



What you may not know about *U.S. Pistachios!*

An EatingWell Survey Conducted on Behalf of the Western Pistachio Association
Demonstrates to Consumers There's A Lot More Beneath the Shell

The Western Pistachio Association – in partnership with EatingWell Media group – administered a survey to more than 5,000 U.S. consumers, illustrating that the average American is unaware of the many nutritional and health benefits associated with eating pistachios! An astounding 87 percent of the general population consumes nuts – including pistachios – on a regular basis. However, the majority of those surveyed were unaware of pistachios' effects on cholesterol, blood sugar levels and stress. An even more exciting finding unveiled that nearly all respondents were surprised to learn that you can eat nearly 50 pistachios in a single serving! Following are some additional survey highlights:

What percentage of the average population incorporates nuts into their diet?

- 87 percent of the general American public eats some form of nut on a regular basis.
- 21 percent of survey respondents reported that they eat nuts once-to-several times a day.
- 38 percent eat nuts several times per week.
- 28 percent of respondents consume nuts several times per month.
- Approximately 13 percent of survey respondents rarely eat nuts, or they don't eat nuts at all.

Would the average person eat a specific food – such as pistachios – if it helped to reduce the body's biological response to stress?

- Nearly all survey respondents (96.5 percent) answered a resounding “yes” to this question – they would eat certain foods known to reduce the body's biological response to stress.

What does the average person know about the effect of pistachios on heart disease risk factors and other medical conditions?

- 64 percent of those who participated in the survey indicated that they are concerned about their personal risk for heart disease.
- 58 percent of participants were unaware that pistachios may lower cholesterol levels and decrease the risk for heart disease.
- Only 28 percent of survey respondents knew that pistachios may lower blood sugar levels (or maintain already-low levels), an important factor in preventing diabetes.

Does the average person eat nuts based simply on taste or do they eat nuts to reap the nutritional benefits?

- Nearly 80 percent of survey respondents attribute their nut choice to both taste and nutritional value.
- Of the remaining 21 percent, 16 percent base their nut choice on taste, and five percent base their choice on nutritional value.

How many nuts are in one serving of pistachios?

- 80 percent of survey participants believed there to be 20 or less nuts in one serving of pistachios.
- Less than 1 percent of respondents knew that there are approximately 50 nuts in a serving.



*The survey was conducted in September 2008 by EatingWell Media group of eatingwell.com newsletter subscribers on behalf of the Western Pistachio Association