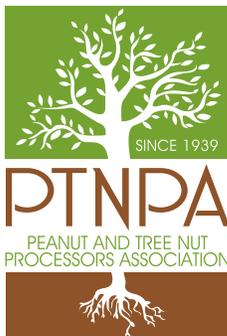


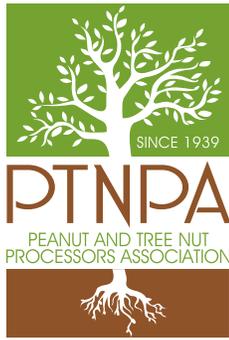
9 MYTHS AND FACTS ABOUT THE NUT INDUSTRY

Understanding the peanut and tree nut industry

Produced with support by
PTNPA Industry Affiliate Members:



The PTNPA is a not-for-profit association that represents the owners and operators of companies who shell, process, salt and/or roast peanuts and tree nuts, and those who supply equipment and services that are critical to our industry. The PTNPA advances America's nut industry through professional networks, advocacy and education. As the voice of the industry, the PTNPA is committed to serving its members with trusted leadership, passion, understanding, and unwavering advocacy of their businesses.



Debunking Common Myths: The Truth About the Nut Industry

SUSTAINABILITY, STEWARDSHIP AND FOOD SAFETY

Nut producers grow and process their commodities and products with food safety, quality and environmental stewardship as top priorities, striving to meet the expectations of those buying and consuming their products. Water, pollinators and other natural resources are vital to nut production, making sustainable management critically important. The nut industry is also committed to demonstrating leadership and responsible management of food safety. Nut growers, handlers, packagers and all members of the supply chain ensure food safety and protect consumer health through proactive management, continual education and prompt response regarding safety concerns.

MYTH

Some claim nut growth and production requires excessive amounts of water and is contributing to our nation's water crisis.

FACT

Nut producers depend on natural resources and are leaders in efficient and responsible water use.

Despite the sensational headlines, the amount of water used by California agriculture has remained mostly flat since 1967.¹ Since 2000, almond acreage has increased about 67 percent, but more almond acres do not mean more water.²

The amount of water used to grow almonds is no more per-acre than many other California crops.³ Across the United States as a whole, certain nuts, including hazelnuts and peanuts, are efficient commodities which do not require more water than many other agricultural crops.⁴

Almonds only use about 9 percent of California's managed agricultural water, but grow on about 13 percent of California farmland.⁵

¹Public Policy Institute of California: http://www.ppic.org/content/pubs/report/R_415WFFR.pdf

²United States Department of Agriculture: http://www.nass.usda.gov/Statistics_by_State/California/Publications/Fruits_and_Nuts/201505almac.pdf

³Pacific Institute: <http://pacinst.org/wp-content/uploads/sites/21/2015/07/CA-Ag-Water-Use.pdf>

⁴National Geographic: <http://voices.nationalgeographic.com/2015/02/10/corn-remains-king-in-usda-irrigation-survey/>

⁵United States Department of Agriculture: http://www.nass.usda.gov/Statistics_by_State/California/Publications/Fruits_and_Nuts/201505almac.pdf

MYTH

When a contamination issue is reported in the news, some view the nut industry as unconcerned about safe processing or manufacturing practices.

FACT

Providing safe and healthy peanuts and tree nuts for buyers and consumers worldwide is a top priority for the nut industry.

Food quality and safety measures are constantly being evaluated and updated to ensure safe, reliable nut production and processing. Good manufacturing practices are a top priority for the nut industry and have been for decades.

Another public health safety advancement in the food industry is the Food Safety Modernization Act (FSMA), the most significant and sweeping reform of food safety laws in more than 70 years. FSMA shifts the focus of food safety from contamination response to contamination prevention.⁶ The nut industry and PTNPA members serve as leaders in food safety practices, including required certifications, programs, audits and activities, which are closely monitored by multiple regulatory agencies. PTNPA constantly offers member companies access to the latest food safety information, education and training opportunities.

Nut producers and processing companies of all sizes also continue to invest millions of dollars each year in new equipment, new technology and training for employees. These investments reflect their commitment to research-based agricultural and manufacturing best practices to ensure consumers have confidence in the safety of nuts and nut products.

MYTH

The agricultural industry is considered to be more focused on crop production than healthy pollinators.

FACT

Honeybee and beneficial insect health is an issue that tree nut producers care about deeply.

Producers understand the vital role that pollinators, including honeybees, play in our food supply. In fact, honeybees and almond trees depend on each other: almond blossoms are a nutritious food source for honeybees, while almond trees rely on honeybees for pollination.

For example, when the threat to honeybee health became apparent, almond producers acted quickly to adopt best management practices that protect the health of this valuable natural resource. These include:⁷

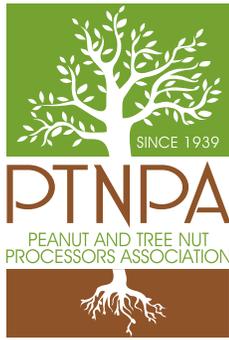
- New guidelines for more careful fungicide applications
- No insecticide applications during almond bloom
- Integrated pest management to minimize agriculture sprays
- Clear communication with all parties, particularly beekeepers

The decline in bee health is a complex issue linked to a variety of factors, and the tree nut industry is determined to find and implement new solutions that support healthy pollinator populations. This commitment is nothing new; since 1995, the Almond Board of California has invested nearly \$1.6 million in honeybee health research.⁸

⁶United States Food and Drug Administration: http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Key_Requirements

⁷The Almond Board of California: http://www.almonds.com/sites/default/files/content/attachments/pollination_website_2013_review-bmpractices_using_insecticides_during_bloom_and_honey_bee_brood.curtis-ludwig.2-1-13.pdf

⁸The Almond Board of California: <http://www.almonds.com/newsletters/outlook/almond-board-releases-new-honey-bee-best-management-practices>



Debunking Common Myths: The Truth About the Nut Industry

ALLERGY EDUCATION AND MANAGEMENT

Food allergies have become a common concern and the current media environment has been quick to report the more dramatic allergen stories. Fortunately, serious nut allergies are actually very rare. Nut producers and processors, many of whom have experienced nut allergy challenges with their own employees and/or families, understand the desire to keep all consumers of nut products safe from harm. However, nut-free zones, while well-intentioned, are ineffective and scientifically untested precautions that prevent access to affordable, nutritional food at baseball games, on airplanes and in school lunchrooms. The nut industry serves as a committed resource that partners with allergy organizations, health care providers, concerned parents and school decision-makers to support research, education and outreach for reasonable and effective allergy management. The nut industry cares about and has compassion for the <1% of people with nut allergies. Product labeling and other methods are used to mitigate cases of allergic responses, which no one wants their product to create.

MYTH

Peanut and tree nut allergies are perceived as common and increasing.

FACT

All types of food allergies in children are increasing, but fortunately peanut and nut allergies are still relatively rare.

The nut industry never intends for anyone to be harmed by its products and takes allergy concerns very seriously. Fortunately, more than 98% of children in the United States can enjoy peanuts and tree nuts without issues — making nut allergies less prevalent than milk and egg allergies in children.¹

But the rise in childhood food allergies isn't isolated to nuts alone, with total food allergies in children increasing approximately 50% between 1997 and 2011.²

Scientists are working to determine what causes food allergies and the nut industry is following every development on this topic. For example, the recent LEAP study demonstrates that regular consumption of peanuts starting at an early age can prevent peanut allergy development.³ The industry is committed to education and promotion of reasonable, responsible management of food allergies.

¹National Institute of Allergy and Infectious Diseases: <http://www.niaid.nih.gov/topics/foodallergy/clinical/documents/faguidelinesexecsummary.pdf>

²Centers for Disease Control and Prevention: <http://www.cdc.gov/nchs/products/databriefs/db121.htm>

³Immune Tolerance Network: <http://www.leapstudy.com/leap-study-results#.Vw-3pOfpjL8>

MYTH

Many believe nut-free zones are a necessary and effective way to protect the safety of people with nut allergies.

FACT

Experts consistently recommend education and proper food management practices.

There is no fail-safe way to prevent any food allergen from inadvertently entering an airplane, a ballpark, a school or any other public environment. So, these types of food bans may create a false sense of security.⁴

Contrary to popular belief, no evidence has been found to determine that casual contact with peanuts or peanut butter can cause life-threatening reactions. A study of 30 children with serious peanut allergies found the following:⁵

- Smelling peanut butter for 10 minutes resulted in zero reactions.
- Skin contact with peanut butter resulted in skin redness and irritation for one-third of the group — with zero life-threatening reactions.

Casual peanut and tree nut contact by children with serious allergies can be avoided. Peanut protein can easily be removed from surfaces with soap and water. Hand sanitizers are not effective in removing food allergens.

Many experts, including the U.S. Centers for Disease Control and Prevention, believe comprehensive food allergy management programs that are understood by doctors, nutritionists, parents, caregivers and school systems are the best solution for managing food allergies.⁶ The nut industry is dedicated to monitoring the issue of nut-free zones — their effectiveness (or not) and other ways of caring for people with allergies.

MYTH

People believe the nut industry is unconcerned about those who are diagnosed with peanut and tree nut allergies.

FACT

The nut industry takes the issue of food allergies seriously and shares the concerns of others.

Many PTNPA companies and industry partners, such as the National Peanut Board, continue to devote significant time, money and other resources to food allergy research, outreach and education.⁷

The nut industry believes comprehensive food allergy management programs and emergency response plans are the best ways to protect our neighbors, employees, friends and children with food allergies. And this sentiment is shared by many experts, including the U.S. Centers for Disease Control and Prevention.⁸ Comprehensive allergy management programs encourage open dialogue and strong partnerships among industry representatives, health and wellness influencers, families, medical providers, and staff in schools to keep both adults and children safe.

The PTNPA continues to establish relationships with allergy research and management organizations and related associations in an effort to clarify facts, provide common understanding and work together to create positive and meaningful solutions for all involved. Nut industry representatives personally deal with and manage this issue with great concern as many have family members, children and employees with nut allergies that are being successfully managed in a practical manner.

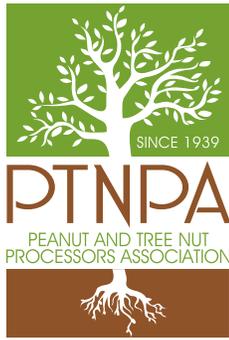
⁴Centers for Disease Control and Prevention

⁵Anaphylaxis Campaign: <http://www.anaphylaxis.org.uk/knowledgebase/peanut-allergy-facts/>

⁶Centers for Disease Control and Prevention: http://www.cdc.gov/healthyschools/foodallergies/pdf/13_243135_a_food_allergy_web_508.pdf

⁷National Peanut Board: <http://peanutallergyfacts.org/about-us/about>

⁸National Peanut Board: <http://peanutallergyfacts.org/about-us/about>



Debunking Common Myths: The Truth About the Nut Industry

HEALTH AND NUTRITION BENEFITS

Health experts agree that obesity is one of our country's greatest health challenges, particularly among children.^{1,2} Maintaining a healthy weight comes in part from making healthy food choices and recognizing that great taste and nutrition can go hand in hand. Peanuts and tree nuts are increasingly becoming fan favorites across the globe, serving as versatile ingredients that are nutritionally balanced and affordable. With heart-healthy fats, fiber, plant protein, essential vitamins and minerals, nuts have wide-ranging health benefits, play an important role in combating the obesity epidemic and contribute to overall good health for all consumers.³

MYTH

Nuts are considered unhealthy, and parents and pediatricians avoid them in diets for children.

FACT

Obesity even among children, is a critical problem in our country, but nuts are healthy food options.

The obesity epidemic is now affecting approximately 12.7 million children and adolescents between the ages of 2 and 19.⁴ Part of the challenge is that many kids believe healthy food lacks taste — or simply tastes bad. Nuts and nut butters, however, are the perfect combination of good health and great taste.

Protein is a critical piece of the government's MyPlate nutrition guide, and nuts and nut butters are an easy and delicious way to meet daily requirements.⁵ And these products are growing in popularity.^{6,7} Peanuts, in particular, are packed with 7 grams of protein in every ounce.⁸ And peanuts and tree nuts are full of other vitamins and minerals, including fiber, magnesium and vitamin E.^{9,10}

Plus, peanuts make other healthy foods more appealing to kids and adults alike. The National Peanut Board found that 64% of kids said they'd eat more fruits and vegetables if served with their favorite peanut butter dip.¹¹

¹Centers for Disease Control and Prevention: <http://www.cdc.gov/obesity/data/childhood.html>

²Obesity Action Coalition: <http://www.obesityaction.org/understanding-obesity-in-children/what-is-childhood-obesity>

³Mayo Clinic: <http://www.mayoclinic.org/diseases-conditions/heart-disease/in-depth/nuts/art-20046635>

⁴Centers for Disease Control and Prevention: <http://www.cdc.gov/obesity/data/childhood.html>

⁵United States Department of Agriculture: <http://www.choosemyplate.gov/MyPlate>

⁶Washington Post: <https://www.washingtonpost.com/news/wonk/wp/2014/08/06/the-rise-of-the-american-almond-craze-in-one-nutty-chart/>

⁷Arizona Daily Sun: http://azdailysun.com/lifestyles/food-and-cooking/as-nut-butter-popularity-grows-local-producer-says-customers-demand/article_54e394de-2a3c-56df-8f9b-0c96f32725bc.html

⁸The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

⁹National Peanut Board: <http://nationalpeanutboard.org/nutrition/peanut-nutrition-in-a-nutshell/>

¹⁰The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#tc-nutrition>

¹¹National Peanut Board: <http://nationalpeanutboard.org/wellness/kids-health.htm>

MYTH

Dieters trying to lose weight may think nuts are fatty, high-calorie foods.

FACT

Nuts are part of the weight management solution.

One out of every three adult Americans is obese, part of an ongoing and very serious health challenge facing the United States. While there is no quick fix for this problem, exercise and healthy eating are key components of reducing weight. Peanuts and tree nuts are part of the weight management solution, fitting the profile of a health food when consumed in recommended portions as great snacking options or healthy culinary ingredients.

In fact, peanuts and tree nuts are nutrient-dense foods, with peanuts containing seven grams of protein in every ounce and almonds and pistachios containing 6 grams per ounce.^{12,13,14} Nuts are also high in fiber and have plenty of good fats.^{15,16}

Research shows that fiber and protein help promote a feeling of fullness,¹⁷ and feeling full can help reduce the excessive snacking that contributes to obesity.¹⁸

MYTH

We once believed all high-fat foods contributed to health issues such as heart disease.

FACT

Not all fat is bad — nuts are rich in heart-healthy unsaturated fats and omega-3 fatty acids.

Unhealthy diets do increase risk for developing heart disease and contribute to heart attacks. Diets high in saturated fats, trans fat and cholesterol have been connected to heart disease and related conditions.¹⁹ Not all fat is the enemy, the unsaturated fats and omega-3 fatty acids found in nuts are part of a heart-healthy diet.²⁰

Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.²¹

Nutritionists and members of the medical community recommend nuts as part of a healthy diet.^{22,23}

¹²The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

¹³The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#weight-management>

¹⁴British Journal of Nutrition, April 2015: <http://ncbi.nlm.nih.gov>

¹⁵The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

¹⁶The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#weight-management>

¹⁷European Food Information Council: <http://www.eufic.org/article/en/artid/what-makes-us-feel-full/>

¹⁸Mayo Clinic: <http://www.mayoclinic.org/healthy-lifestyle/weight-loss/in-depth/healthy-diet/art-20046267>

¹⁹Centers for Disease Control and Prevention: <http://www.cdc.gov/heartdisease/behavior.htm>

²⁰Harvard T.H. Chan School of Public Health: <http://www.hsph.harvard.edu/nutritionsource/omega-3-fats/>

²¹United States Food and Drug Administration: <http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm073992.htm>

²²The American Heart Association: http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/The-American-Heart-Associations-Diet-and-Lifestyle-Recommendations_UCM_305855_Article.jsp#.VyoYaufpjl8

²³United States Department of Agriculture: <http://www.choosemyplate.gov/protein-foods-nutrients-health>

SUMMARY

Dispelling Myths About the Nut Industry

Peanuts and tree nuts are a critical part of our country's safe and healthy food supply, and have a major impact on our nation's economy. Some people may believe nuts are environmentally unfriendly and don't belong in a healthy diet, but the truth is clear. The PTNPA takes seriously its duty to dispel these myths and promote the valuable role peanuts and tree nuts play in society, health and wellness.

Nut producers depend on natural resources and are leaders in efficient and responsible water use.

- The amount of water used by California agriculture has remained mostly flat since 1967, even though almond acreage has increased about 67 percent since 2000.^{1,2}
- Almonds, along with other nuts, are efficient commodities which do not require more water than many other agricultural crops.³
- Almonds only use about 9 percent of California's managed agricultural water, but grow on about 13 percent of California farmland.⁴

Providing safe and healthy peanuts and tree nuts for buyers and consumers worldwide is a top priority for the nut industry.

- Food quality and safety measures are constantly being evaluated and updated to ensure safe, reliable nut production and processing.
- The Food Safety Modernization Act is the most significant and sweeping reform of food safety laws in more than 70 years, shifting the focus of food safety from contamination response to contamination prevention.⁵

Honeybee and beneficial insect health is an issue tree nut producers care about deeply.

- Honeybees and almond trees depend on each other: almond blossoms are a nutritious food source for honeybees, while almond trees rely on honeybees for pollination.
- When the threat to honeybee health became apparent, almond producers acted quickly to adopt best management practices that protect the health of this valuable natural resource.

All types of food allergies in children are increasing, but fortunately peanut and nut allergies are still relatively rare.

- Fortunately, more than 98% of children in the United States can enjoy peanuts without issues — making it less prevalent than milk and egg allergies in children.⁶
- The trend of childhood food allergies isn't isolated to nuts alone, with total food allergies in children increasing approximately 50% between 1997 and 2011.⁷

Experts consistently recommend education and proper food management practices.

- There is no fail-safe way to prevent any food allergen from inadvertently entering any public environment. So, these types of food bans may create a false sense of security.⁸
- No evidence has been found to determine that casual contact with peanut butter can cause life-threatening reactions.⁹
- Many experts believe comprehensive food allergy management programs that are understood by doctors, nutritionists, parents, caregivers and school systems are the best solution for managing food allergies.¹⁰

The nut industry takes the issue of food allergies seriously and shares the concerns of others.

- Many PTNPA companies and industry partners, such as the National Peanut Board, continue to devote significant time, money and other resources to food allergy research, outreach and education.¹¹
- The nut industry and many experts share the belief that comprehensive food allergy management programs and emergency response plans are the best ways to protect people with food allergies.¹²
- The PTNPA continues to establish relationships with allergy research and management organizations and related associations in an effort to clarify facts, provide common understanding and work together to create positive and meaningful solutions for all involved.

Obesity, even among children, is a critical problem in our country, but nuts are healthy food options.

- Protein is a critical piece of the government’s MyPlate nutrition guide, and nuts and nut butters are an easy and delicious way to meet daily requirements.¹³
- Peanuts, in particular, are packed with 7 grams of protein in every ounce.¹⁴ And peanuts and tree nuts are full of other vitamins and minerals, including fiber, magnesium and vitamin E.^{15,16}
- Peanuts make other healthy foods more appealing to kids. The National Peanut Board found that 64% of kids said they’d eat more fruits and vegetables if served with their favorite peanut butter dip.¹⁷

Nuts are part of the weight management solution.

- Peanuts and tree nuts are part of the solution to America’s obesity epidemic, fitting the profile of a health food when consumed in recommended portions as great snacking options or healthy culinary ingredients.
- Peanuts and tree nuts are nutrient-dense foods, with peanuts containing 7 grams of protein in every ounce and almonds and pistachios containing 6 grams per ounce.^{18,19} Nuts are also high in fiber and have plenty of good fats.^{20,21}
- Research shows that fiber and protein help promote a feeling of fullness.²² And feeling full can help reduce the excessive snacking that contributes to obesity.²³

Not all fat is bad — nuts are rich in heart-healthy unsaturated fats and omega-3 fatty acids.

- The unsaturated fats and omega-3 fatty acids found in nuts are part of a heart-healthy diet.²⁴
- Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.²⁵
- Nutritionists and members of the medical community recommend nuts as part of a healthy diet.^{26,27}

¹Public Policy Institute of California: http://www.ppic.org/content/pubs/report/R_415WFFR.pdf

²United States Department of Agriculture: http://www.nass.usda.gov/Statistics_by_State/California/Publications/Fruits_and_Nuts/201505almac.pdf

³National Geographic: <http://voices.nationalgeographic.com/2015/02/10/corn-remains-king-in-usda-irrigation-survey/>

⁴United States Department of Agriculture: http://www.nass.usda.gov/Statistics_by_State/California/Publications/Fruits_and_Nuts/201505almac.pdf

⁵United States Food and Drug Administration: http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334115.htm#Key_Requirements

⁶National Institute of Allergy and Infectious Diseases: <http://www.niaid.nih.gov/topics/foodallergy/clinical/documents/faguidelinesexecsummary.pdf>

⁷Centers for Disease Control and Prevention: <http://www.cdc.gov/nchs/products/databriefs/db121.htm>

⁸Centers for Disease Control and Prevention

⁹Anaphylaxis Campaign: <http://www.anaphylaxis.org.uk/knowledgebase/peanut-allergy-facts/>

¹⁰Centers for Disease Control and Prevention: http://www.cdc.gov/healthyschools/foodallergies/pdf/13_243135_a_food_allergy_web_508.pdf

¹¹National Peanut Board: <http://peanutallergyfacts.org/about-us/about>

¹²National Peanut Board: <http://peanutallergyfacts.org/about-us/about>

¹³United States Department of Agriculture: <http://www.choosemyplate.gov/MyPlate>

¹⁴The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

¹⁵National Peanut Board: <http://nationalpeanutboard.org/nutrition/peanut-nutrition-in-a-nutshell/>

¹⁶The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#tc-nutrition>

¹⁷National Peanut Board: <http://nationalpeanutboard.org/wellness/kids-health.htm>

¹⁸The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

¹⁹The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#weight-management>

²⁰The Peanut Institute: <http://www.peanut-institute.org/peanut-facts/nutritional-breakdown.asp>

²¹The Almond Board of California: <http://www.almonds.com/consumers/health-and-nutrition#weight-management>

²²European Food Information Council: <http://www.efic.org/article/en/artid/what-makes-us-feel-full/>

²³Mayo Clinic: <http://www.mayoclinic.org/healthy-lifestyle/weight-loss/in-depth/healthy-diet/art-20046267>

²⁴Harvard T.H. Chan School of Public Health: <http://www.hsph.harvard.edu/nutritionsource/omega-3-fats/>

²⁵United States Food and Drug Administration: <http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm073992.htm>

²⁶The American Heart Association: <http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/The-American-Heart-Associations-Diet-and-Lifestyle-Re>

²⁷United States Department of Agriculture: <http://www.choosemyplate.gov/protein-foods-nutrients-health>