

CALIFORNIA WALNUTS

Retail RD Toolkit



WHY PROMOTE California Walnuts?



1. Grounded in Research

For more than 30 years, the California Walnut Commission has supported scientific research on consumption of walnuts and a variety of positive health outcomes.

2. Healthy Fats

Unique among nuts, walnuts contain the highest amount of the essential plant-based omega-3 alpha-linolenic acid (ALA), with 2.5g per ounce.¹

3. Grown in the U.S.A.

More than 99% of the walnuts in the United States of America are grown in the fertile soils of California's Central Valley.

4. Goodness in a Nutshell

One ounce of walnuts is a powerhouse of important nutrients for optimum health, including 4g of protein, 2g of fiber and a good source of magnesium (45mg). Walnuts also meet the updated definition for a "healthy" food based on the important role they play in recommended dietary patterns.²

5. Heart-Healthy

Walnuts are certified heart-healthy by the American Heart Association with the Heart-Check mark.³

6. Plant-Forward Eating

Did you know? Walnuts are produce too! Walnuts provide accessible plant-based nutrition while also being extremely versatile. Walnuts can enhance the flavor and texture of just about any recipe while leaving you full and satisfied.

7. Sustainability

California walnuts have a 150-year history of productive harvests, and many farms have a long, multi-generational heritage. Our longevity has been achieved through a dedication on the part of walnut growers and handlers to sustainable practices.

8. Cooking

Walnuts are a versatile nut with a flavor profile that pairs with a variety of seasonal foods; they can be included in meals any time of year.

9. Simple Swaps

As a nutrient-dense food, walnuts can be eaten in place of less healthy choices to improve overall diet quality.

10. Wellness

Walnuts are a whole food contributing many beneficial nutrients that support overall wellness from head to toe including the heart, brain and gut.

1. A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

2. Public Inspection: Food Labeling: Nutrient Content Claims; Definition of Term "Healthy." Federal Register, 2024, www.federalregister.gov/public-inspection/2024-29957/food-labeling-nutrient-content-claims-definition-of-term-healthy. Accessed 20 Dec. 2024.

3. California walnuts are certified by the American Heart Association. Heart-Check certification does not apply to recipes, research or information unless expressly stated. Supportive but not conclusive research shows that eating 1.5 ounces of walnuts per day, 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.

How to Use this Toolkit

As a retail dietitian, you are the trusted health and nutrition resource to shoppers and have the unique opportunity to influence dietary habits and purchasing decisions. California Walnuts recognizes the importance of your role and is interested in partnering throughout the year. While the health benefits of walnuts fit into many monthly nutrition topics, ranging from New Year's food trends to seasonal recipes for holiday entertaining, we understand each retailer has its set calendar, so inside you'll find priority topics for California Walnuts. Each topic includes relevant information that is intended to support all aspects of your work—from in-store demos and seasonal promotions, to social media, TV interviews and community events. Make the most of your toolkit by using these resources with your shoppers!



Shopper and Media Messages

Looking for information to share with your shoppers during store tours, media interviews, or in blog posts and circulars? This section provides interesting facts, research findings and key takeaways on each topic.



Shareable Resources

California Walnuts has a wide variety of educational resources available for use. Each topic area spotlights a resource that can be downloaded or clicked on and shared with your shoppers or used as a reference.



Social Media Posts

Share the social media posts included within each topic or use as inspiration. Posts have links to recipes and resources that will keep your shoppers engaged and thinking differently about walnuts.



Shopper-Friendly Recipes for Retail Dietitians

California Walnuts has an array of recipes that include simple ingredients and require only a few steps. Look at the shopper-friendly recipe collection on [walnuts.org](https://www.walnuts.org).



Research in a Nutshell

Staying current on research findings is time consuming. Allow us to translate the nutritional science for you. Explore the breadth of research on [walnuts.org](https://www.walnuts.org) and gain access to published research abstracts.

Priority Topics

- 1 American Heart Month 5–7
- 2 Spring Hosting 8–10
- 3 National Walnut Day 11–13
- 4 Summer Snacking 14–16
- 5 Harvest Season 17–18
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- 8 Supporting Health at Every Age 25
- 9 Seasonal Celebrations Calendar 26–27

Connect With Us

If interested in partnering with California Walnuts, please email retail@walnuts.org. For additional resources like recipes, images, downloadable materials, health research, videos and content for social media, please visit walnuts.org.



1 American Heart Month



There is a strong link between diet, lifestyle and heart health.

The Dietary Guidelines for Americans recommends eating an overall healthy dietary pattern that emphasizes whole nutrient-dense foods—protein, dairy, vegetables, fruits, whole grains, and healthy fats including seafood, meats and poultry, eggs, nuts, seeds and oils.¹ To achieve their heart health goals, shoppers may start by adding fruits or vegetable at mealtimes, choosing snacks and recipes with heart-healthy ingredients such as walnuts. A one ounce serving of California walnuts delivers plant-based protein (4g), fiber (2g) and healthy fats^{2*} in one whole food, directly supporting the Guidelines’ emphasis on nuts, such as walnuts, among nutrient-dense, plant-based food options as a protein source and a vehicle for healthy fats—without added ingredients or significant processing.

Encourage shoppers to begin to read food labels and prepare more meals at home rather than eating out. This February, join California Walnuts in celebrating American Heart Month by encouraging your shoppers to make simple changes to benefit their heart health for a lifetime.

SHOPPER AND MEDIA MESSAGES

You can take an active role in your health to prevent heart disease. While many factors contribute to heart disease, making sure you don’t smoke, eating a healthy diet and getting regular physical activity all promote good health habits to reduce your risk of heart disease. Be sure to take care of yourself by making changes that prevent heart disease. Here are a couple of tips:

Know Your Risk Factors and Be Screened:

There are various risk factors that may increase one’s chances of getting heart disease. While certain risk factors such as age and family history can’t be controlled, others can be managed. These include high blood pressure, high cholesterol, diabetes and smoking.

Be Active: Regular physical activity lowers your risk of heart disease. Choose activities you like to do and aim for 30 minutes of daily exercise.

Follow a Heart-Healthy Diet: Look for food items with the American Heart Association (AHA) Heart-Check mark on them. Nearly 1,000 products carry the Heart-Check mark – it’s almost in every aisle!

► Walnuts are Heart-Check certified by the American Heart Association.

► More than 30 years of research supports walnuts for heart health , including helping to maintain healthy cholesterol levels and decrease blood pressure, two of the major risk for heart disease.^{3,4}

Heart-Check certification does not apply to research or information unless expressly stated.

SOCIAL MEDIA INSPIRATION



Good food, movement and quality sleep all work together to support your heart. *Listen to Your Heart and Keep It Healthy* with practical tips plus walnut-forward recipes that make heart health feel delicious and doable. [#heartmonth](#) [#FeelGood](#)



DYK? Walnuts are the only nut with an excellent source of the plant-based omega-3 ALA (2.5g/oz), an essential fatty acid that may play a role in heart health. [#heartmonth](#) [#walnuts](#) [#FeelGood](#)



Don't know which foods are heart-healthy? Look for the American Heart Association Heart-Check mark on certain foods throughout your grocery store. Here are a couple of my favorite heart-healthy foods: walnuts and pears. [#heartmonth](#) [#FeelGood](#)



Recipe Resource



Recipes to Celebrate American Heart Month

SHOPPER-FRIENDLY RECIPE

We are celebrating American Heart Month! These Herbed Cheese and Walnut Stuffed Mini Peppers are an easy make-ahead snack to keep your shoppers fueled all day.



Herbed Cheese & Walnut Stuffed Mini Peppers

RESEARCH IN A NUTSHELL

For more than 30 years, scientific research has examined how walnuts support heart health. Studies show that incorporating walnuts into a heart-healthy diet may help maintain healthy cholesterol levels, support blood vessel function, and help to support healthy blood pressure levels – key factors in reducing the risk of heart disease.³⁻⁵

Research also suggests walnut consumption may positively influence the gut microbiome, which in turn may play a role in cardiovascular health.⁶



SCAN TO
LEARN MORE

REFERENCES

1. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2025-2030. January 2026. Available at [realfood.gov](https://www.realfood.gov).
 2. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. [Fdc.nal.usda.gov](https://fdc.nal.usda.gov)
 3. Sabaté J, Fraser GE, Burke K, et al. Effects of walnuts on serum lipid levels and blood pressure in normal men. *N Engl J Med*. 1993;328:603-607. doi: 10.1056/NEJM199303043280902.
 4. Kris-Etherton P. Walnuts decrease risk of cardiovascular disease: a summary of efficacy and biologic mechanisms. *J Nutr*. 2014; 10: 39:2S-8S.
 5. Bamberger C, Rossmeier A, Lechner K, et al. A Walnut-Enriched Diet Reduces Lipids in Healthy Caucasian Subjects, Independent of Recommended Macronutrient Replacement and Time Point of Consumption: A Prospective, Randomized, Controlled Trial. *Nutrients*. 2017;9(10):1097. doi: 10.3390/nu9101097.
 6. Tindall AM, McLimans CJ, Petersen KS, et al. Walnuts and Vegetable Oils Containing Oleic Acid Differentially Affect the Gut Microbiota and Associations with Cardiovascular Risk Factors: Follow-up of a Randomized, Controlled, Feeding Trial in Adults at Risk for Cardiovascular Disease. *J Nutr*. 2020 Apr 1;150(4):806-817. doi: 10.1093/jn/nxz289
- *A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

2 Spring Hosting

Spring offers a natural opportunity to inspire shoppers with fresh, plant-forward ideas for hosting. From salads to side dishes, this season's produce, like berries, leafy greens, and asparagus pair perfectly with walnuts. Whether you're planning a holiday brunch, a picnic, or a simple family dinner, walnuts bring flavor, versatility, and nutrition to every table.



SHOPPER AND MEDIA MESSAGES

When you have the right ingredients on hand, making delicious plant-forward meals can be a fresh and fun adventure. Remember, plant-forward eating is not “all or nothing.” You don’t have to go meat-free to be more plant-forward. Here are a few plant-forward seasonal pairing ideas that use walnuts as your secret ingredient.

Walnuts + Spinach: Sautéed or salad-ready spinach topped with crunchy California walnuts adds plant-based omega-3 ALA and texture to this leafy green staple.

Tip: Suggest to shoppers to buy pre-washed baby spinach for quick use and keep chopped walnuts in a sealed container in the fridge to easily toss into salads, sautés, or omelets for a nutrient and texture boost.

Walnuts + Strawberries: Sweet strawberries and earthy walnuts make a fresh combination for salads, yogurt bowls, or simple snacks.

Tip: Encourage shoppers to buy strawberries in season and freeze any extras; they can combine thawed berries with a small handful of walnuts over yogurt or cottage cheese for an easy, plant-forward snack.

Walnuts + Asparagus: Roasted or sautéed asparagus topped with toasted walnuts adds crunch, flavor, and fiber to this veggie side.

Tip: Recommend choosing asparagus spears with firm stalks and tight tips, then roasting on a sheet pan with a sprinkle of walnuts so shoppers can reheat leftovers as a quick, ready-to-go veggie side or add to eggs for an easy dish to serve a crowd.



SOCIAL MEDIA INSPIRATION



Think plant-forward eating is difficult? Think again! Start your meal with a soup or a simple salad. It ensures veggies will be featured and provides a good way of slowing down the meal pace, too. **#plantforward #walnuts #FeelGood**



Heard all the buzz about plant-forward eating but don't know where to start? Start simple. Substitute or add chopped walnuts for meat in numerous dishes. The texture and savory taste make walnuts a satisfying meat substitute. **#plantforward #walnuts #FeelGood**



Enjoy a blast from the past with this nostalgic hand pie recipe, reminiscent of our favorite childhood toaster pastries! It's a classic snack with a few delicious upgrades thanks to the irresistible fresh California strawberries and rich California walnuts. **#plantforward #walnuts**



Recipe Resource



Seasonal Recipes

SHOPPER-FRIENDLY RECIPE

Surprise your shoppers with this savory springtime tart featuring asparagus, creamy goat cheese and California walnuts, both in the flaky crust and on top.



Asparagus Goat Cheese Walnut Tart

RESEARCH IN A NUTSHELL

As plant-forward patterns grow in popularity, so does the evidence supporting their role in optimizing health. Research has shown that swapping out saturated fats with unsaturated fats, especially polyunsaturated fats, has a positive impact on heart health.^{1,2} In fact, the Dietary Guidelines for Americans recommends limiting the amount of saturated fat intake to 10% of the total calories consumed during the day and in particular, including healthy fats, like those found in walnuts.³ Unsaturated fats are found in many whole foods such as meats, poultry, eggs, omega-3-rich seafood, nuts—including walnuts, seeds, full-fat dairy, olives and avocados. In just a one-ounce handful, walnuts provide polyunsaturated fat (13g), offering an excellent source of alpha-linolenic acid (ALA), the plant-based form of omega-3 fatty acids (2.5g).^{*} Science continues to uncover the benefits of ALA.

REFERENCES

1. Estruch R, Salas-Salvadó J, Covas M, Corella D, et al. Dietary Linoleic Acid and Risk of Coronary Heart Disease: A Systematic Review and Meta-Analysis of Prospective Cohort Studies. *Circulation*. 2014;130(18):1568-1578.

2. Li Y, Hruby A, Bernstein AM, Hou FR, et al. Saturated Fat as Compared with Unsaturated Fats and Sources of Carbohydrates in Relation to Risk of Coronary Heart Disease: A Prospective Cohort Study. *J Am Coll Cardiol*. 2015;66(14):1538-1548. DOI:10.1016/j.jacc.2015.07.055.

3. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2025-2030. January 2026. Available at [realfood.gov](https://www.realfood.gov).

^{*} A one-ounce serving provides 18g of total fat, “healthy fats” including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

3 National Walnut Day

Celebrate National Walnut Day on May 17th with the flavor, freshness, and the goodness of California walnuts. Whether used in salads, snacks, baking, or plant-forward dishes, walnuts offer healthy fats (18g/oz), essential plant-based omega-3 ALA (2.5g/oz), and a delicious crunch that complements seasonal produce.*



SHOPPER AND MEDIA MESSAGES

National Walnut Day, May 17, falls right in the middle of Mediterranean Diet Month , a perfect time to highlight how walnuts fit a Mediterranean-style eating pattern. The Mediterranean diet is a plant-forward eating pattern rich in vegetables, fruits, whole grains, beans, nuts (like walnuts), olive oil and seafood, with smaller amounts of red meat and sweets—prioritizing wholesome, minimally processed foods and good fats.

Learn more from The Beginner's Guide to the Mediterranean Diet .

Swapping in or adding walnuts is an easy, approachable way for shoppers to “make it more Mediterranean” without overhauling their whole routine. In the spirit of Mediterranean Diet Month, here are a few delicious walnut recipes that showcase their taste and versatility and can be easily recreated for in-store sampling opportunities:

Spiced Walnut and Greek Salad Parfait:

Between the crunchy walnuts, smooth yogurt, and tangy tomatoes, the flavors and textures in this parfait will surprise and delight your taste buds.

Mediterranean Walnut Nachos:

This Mediterranean medley starts with a base of pita chips instead of tortilla chips and uses hummus as the glue that brings all of the delicious toppings together.

Curried Walnut Hummus:

A new twist on everyone's favorite dip with warm curry spice, vibrant lemon, and walnuts for added texture and nuttiness.



*A one-ounce serving provides 18g of total fat, “healthy fats” including 2.5g of monounsaturated fat and 13g of polyunsaturatedfat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

SOCIAL MEDIA INSPIRATION

happy
NATIONAL WALNUT DAY



Celebrate #NationalWalnutDay on May 17! What is your favorite way to enjoy these delicious nuts? For some tasty and nutritious recipes, visit (your website or walnuts.org). #CAWalnuts #FeelGood



Celebrate Mediterranean Diet Month with fresh flavors and crunchy walnuts—these Greek Cucumber Walnut Bites check all the boxes. #MedDiet #CAWalnuts #FeelGood



Downloadable Resource



Walnuts Are Produce Too

Shopper Friendly Recipe

Cheers! It is #NationalWalnutDay! Offer this refreshing smoothie to your shoppers on May 17!



Mixed Berry Walnut Chia Smoothie

RESEARCH IN A NUTSHELL

The Mediterranean Diet is a healthy eating pattern that puts fruits, vegetables, whole grains, olive oil, nuts and seeds at the center of the plate.¹ This dietary pattern has been widely studied for its role in supporting heart health and overall wellness. Though it is based on foods commonly eaten in countries that border the Mediterranean Sea, fortunately, you can enjoy this style of eating no matter where you live. Beyond the plate, this nutritious way of eating also encourages adoption of a healthier overall lifestyle.

Walnuts are a key component of the Mediterranean diet and a key ingredient in the landmark PREDIMED study. PREDIMED assessed the efficacy of the Mediterranean diet in the primary prevention of cardiovascular disease.² Read more about the PREDIMED study and others that have examined the many potential health benefits of the Mediterranean Diet.



SCAN TO
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REFERENCES

1. Willett WC, Sacks F, Trichopoulos A, et al. Mediterranean diet pyramid: a cultural model for healthy eating. *Am J Clin Nutr* 1995;61(6 Suppl):1402S-1406S.

2. Estruch R, Ros E, Salas-Salvadó J, et al. Primary Prevention of Cardiovascular Disease with a Mediterranean Diet Supplemented with Extra-Virgin Olive Oil or Nuts. *N Engl J Med*. 2018;378(25):e34. doi: 10.1056/NEJMoa1800389.

* A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.



4 Summer Snacking

Snacking remains an important part of the American diet. While snacking habits continue to evolve, shoppers are looking for easy and convenient snacks that deliver both nutrition and versatility. According to the IFIC 2025 Food & Health Survey, 70% of Americans snack at least once a day, and 62% are now replacing traditional meals with snacks or smaller eating occasions—a notable increase from 2024. These smaller, nutrient-dense eating moments are becoming the norm, while meal skipping is decreasing.¹

Snacking is already the top way walnuts are enjoyed, and as shoppers seek nutritious, flexible foods that align with their lifestyle, walnuts make summer snacking both satisfying and effortless.



SHOPPER AND MEDIA MESSAGES

Snacking will always be popular, especially during the busy summer months. Whether shoppers are traveling, spending time outdoors, or juggling warm-weather routines, they need snacks that are nutritious, satisfying, and easy to take on the go. The good news: snacking can absolutely support a healthy lifestyle when done with balance and intention.

Planning ahead is key to creating snacks that are well-balanced, nourishing, and fun. Walnuts are perfect for all summer snacking needs: they're versatile, portable, and nutrient-dense. In just one ounce, walnuts provide 4g of plant-based protein, 2g of fiber, and are the only nut with an excellent source of plant-based omega-3 ALA (2.5g).^{*} Encourage shoppers to do more with walnuts this season. Whether enjoyed by the handful, mixed into a homemade trail mix, or added to fresh, produce-packed snack boxes, walnuts help keep summer energy going strong.

Use the following tips to enjoy snacks that leave you feeling energized and ready to conquer warm, active days.

REFERENCES

1. International Food Information Council (IFIC). 2025 Food & Health Survey. Washington, DC: IFIC; 2025. Available at: <https://foodinsight.org>.

^{*} A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

Protein on the Go: The best way to keep energy levels up is to fill up on protein and fiber. This combination will keep you nourished for hours.

► **Try:** Homemade trail mix  with whole-grain cereal, walnuts, white chocolate chips and dried fruit. This trail mix satisfies both salty and sweet cravings.

► Hard-boiled eggs

► Cheese cubes

Keep It Fresh: Fruits and veggies are ideal choices for snacks. Make them more exciting by pairing with nutrient-dense foods.

► **Try:** Simple plant-based protein box.  Toasted walnuts, hummus and roasted chickpeas offer filling protein and good fats, while fresh carrot chips, bell pepper strips and sliced cucumbers are perfect for dipping.

SOCIAL MEDIA INSPIRATION



Walnuts are an ideal warm-weather snack thanks to their portability, versatility, and nutrition—perfect for beach bags, road trips, and poolside munching. [#nutritioussnacks](#) [#snackideas](#) [#FeelGood](#)



Team Sweet or Team Savory? Summer is the perfect time to spice or sweeten your walnuts—pack them for beach days, ball games or road-trip snacking. [#sweetorsavory](#) [#CAwalnuts](#) [#snacking](#) [#easyrecipes](#) [#FeelGood](#)



Need a gluten-free bar that fits your summer schedule no matter where you are? These walnut energy bars are easy to make, satisfying, and perfect for warm-weather snacking. [#easyrecipe](#) [#snackidea](#) [#FeelGood](#)



Downloadable Resource



Your Go-To Guide for Summer

SHOPPER-FRIENDLY RECIPE

Walnut Birthday Cake Bites make summer snacking feel like a celebration—walnuts bring nutrition and the sprinkles bring fun. These no-bake bites are easy to prep ahead and keep in the fridge or freezer for a cool, sweet snack on warm days.



Walnut Birthday Cake Bites

RESEARCH IN A NUTSHELL

Summer is full of on-the-go and busy moments, and emerging research shows walnuts offer nutrients that help support satisfaction and steady energy—ideal for long summer days. Studies suggest that walnuts may positively influence appetite hormones that help promote feelings of fullness due to the polyunsaturated fats (13g), including 2.5g of plant-based omega-3 ALA per ounce.^{1-3*} A growing body of research explored how walnuts may help reduce the risk of chronic disease and be beneficial for overall health and weight management by supporting satiety and satisfaction.



SCAN TO
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2. Farr OM, Tuccinardi D, Upadhyay J, et al. Walnut consumption increases activation of the insula to highly desirable food cues: a randomized, double-blind, placebo-controlled, cross-over fMRI study. *Diabetes Obes Metab*. 2018;20(1): 173-177. doi: 10.1111/dom.13060.

3. Rock CL, Flatt SW, and Barkai HS. Walnut consumption in a weight reduction intervention: effects on body weight, biological measures, blood pressure and satiety. *Nutr J*. 2017;16(76). doi: 10.1186/s12937-017-0304-z.

* A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.

5 Harvest Season

Harvest season is a reminder that every bag of California walnuts has a story rooted in rich soil, family tradition and the rhythm of nature. From early September through early November, walnut growers shake mature trees, sweep orchards, husk and dry the nuts, and deliver them to a sheller in preparation for them to be packaged and delivered to stores across the nation. As more shoppers align their eating with lifestyle, nutrition and sustainability, now is a perfect moment to highlight how walnuts offer versatility and wholesome nutrition with a connection to the orchard-to-table process.



SHOPPER AND MEDIA MESSAGES

Invite shoppers to look behind the shell and learn about the multi-generational family farms that grow nearly 99% of the U.S. walnut crop in California.

A Harvest Season Inspired Menu

Harvest season signals the start of richer menus that include roasted vegetables, warm grains, spiced dishes and seasonal produce. Walnuts add flavor, texture, and nutrition to fall recipes. Here's what to serve at your next fall gathering:

Starter: Creamy California Walnut Tomato Soup [🔗](#)

Salad: Swiss Chard & Walnut Salad [🔗](#)

Main Dish: Ravioli with Butternut Squash, Walnuts, and Chard [🔗](#)

Dessert: Apple Walnut Handpies [🔗](#)

With this curated menu, you're not just serving dinner; you're offering your guests a taste of the season, full of warmth, comfort and California-grown goodness. So, gather your favorite people, light a few candles and savor the flavors of fall.

SHOPPER-FRIENDLY RECIPE

Roasted Pear and Walnut Salad Cups [🔗](#) are a simple way to bring fall flavors to the table. A fresh, flavorful pear appetizer is topped with arugula, blue cheese, and crunchy walnuts as the hero ingredient and drizzled with balsamic glaze for a sweet and savory bite.



Meet a Few of the Growers



Molly Sitkin
of Old Dog
Ranch Family
Farm [🔗](#)



Melissa Machado
Cheney of
Machado
Family Farms
[🔗](#)



Davin Norene
of Norene
Ranches, Inc.
[🔗](#)

SOCIAL MEDIA INSPIRATION



Walnuts are a versatile nut that pairs beautifully with seasonal foods. Jump into fall with this harvest salad. Spinach + pomegranate seeds + pears + candied California walnuts. **#SeasonalProduce #ProducePairings #CAwalnuts #haveaplant #FeelGood**



Sustainability in action: California walnut growers have spent more than a century caring for the land, following strict quality and food safety standards so you can enjoy fresh, wholesome walnuts year-round. Did you know that all parts of the walnut can be utilized? **#CAwalnuts #sustainability #FeelGood**



Did you know? More than 99% of U.S. walnuts are grown in California’s Central Valley. That means when you reach for walnuts, you’re connecting with decades of orchard tradition and a truly American-grown nut. **#CAwalnuts #FeelGood #HarvestSeason**



Downloadable Resource



From Orchard to Table:
How Walnuts Are Grown

6 Back to School

As families gear up for a new school year, it's the perfect time to spotlight simple, nourishing foods that support kids (and parents!) from breakfast to bedtime. Walnuts offer plant-based nutrition, texture, and flavor that help fuel busy minds and bodies—whether they're added to lunchboxes, after-school snacks, or weeknight meals.



SHOPPER AND MEDIA MESSAGES

Back-to-Busy Eating Made Simple

As schedules fill with school, work, and after-school activities, shoppers are looking for foods that are quick, nutritious, and flexible enough to work across meals and snacks. California walnuts fit seamlessly into busy routines, offering wholesome nutrition and versatility with minimal prep.

Simple Idea #1: Build Smart, Satisfying Snacks

Busy schedules often mean smaller meals and more frequent eating occasions:

- Encourage shoppers to choose snacks that combine protein, fiber, and good fats to help them feel satisfied for longer.
- Pair walnuts with fruit, yogurt, or whole grains for balanced “snack-as-meal” options.
- **Try this:** Walnut Cranberry Granola Bars  are portable, satisfying, and easy to grab on busy school days.

Simple Idea #2: Prep Once, Eat All Week

Walnuts are a versatile ingredient that can be prepped ahead and used in multiple ways throughout the week:

- Turn walnuts into walnut “meat” to save time on busy days. In a food processor, simply combine walnuts, your choice of legume or mushrooms, and any combination of spices to fit your craving. Transfer the mixture to a lightly oiled skillet and brown just as you would any other ground meat.

The end result will be a delicious, plant-based meat crumble you can use in a variety of ways.

- Use these bases for quick lunches, dinners, and snacks without starting from scratch.
- **Try this:** Walnut Pesto  is a sauce you can use on pasta, sandwiches, grain bowls, or roasted vegetables throughout the week.

Simple Idea #3: One Ingredient, Many Uses

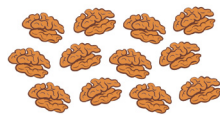
Walnuts fit seamlessly into breakfast, lunch, dinner, and snacks:

- Breakfast: Stir a handful into oatmeal or yogurt.
- Lunch: Toss a handful into salads or wraps.
- Dinner: Blend them in sauces, use as a meat-substitute in plant-based dishes, or sprinkle them on roasted vegetables.
- Snacks: Enjoy a handful plain or roasted and flavored sweet or savory.
- **Try this:** These Honey Roasted Walnuts  are delicious as is or tossed onto a bowl of oatmeal, into a salad, or as part of a trail mix.

SOCIAL MEDIA INSPIRATION



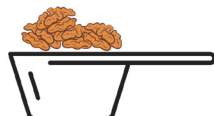
1 Ounce



12-14 Halves



1 Handful



1/4 Cup

School-day fuel made simple. One handful of walnuts provides plant protein (4g), fiber (2g), and omega-3 ALA (2.5g)*—nutrients for growing minds and bodies.

Learn more here. [🔗](#)

*U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov. A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.



Keep walnuts fresh and ready for quick snacks and school meals by storing them in the refrigerator for everyday use. Stocking up for the semester? Freeze walnuts in an airtight container to keep them fresh longer. [#BackToSchool](#) [#CAWalnuts](#) [#FeelGood](#)



Downloadable Resource



WALNUTS: ONE BAG,
SO MANY POSSIBILITIES



California walnuts have a sweet and mild taste that pairs perfectly with sweet or savory foods. They add a nutty crunch to many recipes, improving both texture and flavor.

DURING THE DAY	POWERFUL SNACK PAIRS	DINNERTIME
Grab a handful and add to your...	Include with your favorite produce item...	Add a crunchy boost of plant protein to almost any meal.

STORE PROPERLY TO KEEP FRESH
Maintain the freshness of walnuts by keeping them stored in an airtight container in the refrigerator or freezer. We recommend storing them in the cheese drawer!

Meal and Snack Solution Usage Card for Retail Dietitians

Shopper Friendly Recipe

Looking for a plant-forward dinner idea? These meatless walnut meatballs deliver texture, flavor, and nutrition—perfect for busy weeknights or meal prep lunches. [#BackToBusy](#) [#WalnutRecipes](#) [#PlantForward](#) [#FeelGood](#)



California Walnut Meatless Meatballs

RESEARCH IN A NUTSHELL

With the busyness of back-to-school, sleep schedules are likely to be disrupted. Emerging research suggests walnuts may help improve sleep outcomes, likely due to their unique combination of sleep-supportive nutrients, such as tryptophan (48mg/oz), melatonin (3.5 +/- 1.0ng/g, magnesium (45mg/oz), and B vitamins, like thiamin (8% DV) and vitamin B6 (10% DV). Enjoying 1-2 handfuls of walnuts daily can be a practical, food-first strategy to help support better rest, especially to ease the transition as clocks fall back during Daylight Savings Time.*



SCAN TO
LEARN MORE

REFERENCES

1. Zerón-Rugiero MF, Ibarra-Picón A, Díez-Hernández M et al. Daily Walnut Consumption Increases 6-Sulfatoxymelatonin Urinary Levels and Can Improve Sleep Quality: A Randomized Crossover Trial [published online ahead of print August 12, 2025]. *Food & Function*. DOI: 10.1039/d5fo00971e

*A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.



7 Holiday Baking & Entertaining

The holiday season brings people together around warm kitchens and festive tables with foods that feel nostalgic and celebratory. California walnuts bring festive flavor, satisfying crunch, and plant-based nutrition to everything from appetizer boards to baked treats. Whether you're inspiring shoppers in-store or online, the versatility of California walnuts adds a seasonal spark to any holiday menu.



SHOPPER AND MEDIA MESSAGES

Sweet, Savory, and Simple: Holiday Demos with California Walnuts

Walnuts help home cooks create memorable meals with simple, versatile ingredients. Bring holiday inspiration to life with simple, festive demonstrations that show shoppers how easy it is to add walnuts to seasonal favorites. Each demo gives shoppers a delicious reason to keep walnuts on their holiday grocery list—whether they're hosting, gifting, or just treating themselves.

► **Charcuterie Boards:** Highlight walnuts as a crunchy, plant-based addition to grazing boards. Offer Holiday Seasoned Walnuts or one of these Toasted Spiced Walnuts flavor variations alongside cheese, fruit, and Honey Walnut Spread to inspire easy entertaining.

► **Side Dishes:** Feature warm, savory recipes like Potato, Leek and Walnut Gratin or Walnut and Cranberry Stuffing—perfect for holiday meals.

► **Brunch:** Showcase sweet and savory walnut brunch ideas such as this Veggie Quiche with Walnut Crust, Overnight Walnut French Toast With Cranberry Walnut Ginger Compote or Cranberry Raspberry Parfaits With Maple Candied Walnuts. These recipes help take any holiday brunch to the next level.

Seasonal Pairings That Shine

Help shoppers pair walnuts with their favorite holiday flavors:

► **Walnuts + Cranberries:** Perfect in salads, pilafs, or baked goods.

► **Walnuts + Pumpkin or Squash:** Warm, cozy flavors for casseroles, soups, and muffins.

► **Walnuts + Apples or Pears:** Great for crumbles, tarts, and breakfast bakes.

► **Walnuts + Chocolate:** Iconic in brownies, cookies, and holiday fudge.



SOCIAL MEDIA INSPIRATION



Holiday baking season is here! Add a handful of California walnuts to cookies, brownies, pastries or quick breads for rich flavor and satisfying crunch. **#HolidayBaking #CAWalnuts #FeelGood**



Hosting this season? Build a beautiful holiday board with toasted walnuts and your favorite sweet and savory cheeses, fruits and veggies, like brie, blueberries, cranberries, dried apricots or apples. Simple, stunning, and delicious. **#HolidayEntertaining #FeelGood #CAWalnuts**



The holidays are full of delicious dishes, but what do you do with all those leftover rolls? This Shortcut Walnut and Cream Cheese Sticky Buns recipe transforms holiday leftovers into a warm, gooey, and oh-so-satisfying treat perfect for breakfast or brunch. **#CAWalnuts #leftovers #HolidayBaking #FeelGood**



Downloadable Resource



Your No-Stress Holiday Survival Guide

SHOPPER-FRIENDLY RECIPE

Meet your new plant-based staple: walnut cream. Use it on pasta or as a creamy substitute in dips, dressings, and more. #DairyFreeCooking #CAWalnuts #FeelGood

Walnut Cream Alfredo Sauce



8 Walnuts: Supporting Health at Every Age

EMERGING AREAS OF RESEARCH

For over 30 years, the California Walnut Commission has supported health-related research examining the effect of including walnuts on the plate in heart health, cognition, cancer, diabetes, metabolic syndrome, gut health, body weight/composition, reproductive health, and more. With over 200 peer-reviewed studies that have examined the diets of nearly a million people, the role of walnuts in supporting health and well-being continues to be better understood. Ongoing research among life stages ranging from pregnancy, teen years, and into older adulthood shows that the unique nutrition benefits of walnuts offer something for everyone.



● Pre-natal ● Adolescent ● Teen ● Young adult ● Adult ● Healthy Aging

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AREA OF RESEARCH	WHAT THE RESEARCH EXPLORED	WHO'S BEEN STUDIED AND # OF SUPPORTING PAPERS	LEARN MORE
 Heart Health	Three decades of research has examined how walnuts may support cardiovascular health. Due to the evidence supporting the cardiovascular benefits of walnuts, the U.S. Food and Drug Administration approved one of the first qualified health claims for a whole food in March of 2004. ^{1,2}	 65 Peer-reviewed papers	
 Weight Management	A growing body of research explored how walnuts may help reduce the risk of chronic disease and be beneficial for overall health and weight management by supporting satiety and satisfaction.	 41 Peer-reviewed papers	
 Brain Health & Cognition	Scientific research investigated how including walnuts, as part of a healthy diet, may play a role in helping to maintain and improve brain health and overall well-being as people age.	 38 Peer-reviewed papers	
 Gut Health	Emerging research studied how walnuts may support gut health due to their prebiotic potential and possible role in positively influencing the gut microbiome.	 13 Peer-reviewed papers	
 Mental Well-being	New and ongoing research delves into how certain nutrients included in walnuts could play a supporting role in mental well-being, including depression, mood, and sleep.	 4 Peer-reviewed papers	

1. Supportive but not conclusive research shows that eating 1.5 ounces of walnuts per day, 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.

2. *A one-ounce serving provides 18g of total fat, "healthy fats" including 2.5g of monounsaturated fat and 13g of polyunsaturated fat (of which 2.5 grams is plant-based omega-3 ALA), as well as 1.5g of saturated fat.



Seasonal Celebration Moments

January

Fiber Focus Month

Walnuts provide 2g of fiber per one ounce serving,¹ an important nutrient that supports heart health, gut health and weight management.

National Soup Month

Try using a walnut pesto drizzle as a soup topper, or blend it into the broth for a creamy, rich result.



February

American Heart Month

Celebrate AHM with heart-healthy** California walnuts, the only nut with an excellent source of the plant-based omega-3 ALA (2.5g/oz).¹

Big Game Celebrations

Pregame snacking can be made easy with seasoned walnuts or in plant-based dips made with walnuts that boost nutrition and flavor.



March

National Nutrition Month

Spotlight walnuts as a functional whole food, with three decades of research examining the effect of walnut consumption for benefits in cognitive function, cancer, diabetes, weight, gut health, reproductive health, and heart health.

Spring Wellness

Transition to spring with walnut-based salads, grain bowls, and plant-forward recipes as part of seasonal eating for optimal nutrition.

National Snack Day (March 4)

Whether enjoyed as a handful, part of a snack plate, in a trail mix or a homemade granola bar, celebrate snacking with the omega-3 nut.

April

Spring Holiday Hosting

Whether you are celebrating Easter or Passover, walnuts fit seamlessly into holiday brunch, sides and main dishes.

World Health Day (April 7)

Walnuts support the World Health Organization dietary recommendations for heart disease and diabetes prevention through plant-based nutrition and healthy fats.

Earth Day (April 22)

Earth Day works to educate us all about what we can do to adopt planet-friendly behaviors. California Walnuts' commitment to the environment is deeply rooted in the heritage, rich farming knowledge and good stewardship practices for the sake of future generations.

May

Mediterranean Diet Month

Walnuts are a cornerstone of Mediterranean-style eating patterns.

National Salad Month

Create nutrient-dense walnut salads with leafy greens, seasonal vegetables, and walnut oil dressing for Mediterranean-inspired eating.

Cinco de Mayo (May 5)

Create inspired dishes with a plant-forward twist, like walnut meat tacos or walnut enchiladas.

National Walnut Day (May 17)

A day all about walnuts to highlight the many health benefits, culinary versatility and California-grown story.

June

Brain Awareness Month

DYK—walnuts are shaped like a brain?

National Fresh Fruits & Vegetables Month

Walnuts pair beautifully with this season's produce—think berries, leafy greens and stone fruits, making plant-forward eating more enjoyable.



July

National Picnic Month

Walnuts are portable and perfect for outdoor, picnic-friendly food options like trail mix and sandwiches made with walnut pesto spread or chickpea-walnut salad.

National Ice Cream Day (3rd Sunday)

With versatility to fit both sweet and savory profiles, spice up your ice cream with seasoned walnuts, like matcha-flavored or roasted cinnamon.

August

Back to School Season

Walnuts fuel busy mornings and lunchboxes with sustained energy and kid-friendly recipes.

National Wellness Month

Walnuts offer important nutrients, including omega-3 ALA, plant-based protein, fiber, melatonin and magnesium to help support wellness from head-to-toe.



September

Family Meals Month

Walnuts bring nutrition and flavor to shared meals, encouraging balanced, home-cooked dishes the whole family will enjoy.

Walnut Harvest Season

Freshly harvested California walnuts begin the process to make their way from orchard-to-table.

Healthy Aging Month

Scientific research investigated how including walnuts, as part of a healthy diet, may play a role in helping to maintain and improve brain health and overall well-being as people age.

October

World Vegetarian Day (October 1)

Walnuts provide plant-based protein, healthy fats** and fiber, making vegetarian and flexitarian meals more satisfying.

National Nut Day (October 22)

A perfect moment to spotlight walnuts as a nutrient-dense, versatile nut with a unique omega-3 ALA profile.

November

Diabetes Awareness Month

With the combination of omega-3 ALA (2.5g), protein (4g) and fiber (2g),¹ walnuts are a diabetes-friendly add to satisfying and nutritionally balanced meals.

Thanksgiving (4th Thursday)

Walnuts are a natural fit for holiday cooking, from stuffings to salads and desserts.

December

National Cookie Day (December 4)

Walnuts are a classic baking ingredient—try adding them to holiday cookies like chocolate chip and oatmeal raisin.

Winter Holidays

Walnuts shine in appetizers, cheese boards and elevated holiday party recipes—both indulgent and health forward.



1. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. [Fdc.nal.usda.gov](https://fdc.nal.usda.gov)

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Nutrition Facts

Serving Size 1 oz. (28g/about ¼ cup)

Amount Per Serving

Calories 190

% Daily Value*

Total Fat 18g	23%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Polyunsaturated Fat 13g	
Monounsaturated Fat 2.5g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 0.8mg	4%
Potassium 130mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



California Walnut Board & Commission

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