

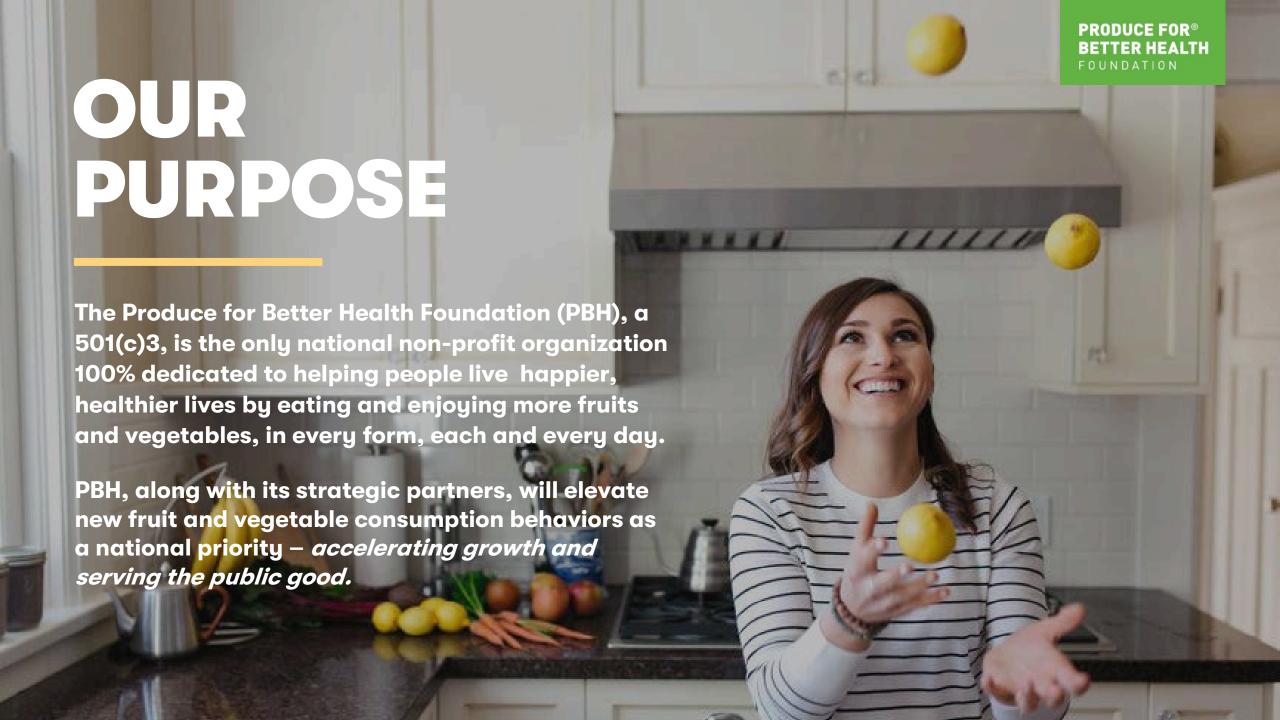


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PRESIDENT & CEO
PRODUCE FOR BETTER HEALTH FOUNDATION

MODERATOR





THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

The award-winning Have A Plant® Movement is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

PBH is an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.







Promoting excellence in agricultural public relations









330 Million social media impressions

863 Million traditional media impressions



Housekeeping

1 CPEU available through the Commission on Dietetic Registration (CDR) You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation within 48-72 hours. Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.



Today's Speakers



Jennifer Olmstead
Senior Director of U.S. Marketing
& Communications
California Walnut Commission



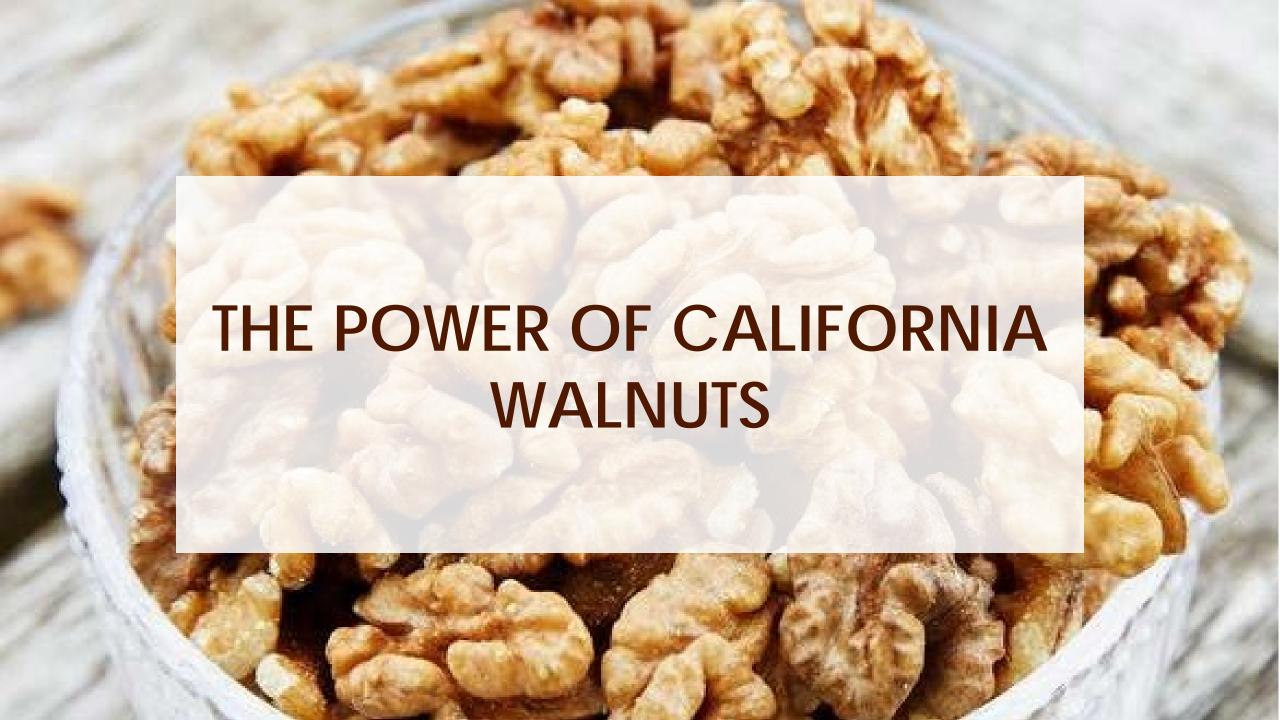
Chris Christian
Senior Vice President
California Strawberry Commission





Chef Jackie Newgent, RDN, CDN Author, Recipe Developer, & Media Personality





Walnuts: A Nutrient Powerhouse in One Handful









Eating walnuts daily may lower LDL aka bad cholesterol and may reduce CVD risk²

Associated with improved cognitive function with age⁴

Results in increase in beneficial gut bacteria and reduce bile acids, which may play a role in colon cancer, inflammation, and other GI diseases⁶

Eating 5+ servings per week was associated with a 14% lower risk of death (from any cause), 25% lower risk of dying from CVD, and + 1.3 years life expectancy³

May be associated with lower depression symptoms⁵

May promote favorable changes in the gut that may also be associated with heart health benefits⁷



Walnuts are a heart-healthy food, certified through the American Heart Association's Heart-Check program.*

*One ounce of walnuts provides 18g of total fat, 2.5g of monounsaturated fat, 13 g of polyunsaturated fat, including 2.5 grams of alpha linolenic acid, the plant based omega-3; 2g of fiber; 4g of protein. Supportive but not conclusive research shows that eating 1.5 ounces per day of walnuts, as part of a low saturated fat and low cholesterol diet and not resulting in increased caloric intake, may reduce the risk of coronary heart disease.

IN JUST ONE OUNCE:

- 4g of protein
- 2g of fiber
- Good fats (PUFAs/MUFAs): 13g and2.5g

EXCELLENT SOURCE OF:

- Alpha-linolenic acid (ALA),
 the essential plant-based
 omega-3 fatty acid (2.5g)¹
- Copper (0.45mg) 51% RDA
- Manganese (0.1mg) 43-55% RDA

GOOD SOURCE OF:

- Vitamin B6 (0.2mg) 15% RDA
- Magnesium (45mg) 11-15% RDA

OTHER NUTRIENTS:

- Polyphenols
- Melatonin



Strawberries: 8 Benefits of 8 A Day

- 1. Just one cup of strawberries has
 - 95% of the daily value for vitamin C⁸
- 2. Strawberries are packed with other beneficial nutrients⁸ including:
 - Potassium
 - Folate
 - Fiber
- 3. The anthocyanins in strawberries may reduce risk factors for type 2 diabetes⁹
 - Inflammation
 - Oxidative Stress
 - Insulin Resistance
- 4. Naturally sweet and low in calories, strawberries have:
 - Less sugar than an apple¹⁰
 - ½ the calories of a banana¹¹

- 5. Stay sharp with strawberries
 - A recent study suggests that eating berries more than 2x/week may delay cognitive aging by up to 2.5 years¹²
- 6. Eating strawberries a rich source of pelargonidin, anthocyanidins, total flavonoids as well as vitamin C – may:
 - Reduce the risk of Alzheimer's Disease and related dementias^{13,14}
- 7. 3 servings of strawberries and blueberries per week:
 - Has been associated with a decreased risk of heart attack¹⁵
- 8. Several studies have shown that daily consumption of strawberries:
 - Significantly reduced total cholesterol (TC) and low-density lipoprotein (LDL) cholesterol levels^{16,17}

WHOLE:

8 Large Strawberries

=

8 Key Benefits



SLICED OR QUARTERED

1 Cup









FLAVORS

Classic Combo

Strawberries = sweet/hint of sour, fruity

Walnuts = savory/sweet, earthy, nutty



NUTRITION

"Superfood" Synergy

Strawberries + Walnuts = the 4 f's!

Fiber + Good Fats + Flavonoids + Folate



TEXTURE

Dynamic Duo

Strawberries = juicy, semi-soft

Walnuts = crunchy, semi-firm



APPEAL

Versatile Vibe (Savory-or-Sweet)

Strawberries = vibrant red + can act like tomatoes

Walnuts = rich + can act as other nuts, breadcrumbs, ground meat or cheese



Mix Up the Snack Routine with Modern Twists on Classic Recipes

Fact: 97% of Americans snacking daily¹⁸

Reality: Snacking can get stagnant!

How Nutrition Experts Can Freshen Up Snack Routines?

Freshen up snack routines by tapping into nostalgia!

71% of U.S. consumers enjoy things that remind them of their childhood¹⁹

Nostalgic experiences stimulate metabolic activity and blood flow in several regions of the brain, particularly the frontal, limbic, paralimbic, and midbrain areas.²⁰







Strawberry-Walnut Lollipops

Biting into this inspired, nutrient-rich twist on candy-coated lollipops will bring back sweet childhood memories.

These lollipops showcase fresh California strawberries filled with a delicious chocolatey center that's based on California walnuts.

Flavor Tip

Toasting walnuts creates extra nuttiness

Low-Waste Tip

Chill (or freeze) leftover strawberry scraps for later use in a smoothie or salad

Snacking Tip

Each pop is nutrient rich,
providing just 50 cals - plan
of pops based on need



Strawberry-Walnut Pinwheel Snacks

Tortilla roll ups – or pinwheels – were a 90's favorite. You may have enjoyed them filled with honey ham spread, cream cheese, and crushed pineapple – or with cream cheese and salsa.

This upgraded, sweet-and-savory version doubles as a finger food snack or party app.

Flavor Tip

Enjoying at room temp, not chilled = more aromatic

Low-Waste Tip

Chill the tortilla roll end
"scraps" for later nibbling –
or for tossing onto a salad

Snacking Tip

If packing this up to-go, stuff all toppings in the tortilla & enjoy burrito-style



Power Pairing Storage Tips

Storing Walnuts

Proper storage is important to protect the essential omega-3 ALA that is unique in walnuts.

Store walnuts (shelled or in-shell) in the refrigerator if you're planning to use them right away. If you are storing them for a month or longer, put them in the freezer.





Selecting and Storing Strawberries

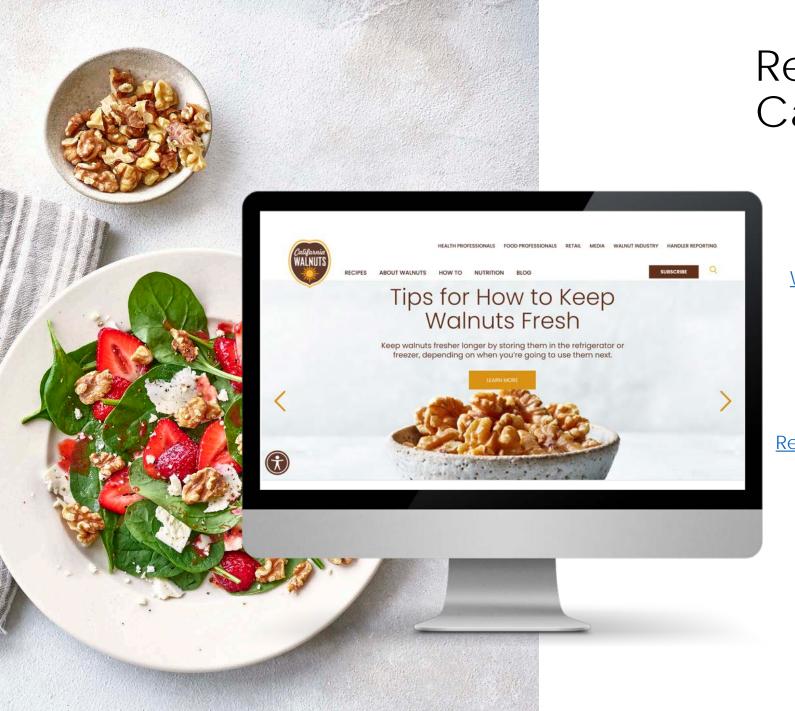
Fresh

- Store them in the cold storage bin of the refrigerator to reduce airflow, increase humidity, and help preserve freshness.
- Refrigerate and keep dry until just before serving.
- With green stem still intact, rinse berries under cool water and gently blot dry.
- Remove green caps with a light twist or with the point of a knife.

Freeze

- Slice stem off rinsed strawberries and place cut side down on a cookie sheet lined with waxed paper.
- Freeze uncovered for 24 hours, then transfer to a freezer bag or container. Store frozen for up to several months.





Resources from California Walnuts



Walnuts.org



Health Professionals and Media Resources



Recipes | Swaps



Social Media | @CAWalnuts



<u>Produce for Better Health</u> <u>Plant-Forward Eating Guide</u>







Health Professional Toolkit and
Strawberry Science
Calstrawberry.com



Consumer and Media

Resources

Californiastrawberries.com



Social Media | @CAStrawberries



JOIN THE MOVEMENT



Show your support by joining the Have A Plant® community at fruitsandveggies.org/jointhenetwork

While you're there, check out our useful resources, continuing education opportunities to enhance your nutrition knowledge and tools that support you in empowering consumers at fruitsandveggies.org/educational-resources

And don't forget to follow PBH's social channels to keep up to date on all the insights and inspiration! #haveaplant











September is National Fruits & Veggies Month and each year we celebrate Have A Plant® during this monumental moment as a way to elevate fruit and vegetable consumption to a national priority.

Keep an eye out for the 2022 National Fruits & Veggies Month toolkit in early July with turnkey resources to make sharing the #haveaplant love deliciously easy!

Start planning for September today! #NFVM2022



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HELP SUPPORT FRUIT & VEGGIE CONSUMPTION!

If you enjoyed today's Health & Wellness webinar and would like to support our overall mission of increasing fruit and vegetable consumption, we encourage you to make a **tax-deductible donation** today.

As a 501(c)3 non-profit organization, your donation helps us deliver programing, including our monthly health and wellness webinars, actionable research, future-focused education, a comprehensive digital ecosystem, and inspirational resources that helps millions discover the joy of eating fruit and vegetables each and every day.

TOGETHER – with your support – we are creating happier, healthier lives!

To donate, add the Donations app to Zoom: https://pldg.to/RiLcYw

Or donate with your phone: Text HAVEAPLANT to 707070 (US only)



A catalog of PBH's past webinars is available at <u>fruitsandveggies.org/expert-professionals/webinars</u>.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.



THANK YOU!

We live at the center of produce, partnership and passion.

WE ARE SO HAPPY YOU'RE WITH US!













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