relative humidity between 55 to 65 %.
- The storage air should be clean and proximity to strong-smelling foods also avoided during transport.

# New Products



## Clif Bar Oatmeal Raisin Walnut

Eleven vitamins and minerals are hidden in the cereal bar by Clif. Sweet raisins give a fruity note while walnuts and grainy oat flakes provide the necessary bite. It is no coincidence that Clif cooperates with professional athletes in outdoor activities, since the bar gives power, provides energy and supplies the body with protein and healthy ingredients.

It is also free of any artificial additives - a true allrounder!



## Heidi Walnuts & Honey

Heidi Grand d'Or discovered walnuts as well. Fine Swiss milk chocolate coats caramelized walnuts and provides a tempting creation. No tiny pieces, but large, aromatic walnut chunks are used, which make the bar a supreme delight. The processing and combination of the ingredients is also guaranteed to invite nibbling.



## ültje Trail Mix „Kraftpaket“ & „Pausentüte“

What is the ideal snack for children when they get hungry at school? This question is now answered by ültje: the „Pausentüte“ (Break Bag). A delicious trail mix with crunchy walnuts, almonds and apple pieces. These handy packs help dealing with little concentration problems at work as well. For a change, the „Kraftpaket“ (Power Pack) with cashews, walnuts, banana slices, almonds and cherries re-energizes.



## Thurner Nut Strudel

Thurner, manufacturer of fine baked goods, unites tasty yeast dough with a juicy walnut filling in a timeless classic. The nut strudel looks rather inconspicuous, but is pleasingly fresh and fluffy. With its walnut filling, the roll is also perfect for Christmas season.