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## **Enjoy Tomato Products During National Nutrition Month's "Eat Right with Color"**

**APTOS, Calif. (February 25, 2011)** – March is here and it's time to celebrate National Nutrition Month, a national campaign sponsored by the American Dietetic Association that promotes healthy eating across the country. This year's campaign, Eat Right with Color, fits neatly into the newly released 2010 Dietary Guidelines for Americans. A key recommendation of the Dietary Guidelines is to shift towards a healthier eating pattern that promotes nutrient-rich foods. Specifically, Americans are encouraged to consume more vegetables, especially dark-green, red and orange vegetables, plus beans and peas.

Research indicates that certain vibrantly-colored plant foods have particular value in promoting health. The Dietary Guidelines singled out the value of "red" vegetables in their latest recommendations because of a body of evidence that links these vegetables with health protection. Tomato products, the number one source of red vegetables and second popular vegetable in the country (second only to potatoes), are an excellent source of important nutrients, including vitamin C, potassium, fiber and the powerful antioxidant, lycopene. In fact, research indicates that lycopene is more readily absorbed by the body in cooked tomato products than in fresh. More than 400 studies performed by such esteemed research universities like Pennsylvania State University, University of California, Davis, and Illinois Institute of Technology have demonstrated the power of tomato products in promoting health in such areas as the prevention of cardiovascular disease and prostate cancer, protection against osteoporosis and sun damage, and reduction of oxidation and inflammation levels. Best of all, tomato products are easy, affordable, and delicious.

So, let National Nutrition Month inspire you to paint your plate with color, especially red. Put tomato products such as canned tomatoes, tomato sauce, pasta sauce, salsa, tomato juice, tomato soup and ketchup on your menu several times per week. Check out the National Nutrition Month website where you will find recipes and tips for eating with color at <http://www.eatright.org/nnm/>. Visit the Tomato Products Wellness Council website at [www.TomatoWellness.com](http://www.TomatoWellness.com) and our Facebook: Make it Red with Tomato Product! Page to discover a wealth of information on health, science, recipes, and cooking with tomato products. See our latest YouTube video on the Tomato Wellness Channel at: <http://www.youtube.com/watch?v=IPFEeeLoslA>.



