



introducing **TheGreenNut.org**
A NUTRITIOUS AND DELICIOUS WAY TO
“GO GREEN”

**CELEBRATING THE ONLY GREEN NUT,
THE WESTERN PISTACHIO ASSOCIATION TEAMS UP WITH PREVENTION MAGAZINE
TO LAUNCH CONSUMER FRIENDLY WEB SITE, THEGREENNUT.ORG**

FRESNO, Ca. - October 2009 - The Western Pistachio Association, in partnership with *Prevention* magazine, launched TheGreenNut.org - a fun and interactive Web site that challenges and equips America to 'go green' in a nutritious way ... by eating pistachios for better health!

As the *only* green nut, recent research has suggested that pistachios have numerous health benefits, including reducing the risk of heart disease^{1,2}. Emerging research suggests nuts, such as pistachios, may also help reduce the risk of diabetes³. TheGreenNut.org is a new resource hub for health-conscious eaters, providing the most up-to-date health and nutrition research, pistachio news, lifestyle tips and simple recipes to incorporate wholesome pistachios into everyday life.

Some of the nation's leading nutrition experts are also "going green" and coming on board to share the great news about the many nutritional benefits of pistachios. Respected authors, chefs and registered dietitians including Kathleen Daelemans, Keri Glassman, Alyse Levine and Dr. Constance Geiger will lend their expertise as The Green Nut™ Ambassadors. These talented women will regularly provide the latest health tips, commentary, simple recipes and more at TheGreenNut.org.

- **Kathleen Daelemans** - Contributing Chef to *Prevention's Cook*, regular contributor to NBC's *The Today Show* and *New York Times* best-selling author of *Cooking Thin with Chef Kathleen: 200 Easy Recipes for Healthy Weight Loss*, as well as numerous other cookbooks.
- **Keri Glassman, MS, RD, CDN** - Nutrition contributor to the CBS *Early Show*, Beauty and Skin Care Expert for WebMD, contributing writer to *Women's Health*, author of *The Snack Factor Diet* and featured on FOX News Channel.
- **Alyse Levine, MS, RD** - Nutrition expert featured on ABC's *Good Morning America* and Discovery Health's *National Body Challenge 2008 and 2009*, founder of Nutritionbite LLC, and Nutrition Expert for LiveStrong.com.
- **Constance Geiger, PhD, RD, CD** - Respected member of the Nutrition Research and Education Foundation, International Tree Nut Council and American Dietetic Association Board of Directors.

TheGreenNut.org will also offer visitors the chance to sign up for a monthly eNewsletter aimed at keeping nutrition-minded women up-to-date on nutrition news, upcoming events, insider tips from The Green Nut Ambassadors and feature a recipe of the month. Coming soon, TheGreenNut.org will also launch a collection of podcasts featuring the Ambassadors and other experts who are 'going green' with pistachios.

go green WITH PISTACHIOS FOR BETTER HEALTH.™



In celebration of the site launch, *Prevention* magazine and TheGreenNut.org are offering one lucky visitor the chance to win the “Go Green with Pistachios for Better Health Sweepstakes.” The prize package includes a year’s supply of pistachios and an amazing four day, three night getaway to rejuvenate the mind, body and spirit at the Red Mountain Resort & Spa in St. George, Utah. Complete with deluxe accommodations, relaxing spa treatments and a chance to enjoy the great outdoors, Red Mountain Resort & Spa is truly a healthy living luxury resort.

THE SCIENCE BEHIND THE SNACK

As the *only* green nut, pistachios are packed full of nutrition. In fact, recent nutrition research from both Penn State University and University of Toronto⁴ have suggested that:

- Pistachios may decrease the risk of cardiovascular disease by helping to reduce cholesterol levels⁵. Pistachios primarily contain monounsaturated fat and some polyunsaturated fat, which are heart healthy and provide 61mg of phytosterols per ounce – more than any other nut!
- When eaten with some common high-carbohydrate foods, pistachios may slow the absorption of carbohydrates into the body, resulting in lower than expected blood sugar levels. Keeping blood sugar under control is an important factor in preventing diabetes⁶.
- Those who eat pistachios may experience a significant reduction of the biological effects of acute stress, such as blood pressure⁷.

WHY IT IS EASY BEING GREEN

Experts agree that pistachios make it easy to ‘go green’ for better health. In fact:

- Pistachios are a naturally cholesterol-free snack that contains just 1.5 grams of saturated fat and 13 grams of fat – the majority of which comes from monounsaturated fat. Furthermore, pistachios are a good source of dietary fiber and are among the highest fiber nuts, providing 12 percent of the DV per serving.
- A one-ounce serving of pistachios has as much potassium as an orange, making it a nutritious snack choice and a powerful ingredient to incorporate into your favorite recipes.
- You get more pistachios per serving than any other snack nut – a whopping 49 nuts!
- Pistachios, with 6g of protein, can serve as a great alternative to meat, poultry or beans, according to the USDA MyPyramid.
- The amount of fiber in one serving of pistachios is about the equivalent of eating 1/2 cup of cooked broccoli.
- In July 2003, the U.S. Food and Drug Administration (FDA) announced that eating most nuts, such as pistachios, may help reduce the risk of heart disease when incorporated into a diet low in saturated fat and cholesterol⁸.
- Antioxidants in the form of vitamins and phytochemicals are found in pistachios. In a USDA analysis, the pistachio is placed in the highest group of nuts for antioxidants⁹.

ABOUT THE WESTERN PISTACHIO ASSOCIATION

The Green Nut and TheGreenNut.org is a nutrition awareness campaign sponsored by the Western Pistachio Association (WPA). Based in Fresno, California, the WPA is a voluntary association representing pistachio growers throughout the country. Founded in 1980, it is the only voluntary organization representing U.S. pistachio growers’ interests. It is governed by an 18 member board elected from a variety of states with the shared goal of increasing national awareness about the wholesomeness and nutritional benefits of U.S. grown pistachios.

ABOUT PREVENTION:

Prevention is the #1 healthy lifestyle magazine in the U.S., with an audience of more than 10.5 million as well as the top online health magazine destination (<http://www.prevention.com>) with 2 million unique visitors each month, 19 million page views and 1.3 million in newsletter distribution. *Prevention* publishes branded books-most recently the bestselling Flat Belly Diet! Cookbook, special-interest publications, bookazines, DVDs, and 17 international editions.

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¹ Gebauer SK, West SG, Kay CD, Alaupovic P, Bagshaw D, Kris-Etherton PM. Effects of pistachios on cardiovascular disease risk factors and potential mechanisms of action: a dose-response study *Amer J Clin Nutr* 2008;88:651-9.

² West SG, Kay CD, Gebauer SK, Savastano DM, Diefenbach CM, Kris-Etherton PM. Pistachios reduce blood pressure and vascular responses to acute stress in healthy adults. *FASEB J*. 2007;21.

³ Kendall CWC, Jenkins DJA, Josse RG Vidgen E, Mitchell S, Banach M, Parker T; Dose response effect of mixed nut intake on blood lipids and glycemic control in type 2 diabetes. International Diabetes Federation Meeting, Montreal, Canada, October 2009.

⁴ Kendall CWC, Josse AR, Jenkins DJA. Effect of Pistachios Consumed with Different Common Carbohydrate Foods on Postprandial Glycemia. *FASEB J*. 2007;21:832.2.

⁵ Gebauer SK, West SG, Kay CD, Alaupovic P, Bagshaw D, Kris-Etherton PM. Effects of pistachios on cardiovascular disease risk factors and potential mechanisms of action: a dose-response study *Amer J Clin Nutr* 2008;88:651-9.

⁶ Kendall CWC, Josse AR, Jenkins DJA. Effect of Pistachios Consumed with Different Common Carbohydrate Foods on Postprandial Glycemia. *FASEB J*. 2007;21:832.2.

⁷ West SG, Kay CD, Gebauer SK, Savastano DM, Diefenbach CM, Kris-Etherton PM. Pistachios reduce blood pressure and vascular responses to acute stress in healthy adults. *FASEB J*. 2007;21.

⁸ Food and Drug Administration (FDA). Qualified Health Claims: Letter of Enforcement Discretion – Nuts and Coronary Heart Disease, Docket No 02P-0505, Food & Drug Administration, Washington, DC, 2003 <http://www.fda.gov/Food/Labeling/Nutrition/LabelClaims/QualifiedHealthClaims/ucm073992.htm#nuts>.

⁹ Wu X, Beecher GR, Holden JM, Haytowitz DB, Gebhardt SE, Prior RL. Lipophilic and hydrophilic capacities of common foods in the United States. *J Agric Chem*. 2004;52, 4026-4037.

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