

Processed

TOMATOES



Health Nutrition Wellness

RED MEANS GO!

While red typically means stop, the growing evidence and scientific research supporting the consumption of processed tomatoes will leave consumers rethinking that association because when it comes to eating healthy, red now means go!

Scientists, health professionals and dietitians have long considered processed tomatoes one of the healthiest foods available to consumers. Eating more tomato products every day promotes wellness for you and your family and may protect your body against cardiovascular disease, various forms of cancer and inflammation.

And, consuming tomato products is one of the most affordable ways to get a serving of vegetables and stay within your budget. Whether as a tomato sauce, juice, salsa, soup, canned tomatoes and more, the affordability and versatility of processed tomato products make it a valuable staple in kitchens and pantries everywhere.



RED MEANS GO!

THE TOMATO PRODUCTS WELLNESS COUNCIL

Aware of the many attributes of processed tomatoes and wanting to learn more, leaders from all segments of the tomato industry came together in 2006 to form the Tomato Products Wellness Council (TPWC).

The voluntary group of growers, processors and well-known brands seeks to stay on top of scientific research, trends and issues that are of interest to the processing tomato industry. The Council has identified over 200 scientific studies that demonstrate the health effects of a diet rich in tomato products. TPWC funds credible scientific research. An extensive clinical trial has been completed that suggests tomato products protect the body against inflammation – and that’s not all. Additional studies are currently underway. Through the efforts of the Council, the scientific, nutritional and consumer communities are learning more about the vast benefits of tomato products.

For example, tomato products are the number one source of the powerful antioxidant lycopene, as well as a key source of vitamin A, vitamin E, potassium and fiber. Tomato products appear to reduce inflammation which science has shown to be at the root of many chronic, life-threatening diseases including cancer, heart disease, diabetes, neurodegenerative diseases and obesity-influenced health issues.

GETTING THE WORD OUT

From the beginning, the TPWC established and has continued a dialogue with reporters, opinion leaders and key influencers to share scientific information and breaking news about the health benefits of processed tomato products and the industry. From providing reporters with tours and insight on the industry, to participating in nutritional summits and meetings, to developing and sharing easy-to-prepare, delicious recipes, to dispensing information and findings on its website and in media materials, the Council is committed to actively sharing information to increase consumer awareness about the unique health characteristics of processed tomato products.

MEASURING SUCCESS

Tomato products are a healthy ingredient of many global cuisines and loaded with nutritional benefits making consumption an easy, tasty and beneficial way to improve your health. Look for more red with your meal by adding or asking for soup, juice, salsa, sauce, paste, ketchup, diced or whole canned tomatoes. When it comes to your health and the health of your loved ones, remember red means go!

For more information about the TPWC, visit www.tomatowellness.com.



Look for more red with your meal

the health benefits of tomatoes