

Macadamias have excellent nutritional credentials and there is an opportunity to build a stronger understanding of this with our future consumers. We wanted our nutritional messaging to be science based, unique to macadamias, and to resonate with our intended audience – who we personify as 28-year old Ashley from the West Coast of the USA, she is focussed on being the best version of herself physically, emotionally and mentally.

To help create our messaging the WMO engaged two experts – Denise Webster, a food scientist and regulatory adviser, and Denise Canellos, a nutritionist and author – both are adjunct professors at Chapman University in California. They reviewed 70 published scientific reports and helped develop a science-backed nutrition narrative so that we can create strong messaging around why macadamia nuts are healthy.

There are three key components to our narrative: macadamias are full of ‘good fats’, they are a superfood, and can help manage inflammation – which is something that Ashley cares about.

Good Fats

Macadamia nuts contain a variety of good fats that support a healthy diet. Macadamias are rich in monounsaturated fatty acids (MUFAs), omega-7, and omega-9 which is known to reduce inflammation, improve heart function through lowering of ‘bad cholesterol’ levels, and support overall wellness. Macadamias have polyunsaturated fatty acids (PUFAs) in the form of omega-3 and omega-6 and humans need both, however we typically overconsume omega-6. The ratio of 6:1 (omega-6:omega-3) found in macadamias is known to be an ideal balance for optimal health. Macadamias are a whole food source of healthy fats.

Superfood

A superfood is a nutrient-rich food that is beneficial for health and wellbeing. The vitamins and minerals, antioxidants and phytonutrients in macadamias, combined with good fats, make them a superfood. In the United States, as defined by the FDA, macadamias are an excellent/rich source of manganese and a good source of copper and thiamine. Manganese is essential to activate specific enzymes, which makes skin cells while reducing inflammation. The fats in macadamias help absorb non-soluble vitamins and the polyphenols and flavonoids help neutralize harmful-free radical damage in our cells. Macadamia nuts help us stay full for a longer time without causing a spike in blood sugar.

Inflammation

Inflammation is a significant health concern. It is a complex immune system reaction in the body in response to damage or invasion and excess inflammation can cause chronic diseases. Too much omega-6 contributes to inflammation, along with an excess of saturated fats found in meat and dairy. Macadamia nuts help to reduce inflammation through the presence of good fats, a favorable ratio of omega-3 and 6, along with the vitamins, minerals and phytonutrients. The consumption of macadamias can help address inflammation related issues, such as digestive, brain and heart health.

Resources for Industry

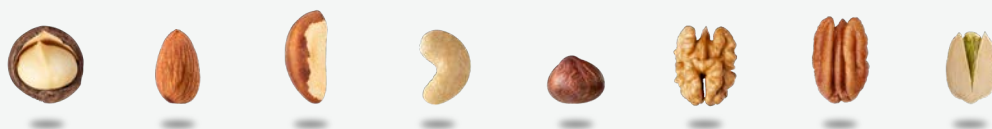
- Nutritional research analysis report
- Summary of 70 scientific studies
- Webinar recording

Communications for Consumers

- Blogs in the Inspiration section of www.lovemacadamia.org
- Building influencer programme
- SEO and SEM
- Three podcasts to be recorded for November 2022 release



Nutritional information



Serving (number of nuts)	10	23	6	18	21	7	19	49
Calories	200	160	190	160	180	185	200	160
Total fat (g)	22	14	20	13	17	19	20	13
Saturated fat (g)	3.5	1	5	3	1.5	1.5	2	1.5
Polyunsaturated (g)	0.5	3.5	7	2	2	13	6	4
Omega-6	0.4	4.1	6.7	2.2	2.2	10.7	5.8	3.9
Omega-3	0.06	0.01	0.01	0.02	0.02	2.54	0.28	0.08
Omega-6:Omega-3 ratio	6:1	14:1	24:0	7:0	7:0	4:1	21:1	48:1
Monounsaturated (g)	17	10	7	7	13	3	12	7
Omega-7	3.77	0.08	0.06	0.04	0.03	0	0	0.14
Omega-9	12.7	9.8	6.8	6.8	13.2	2.6	11.8	6.6
Carbohydrates (g)	4	5	4	9	5	4	4	8
Sugar (g)	1	1	1	1.7	1	1	1	9
Fiber (g)	2.5	4	2	1	2.8	2	2.5	3
Net carbs (g)	1.5	1	2	8	2.2	2	1.5	5

* Serving size – 1 ounce / 28-30 grams / 1/8 cup

The nutrition information is in alignment with the United States of America Food & Drug Administration (FDA) regulations.
This may differ in other countries.

Macadamia nuts contain a variety of **good fats**, omegas-3, 6, 7 and 9 and have a favorable ratio that supports a healthy diet.

The vitamins/minerals, antioxidants and phytonutrients combined with good fats make them a **"superfood"**.

Inflammation is a significant health concern, and consumption of macadamias can help address issues such as; digestive, brain and heart health.

