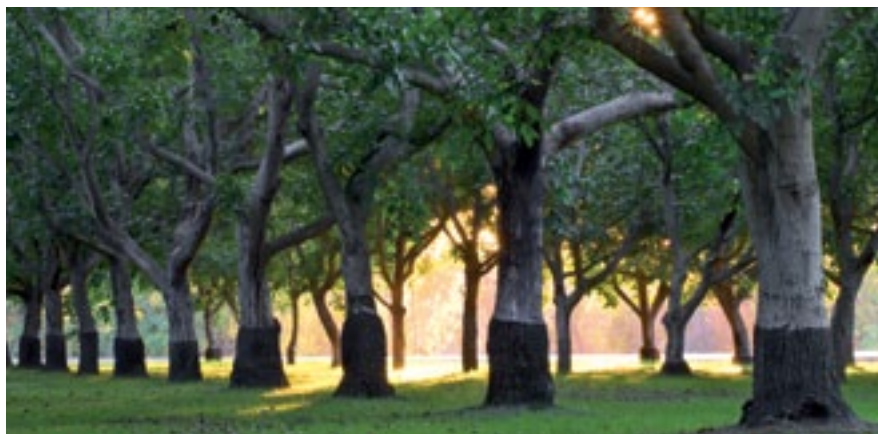


California Walnuts

Trade Newsletter
of the
California Walnut
Commission
2012



Harvest Forecast 2012 Record Walnut Harvest Expected



■ According to the official forecast of the U.S. Department of Agriculture (USDA), California predicts the 2012/13 season to be the second largest walnut crop ever recorded. Experts at the Californian National Agricultural Statistics Service (NASS) anticipate a yield of 470,000 tons based on the collected data. This corresponds to a two percent increase compared with 2011's crop year of 460,000 tons. Above all, the calm climate and ideal weather conditions during the crucial phases of the walnut year contributed to this exceptional result.

Final confirmation of the forecast will take place in February 2013. According

to Carl Cilker, board member of the California Walnut Commission, "We look forward to this year's crop as demand for California walnuts continues to rise. The trees look to be in good shape; we expect the new crop to be larger than last year, while still meeting California's remarkable quality standard."

In the past 30 years, the cultivated area for walnuts has constantly grown in California. In 1988, farmers harvested walnuts on a total of 177,000 acres. Today there are 245,000 acres. In the late 1980s, one acre consisted of 44 walnut trees. Meanwhile, this figure has increased to 69, which shows a sharp yield increase. Now Californians harvest nearly two tons per acre in comparison to the 1988 crop year with about 1.2 tons.

Today, the walnut industry in California consists of more than 4,000 growers and over 80 walnut handlers. California walnuts account for 99 percent of commercial U.S. supply and account for approximately three quarters of the world market. In the 2010 crop year, roughly 40 percent of the available commodity was sold on the domestic market in the U.S., while 60 percent was exported. This makes California walnuts the fourth largest export in the state of California.

"People enjoy eating walnuts because they taste good and are convenient," explains Dennis A. Balint, Executive Officer of the California Walnut Commission. "More importantly, walnuts are a heart-healthy, nutrient dense food." Until recently, the first health information for walnuts was published by the Official Journal of the European Union with the claim, "Walnuts contribute to the improvement of the elasticity of the blood vessels."


Current Handlers Directory Online

■ Are you looking for a reliable trading partner for California walnuts?

On the European trade website of the California Walnut Commission, you can always find a current list of handlers. Under "Sources and Handling," all of the companies are listed in the trade section with their range of products and contact information under www.californiawalnuts.eu.

News from Walnut Research

Eating Walnuts Enhances Sperm Quality



According to a new study that was recently published in the scientific journal *Biology of Reproduction*, daily consumption of 75 grams of walnuts improves sperm vitality, mobility and morphology. This is great news for the 70 million couples with fertility issues worldwide. In approximately 30 to 50 percent of these cases, the problems are attributed to the male partner. Fertility has always been connected with nutrition, but the focus has always been on female nutrition up until now.

A total of 117 healthy men from 21 to 35 years of age participated in the study headed by Prof. Wendie Robbins at the University of California, School of Nursing in Los Angeles (UCLA). According to Robbins, the research results suggest that the father's nutrition not only has an impact on his fertility, but is also able to

affect the health of the child and future generations to come. In regards to this research, she adds that nutrition is no longer a topic only for mothers.

It appears that the nutrition status of fathers is passed on trans-generationally and is able to affect the health of future generations. "Healthy diet and nutrition are essential for reproductive health," commented registered dietitian Milton Stokes. With these results, he advises his male clients who are trying to have children to include walnuts in their daily diet in order to promote fertility and to produce healthy offspring.

This study suggests that walnuts contain important nutrients that could be crucially important for male reproductive capacity. According to Robbins, "the positive result of walnuts on sperm may be a result of their unique nutrient profile." Walnuts are the only nut with an outstanding source of alpha-linolenic acid (ALA). Besides this vegetable omega-3 fatty acid, walnuts also contain a high amount of antioxidants and numerous micronutrients that work together synergistically.



Media Coverage // The Study Was a Hot Topic In The Media Worldwide //

■ CHINA



Press Conference in Beijing

On August 22, 2012, CWC China presented the Robbins study at a press event located in a fitness center in Beijing. 25 different media were present as nutritionist Dr. Chen explained the study's results. The study shows that the first step toward starting a family lies in optimizing nutrition through daily consumption of walnuts. Chen provided practical tips and recommended recipes suitable for everyday use such as walnut banana milkshakes that can be easily integrated into a daily diet.

■ GERMANY



Ärzte Zeitung, August 17, 2012

"Sperm Love Walnuts"

Germany's only daily newspaper for the medical profession also reported on the study by Wendie Robbins: "Attention young men: A few walnuts a day make sperm quick, lively and agile." The stated explanation: "A small bowl of walnuts each day increases sperm quality among young men." The newspaper is published daily with a circulation of 60,000 copies and is read by physicians and staff members in hospitals and private practices.

Frankfurter Rundschau, August 17, 2012

"Walnuts make sperm fit"

This renowned national daily newspaper reported on the walnut study in its science section: "Just 75 grams of walnuts improve the quality of sperm cells due to the unsaturated fatty acids and nutrients." The newspaper is read daily by about 370,000 people from all over Germany with a circulation of 115,000 copies.

Bild, August 17, 2012

"Walnuts provide healthier sperm"

Of course, Germany's leading tabloid newspaper also seized upon the study's topic: "The semen from men who eat walnuts daily is healthier." The reason is referenced in the article consisting information about the omega-3 fatty acids contained in walnuts. The Bild newspaper has a circulation of 3.5 million.



■ SPAIN



Telecinco, August 16, 2012

TV Channels Report on Walnut Study

The study by Wendie Robbins was a topic on the Telecinco morning news. The Spanish TV broadcaster regularly achieves highest ratings on Spanish public television. The morning news reaches over one million viewers, thus a 9.7 percent of the overall market share. The national TV channel 'La Sexta' and several regional programs talked about the study as well.

ABC.es, August 16, 2012

Internet Portals Provide Images and Information

The online version of the national daily newspaper ABC published a video about the study, including text with more details. ABC ranks third among readers nationwide and the associated website registers approximately 941,000 visitors monthly. The video could also be seen on Antena3.com, Lasprovincias.es, 20minutos.es and on the online portals of various daily newspapers.

////// I like it! //////////////// A Total of 10,000 Spaniards Are Walnut Fans on Facebook ////////////////



In Spain, Facebook is the undisputed leader among social media networks. The fan base of the walnut page has grown to a total of 10,000. The page quickly established itself and is particularly popular because of the constant supply of information about gastronomy, health and wellness. Every day, there are new contributions with recipe suggestions, health advice and other news. In addition, there are weekly surveys on individual health topics and monthly competitions, which fans are encouraged to participate in.

One of the most popular competitions began this past summer. Walnut fans were asked to post summery images on the topic of walnuts or health. In order to recruit more participants, photos could also be uploaded via Twitter and Instagram. In particular, Instagram is becoming more popular in Spain and will be

included in future competitions. More than 125 Facebook users participated in this year's summer competition. The three best photos were selected and each winner received an iPod Touch. Other prizes included Spotify accounts and day tickets for an amusement park.

63 percent of Facebook users are female, half of them between the ages of 18 and 44 years. Male fans are somewhat younger with an average age of 18 to 24 years. In order to increase the numbers of fans, monthly apps have to be provided. One of the most popular ones was the app "We take care of you," which walnut fans could send in their health tips and win a wellness gift basket. The Facebook activities are accompanied by regular advertising campaigns. In addition, the design of the Facebook profile is appropriately updated for each season.



////// Korea //// California Walnuts Sponsor Cool Guy Contest ////

California walnuts are the right fitness food for real male role models. In Korea, the California Walnut Commission supported Men's Health magazine's "Cool Guy Contest" for the second time. Each year, the magazine uses the competition to find a male model for its cover.

This past summer, CWC organized a fitness course for 26 participants with Prof. Dong-Gil Han. The well-known fitness trainer and nutritionist informed them about the health and nutritional benefits of walnuts during training and dieting. Of course, all of the prospective male models received samples of California walnuts for their own use.

The final competition took place before 1,500 spectators, including celebrities, journalists and trend-setters from the fitness industry. As a sponsor, CWC was represented with its own information booth. The guests received samples of California walnuts and brochures about health and fitness concepts. During the event, California walnuts were presented on the main screen. The CWC logo was visible everywhere thanks to the commitment and active support.

Following the competition, Men's Health published an article about the California Walnut Fitness Class in its August issue, as well as the health and nutritional benefits of walnuts for people in training.



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

Germany // // // // //



Chocolate Covered Walnut Marzipan from Leysieffer

Leysieffer, a traditional chocolate manufacturer, has produced exceptional confectionary products in the best quality without artificial additives and flavors for more than 100 years. In addition to chocolates and jams, the company also offers a wide selection of exclusive pralines. This particular elegant walnut marzipan is covered with semi-sweet and milk chocolate and embellished with a crunchy walnut half. Available online in a 100 gram

package and in stores. ■ www.leysieffer.de

Salted Walnuts from Ültje

The German market leader in the nut specialties segment will present one of the most well-known nut varieties with a new look this autumn. For the first time, it will now offer high-quality walnuts as a finely salted snack. With this product innovation, Ültje



is responding to the increasing demand of health-conscious consumers who want walnuts. The nuts for this new product are from California as the required quantities are available in very good quality. Available in 150 gram bags online and in stores.

■ www.uelkje.de

Spain // // // // //

Walnut Chocolates from Casa Pons

The family-owned company, Casa Pons, specializes in processing high-quality fruits and nuts into exceptional chocolates and snacks. For their product line "Cubo," the Spanish chocolate manufacturer processes crunchy walnuts coated with fine chocolate into high-quality "Bombóns" or filled chocolates. With 50 percent walnuts, the chocolates placed in the decorative black gift box (100 grams) are the ideal gift for all nut lovers. Available in stores and online. ■ www.importaco.com



Söbbeke Plum Walnut Yogurt

In winter, Söbbeke offers mild yogurt in plum walnut flavor. With less than 3.8 percent of fat, this smooth creamy yogurt is a special treat. The flavors of cinnamon and a hint of lemon create a perfect balance of spice for the winter time.



■ www.soebbeke.de

