

Tomato Wellness Retail Dietitian Toolkit

Provided by the
Tomato Products Wellness Council





WHAT'S INSIDE THE TOOLKIT

The **Tomato Wellness Retail Dietitian Toolkit** includes everything your customers need to know about processed tomato products. Starting with the basics of how tomatoes get from farm to can, this toolkit then delivers research-based findings on nutrition and health benefits, followed by a store tour cheat sheet of quick important tomato facts, and a seasonal guide of in-store ideas, complete with recipes, demo guides, talking points, content for your editorial needs, recipes, and social media posts—all reproduceable resources with suggestions on how to use them in your store, community, expos, newsletters, blogs, and social network. Here's a quick breakdown of what you'll find in this toolkit.

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Seasonal Store Guide: Show customers how to utilize tomato products in fun, appealing, and user-friendly ways that highlight each season, using current, insightful resources and information, including:15

- **Tomato Takeaways:** Talk up tomato products with short, fun facts and interesting talking points.
- **Try It!:** Get customers excited with seasonal content on how to use more tomato products, plus a copy-ready page of content.
- **Demo Guide:** Inspire shoppers by showing them these simple, creative ways to include tomato products in their daily diet.
- **Social Media Messages and Posts:** Update your followers by sharing messages, links, recipes, and nutrition information on tomato products.
- **Recipes:** Share two simple, seasonal, dietitian-created recipes with customers.



TOMATO PRODUCTS CAPTURE SUMMER IN A CAN



If only summertime could last all year long, enchanting us with long, warm, sunny days, perfectly captured in the vibrant color, flavor, and nutrition of peak-season produce like vine-ripened tomatoes. Thankfully, there's a way to get that taste of summer year-round—just open a can of tomatoes from your pantry.

Harvest Stats



Ninety-five percent of the nation's tomatoes used for processing are grown in California's Central Valley. The farmers wait for the tomatoes to be perfectly ripe before they harvest them. The moment those tomatoes are harvested in the field, they make their way to a nearby processing plant, and are processed within 4.5 hours, capturing the flavor and nutrition of tomatoes at their peak in every tomato product (which makes up 75% of the entire tomato crop!) such as canned tomatoes, tomato paste, marinara sauce, tomato sauce, salsa, and ketchup. There's an added bonus by opting for the canned varieties of tomatoes. When tomatoes are heated during processing or canning, the antioxidant lycopene becomes more bioavailable to your body, offering potentially more cancer-protective and anti-inflammatory benefits.

Canning is Tradition and On Trend

Preserving tomatoes and other produce is a part of our history. For generations we've preserved tomatoes and other produce as an economical and nutritious way to capture the season's bounty to enjoy all year. The tradition of canned tomatoes continues today as we appreciate their robust flavor, long shelf life, and versatility.

Preserving produce, especially tomatoes, is trending in restaurants, part of a renaissance of the culinary commitment to local, seasonal foods. Chefs are following our ancestral food traditions, capturing these ruby gems at their finest to use all year long. Some chefs have even brought canning staff into their restaurant during the summer months to can tomatoes from local farms, calling out their house-preserved tomatoes on the menu all winter long.

Tomato Products are on the Aisle!

Even if you don't have a pantry stocked with home-preserved tomatoes, your supermarket canned vegetable aisle is brimming with more options and varieties of tomato products than you might imagine. You'll find tomato paste, sauce, diced, puree, whole, stewed, marinara sauce, pizza sauce—the usual suspects. But look closer at the low- and no-sodium options or seasoned varieties with additions like garlic, basil, oregano, even fire-roasted. And rest assured, tomato products are minimally processed, with no additives. Just tomatoes, water, and optional salt or seasonings—just like home-preserved, but a whole lot easier!

PROCESSED TOMATOES, A SUSTAINABLE CHOICE

Every time you open a can or jar of tomatoes, you release the essence of that warm, summer day in which those perfectly ripe tomatoes were harvested. These tomatoes are picked at their top flavor and nutrition peak on the field before they are quickly whisked away to the processing plant to be canned, sealing in all of that good flavor and nutrition within just a few hours of harvest.

More Sustainable Than Fresh

Beyond good taste and nutrition, you also make a more sustainable choice by choosing preserved tomatoes. Why is it a more sustainable choice than fresh? The fresh tomato crop is typically picked about two weeks before maturity to withstand transportation, during which it requires more energy to refrigerate and transport. In addition, many fresh tomatoes are grown in Mexico, requiring longer transportation distances, or in heated, energy-intensive greenhouses before reaching your supermarket shelf. No wonder processed tomatoes can be a more sustainable option. Just look at the reasons why:

Tomatoes' Small Environmental Impact

- The cultivation of tomatoes results in a smaller environmental impact compared to other popular crops. An analysis of 20 common foods in the U.S. rated tomatoes as the second best food in terms of its greenhouse gas emissions.(1)
- Canned tomatoes have a lower environmental impact than fresh tomatoes, because they make use of tomatoes that cannot be sold as fresh, and storage and transportation is less intensive than for fresh tomatoes.(2)
- Canned tomatoes have a lower environmental impact than fresh tomatoes grown in heated greenhouses or from countries far away.(2,3)

Cans Prevent Food and Packaging Waste

- Food that is canned is food that is not wasted, which helps offset 72 million tons of food wasted in the U.S.(4)
- Steel cans are 100% recyclable, over and over again, forever. An estimated 80-90% of all steel ever produced is still in use today, and about 71% of steel cans are recycled.(5)
- The Environmental Working Group gives many tomato products their top scores in terms of nutrition, ingredients, and processing. For example, organic crushed tomatoes, organic whole peeled tomatoes, organic diced tomatoes, and organic stewed tomatoes received scores of 1.1 – 1.2, with 1.0 being the best and 10.0 being the worst.(6)

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CANNED TOMATO PRODUCTS GUIDE

Choosing canned tomato products can significantly cut costs from your grocery budget, shave off time from food preparation, and provide a real nutrition boost. This guide for common tomato products will help you identify delicious recipe ideas for each type of canned tomato product.

Processed Tomato Product	Description	Culinary Use	Nutrition
Whole, peeled, 1 cup	Whole, peeled tomatoes packed in tomato juice	Use whole, diced, or blended into sauces. Great in soups, curry dishes, chili, and stews.	Calories: 40 Dietary fiber: 10% DV Vitamin C: 37% DV Vitamin B6: 13% DV Iron: 13% DV Potassium: 13% DV
Diced, 1 cup	Chopped tomatoes packed in tomato juice	Chopped and ready for use in salsa, chili, gazpacho, or ceviche; perk up rice or other whole grain side dishes; add to soups instead of broth.	Calories: 80 Dietary fiber: 18% DV Vitamin A: 30% DV Vitamin C: 40% DV Iron: 16% DV
Stewed, 1 cup	Cut and cooked tomatoes, usually with seasonings, like salt, or spices	Simmer with a batch of fish chowder, cioppino, or beef stew; sauté with spinach or green beans, garlic, and seasonings.	Calories: 66 Dietary fiber: 10% DV Vitamin C: 34% DV Vitamin E: 11% DV Iron: 19% DV Potassium: 15% DV
Crushed, 1 cup	Mixture of small tomato pieces and tomato puree	Good for chunkier sauces; make a quick sauce with olive oil, onion, garlic, and Italian herbs for pasta, pizza sauce, lasagna.	Calories: 72 Dietary fiber: 16% DV Vitamin A: 24% DV Vitamin C: 24% DV
Puree, 1 cup	Smoother than crushed tomatoes, but has a thick consistency	Great as a base for sauces, soups, dips, marinades, and even ketchup.	Calories: 95 Dietary fiber: 19% DV Vitamin A: 26% DV Vitamin C: 44% DV Vitamin E: 25% DV Iron: 25% DV Potassium: 31% DV
Sauce, 1 cup	Smooth, pourable texture, may have spices like basil, garlic, or oregano	Pour over turkey meatloaf, add to stuffed squash or eggplant parmesan, use as enchilada sauce, or stir into vegetable soup.	Calories: 59 Dietary fiber: 15% DV Vitamin A: 21% DV Vitamin C: 29% DV Vitamin E: 17% DV Potassium: 23% DV
Paste, ¼ cup	Made from tomatoes cooked for a long time, it has the thickest texture	Use to deepen and enhance the flavor of a dish; mix it into taco filling, meatloaf, sloppy joe's and stuffed peppers.	Calories: 54 Dietary fiber: 11% DV Vitamin A: 20% DV Vitamin C: 24% DV Vitamin E: 14% DV Potassium: 19% DV



FRESH OR CANNED TOMATOES: HOW DO YOU CHOOSE?

Though summer's bounty brings a landslide of tomatoes from backyard gardens and farmers markets to your local supermarket, how do you know when it's the best time to choose fresh or canned? Follow this guide for inspiration.

When Fresh is Not Best

Tomatoes like to grow in the sunny, hot months of the year. Though they may be available year-round, often fresh tomatoes are shipped over long distances in the winter or grown in heated greenhouses. It can take up to two weeks from field to fork to get fresh tomatoes when they are out of season. That's why winter tomatoes don't compare to summer, vine-ripened tomatoes. Fresh tomatoes can definitely add a flavorful bite to many dishes, like salads and fresh salsas, so, make the most of fresh tomatoes while they are in season.

Canned Tomatoes—a Good Choice Year-Round

Canned tomatoes are harvested at their flavor and nutrition peak and canned within just a few hours. At a very reasonable price, they can be a budget-friendly and convenient option—no washing or chopping required. And, canned tomato products still contain their original nutrients.

Canned tomatoes offer a variety of prepared, ready-to-go forms, such as tomato sauce, tomato paste, marinara sauce, salsa, and diced, stewed and whole tomatoes. They give a higher concentration of flavor, making them a wonderful choice for soups, stews, pasta sauces, pizza, and dips. Since fresh tomatoes can cost more—especially during the winter—canned tomato products are likely best for cooked dishes in which the texture of fresh isn't that important.

Tomatoes: Canned vs. Fresh Guide

Use this guide to help determine when it's the right time to use canned or fresh tomatoes.

	Fresh Tomatoes	Canned Tomatoes
Cost	\$1.79 per 1.4-pound, on vine*	\$.98 per 14.4-oz can diced tomatoes**
Local Season (U.S)	Summer	Higher concentration of flavor similar or sometimes better than fresh tomatoes
Cooking Suitability	Salads, Salsas, Roasted, Grilled, Baked, Kebabs, Pasta/Pizza Sauces	Soups, Pastas, Salsas, Pizzas, Baked Pasta Dishes, Marinades, Chili, Curries, Stews
Convenience	Wash, slice, and dice	Open can and mix into dishes
*Based on price data, September 30, 2019, Walmart.com		
**Based on price data for Hunt's, September 30, 2019, Walmart.com		



TOMATO PRODUCTS SEAL IN NUTRIENTS



CAPTURING NUTRITION IN THE CAN

Tomato products are harvested within just a few hours, capturing those nutrients so we can enjoy them all year long. And when tomatoes are cooked—as they are in processed tomatoes—the lycopene is even more available to your body, because the cooking opens up cell walls in the tomato plant to allow the lycopene to be absorbed into your body, offering potentially more cancer protection and anti-inflammatory benefits.

CANNED TOMATO NUTRITION BENEFITS

Do your body so much good by opting for canned varieties. Tomatoes contain such a wide variety of nutrients: dietary fiber, vitamins E and C, folate, potassium, iron, magnesium, and plant compounds, such as the carotenoids lycopene and beta-carotene. Our bodies need nutrients to build and maintain cells, tissues, organs, and structures. They also help regulate body functions, such as metabolism, blood pressure, and thyroid, and keep them all in balance, which means a healthy, well-running body. Eating just a few servings of tomato products a week makes it easy to reach the recommended daily servings of so many important nutrients.

Every time you bite into a taco covered with salsa, a pile of pasta smothered in marinara, or steaming bowl of tomato soup, you are gaining nutrition benefits linked with eating tomato products. Processed tomato products, including canned tomatoes, marinara sauce, tomato paste, salsa, and tomato soup, are rich in numerous health-protective nutrients, including lycopene, the antioxidant compound that gives tomatoes their beautiful scarlet hue and contributes to heart health and cancer prevention, as well as potassium and vitamins C and A.

Tomato Nutrients by the Numbers









One cup of canned tomatoes contains 41 calories, 0 grams fat, 2.4 grams fiber, 2 grams protein, 37% Daily Value (DV) vitamin C, 8% DV vitamin A, 9% DV vitamin K, 13% DV vitamin B6, 13% DV iron, 13% DV potassium, and 9% DV manganese.

- **Lycopene:** Tomato products are rich in the powerful antioxidant group, carotenoids, which have been shown to inactivate free radicals, protect against cancer, and slow development of atherosclerosis. The most plentiful carotenoid is lycopene, which research suggests may be a big factor behind the health-protective effects of tomato products.
- **Potassium:** Naturally rich in potassium, tomato products can help to lower blood pressure by lessening the negative effects of sodium.
- **Vitamin C:** Tomato products are a good source of antioxidant vitamin C, which helps fight cell-damaging free radicals in the body, as well as chronic diseases.
- **Vitamin A:** Tomato products contain beta-carotene, a precursor to vitamin A, which has antioxidant properties to fight free radicals and is also good for eye health.



GO RED WITH TOMATO PRODUCTS FOR OPTIMAL HEALTH!

There are more reasons than ever to enjoy the health rewards of tomato products in your diet.

-  **Discover a Nutritional Powerhouse.** Tomato products are loaded with essential vitamins, minerals, and fiber—all in a neat low-fat, low-calorie package.
-  **Dig into a Lycopene Mother Lode.** Tomato products are rich in lycopene, part of the powerful antioxidant group, carotenoids, which have been shown to inactivate free radicals, protect against cancer, and slow development of atherosclerosis.(1)
-  **Take on Prostate Cancer.** Research supports that eating lycopene-rich food sources like tomato products may help reduce the risks of certain cancers, such as digestive tract and pancreatic, but the bulk of the evidence is linked with prostate cancer. Ten or more servings of tomatoes per week cuts prostate cancer risk by 18%, according to one study.(2)
-  **Score Powerful Heart-Health Benefits.** Regular intake of tomato products is consistently associated with lower rates of cardiovascular disease.(3)
-  **Maximize Bone Health.** Laboratory research has shown that lycopene intake from tomatoes may protect bone health by increasing the antioxidant capacity of bones and decreasing oxidative stress, which may reduce risk of osteoporosis.(4)
-  **Fight Inflammation.** Tomato products may help cool down inflammation, which is a root of many chronic diseases. Scientists found that in a group of 30 healthy adult women (ages 20-30), those that drank 280 ml of tomato juice for two months reduced waist circumference, serum cholesterol, and inflammatory adipokine levels.(5)
-  **Improve Cholesterol Levels.** One of tomato products' heart health benefits is improved lipid profiles, according to some studies. In a study including 35 females, those who consumed tomatoes before lunch for four weeks experienced a significant decrease in cholesterol and triglyceride levels, as well as body weight and fat percentage.(6)
-  **Control Blood Pressure.** Low-sodium tomato products have the perfect nutritional profile to fit into the DASH (Dietary Approaches to Stop Hypertension) Diet, thus, helping to prevent or manage hypertension. One study found that consuming gazpacho, a soup made of mostly tomatoes, was associated with lower systolic and diastolic blood pressure levels, as well as the prevalence of hypertension among nearly 4,000 individuals at high cardiovascular risk.(7)
-  **Defend Against Sun Damage.** Tomato products may offer natural protection from the sun's damaging UV rays. In a randomized controlled study, 20 healthy women consumed 55 g of tomato paste (16 mg lycopene) in olive oil or olive oil alone for 12 weeks. After various degrees of sun exposure, UV radiation was significantly reduced in the tomato paste group.(8)

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LYCOPENE'S SUPER POWERS

Maybe there's a reason superheroes wear red capes! Lycopene (pronounced lie-kuh-peen), the naturally occurring compound that gives tomatoes their rich red color, has some pretty super powers. Natural chemical reactions in your body create free radicals, which move around the body setting off chain reactions that can damage cells and promote disease. Lycopene is an antioxidant compound in tomatoes that destroys these free radicals. Like other antioxidants, it has anti-inflammatory and anti-cancer effects.



Lycopene Helps Protect Against Disease

According to the American Cancer Society, lycopene helps prevent damage to our genes. Eating plenty of lycopene-rich foods, like tomato products (canned tomatoes, marinara sauce, salsa, and tomato soup), may lower risk of lung cancer and aggressive prostate cancer. Studies also show that people who eat plenty of plant foods rich in carotenoid antioxidants like lycopene have a lower risk of heart disease.(1)

Dial in Lycopene in Your Diet

About 80% of the powerful antioxidant lycopene in the American diet comes from tomatoes and tomato products.(2) Cooking tomatoes makes lycopene about 2.5 times more bioavailable to the body. (2) Just check out how packed with lycopene tomato sauce and tomato sauce are, compared to fresh tomatoes (see chart). Though there's no daily recommended intake of lycopene, studies show 9-21 mg/day (3) is most beneficial, which can be easily achieved with less than one serving of tomato products (see chart). Eating your tomatoes with a little fat, like a drizzle of olive oil or a slice of avocado, also increases the amount of lycopene your body can absorb.(4)

Lycopene Content in Foods

	Serving	Lycopene (mg)*
Tomato Puree	1 cup	54
Tomato Sauce	1 cup	46
Tomato Juice, Canned	1 cup	22
Stewed Tomatoes	1 cup	10
Canned Tomatoes	1 cup	6
Tomatoes, Raw	1 cup chopped	4.5
Ketchup	1 Tablespoon	2

*Based on data from the USDA Food Composition Database

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TOMATO PRODUCTS: NUTRITION IN THE CAN!

- The lycopene in canned tomatoes is more bioavailable than in fresh tomatoes.(2)
- 80% of lycopene consumed in the U.S. comes from tomato products.(2)
- ½ cup of canned tomatoes provides 11 mg of lycopene compared to just 3.7 mg found in one medium fresh tomato.(3)



- Canned tomatoes are harvested in the field and immediately whisked to a nearby processing plant, where they are processed within 4.5 hours, capturing the flavor and nutrition of tomatoes at their peak.
- Tomato products are loaded with nutrients—lycopene, vitamins, minerals, fiber—that work together to provide synergistic benefits you can't get in any pill.
- ½ cup of canned tomatoes provides 19% of the DV of Vitamin C.(1)

- Tomato products make it easier to get the recommended 2-3 cups/day of vegetables.(4)
- ½ cup of tomato purée = 2 servings of vegetables.(4)
- MyPlate, AHA, AICR, ADA, and AND all recommend canned tomato products as a healthy option.
- Tomato products are a key part of the Mediterranean diet, one of the most widely studied diets linked with lower risk of chronic diseases.(5)

- More than 650 human studies link tomato products to health benefits, making them one of the most widely studied plant foods in the world.(6)
- Eating tomato products may reduce your risk of prostate cancer by 10%.(7)
- Eating tomato products may help lower blood pressure and cholesterol levels.(8)
- 2 servings/day of tomato products may lower your heart disease risk.(9)
- Tomato products may help fight inflammation and oxidative stress, both roots of chronic disease. (10,11)



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EAT YOUR HEART OUT WITH TOMATO PRODUCTS

Eating tomato products at least a few times every week can lower your risk of cardiovascular disease, the number one killer in the U.S. Every bite of tomato products has:

-  **An Arsenal of Heart Health Nutrients.** Tomato products contain vitamins C and E, fiber, and potassium, as well as the powerful antioxidant lycopene, responsible for the red color of tomatoes. These nutrients work together to help protect the heart in a number of ways, including fighting oxidation and inflammation that can damage the heart. Scientists see greater results from eating the whole tomato, rather than isolated nutrients.(1)
-  **The Power of Lycopene.** Scientists believe that lycopene may be at the root of tomato's heart health benefits. Tomato products account for more than 80% of the lycopene in the American diet. Studies suggest that high lycopene levels are linked with lower rates of heart disease. And when tomatoes are cooked—as they are in tomato products—the lycopene is even more bioavailable to your body.(2)
-  **Protection Against Oxidative Stress.** Scientists have noticed that among people with high levels of lycopene in their bloodstream, there is a tendency to have lower rates of cardiovascular disease. Research indicates that it may be due to antioxidant nutrients, which help fight the damaging effects of oxidation.(3)
-  **Fighting Inflammation.** Tomatoes also may protect against heart disease because of their anti-inflammatory effects. Studies have shown that eating tomato products reduces levels of inflammation in the body, which is a root cause of chronic disease.(4)
-  **Anti-Platelet Action.** Tomatoes contain anti-platelet compounds that appear to inhibit the formation of blood clots. According to one study, which compared anti-platelet properties among various fruits, tomatoes had the highest anti-platelet activity.(5)
-  **Improving Cholesterol.** The heart-protective benefits of tomatoes may be related to their influence on blood-cholesterol profile, a risk factor for heart disease. A tomato-rich diet has been shown to increase “good” HDL cholesterol levels and reduce total cholesterol and “bad” LDL cholesterol concentrations. When you combine olive oil with the lycopene in tomatoes, it may improve cholesterol levels even further.(6)
-  **Healthy Blood Pressure.** Keeping blood pressure under control can reduce the risk for heart disease. Some studies have found a tomato-rich diet can reduce your blood pressure levels. It may be in part because tomatoes are rich in potassium, which can help counter the effect of sodium in order to keep blood pressure levels in a healthy range.(6)

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FIGHT PROSTATE CANCER WITH TOMATO PRODUCTS

The idea that something as simple as eating tomato products might help fend off prostate cancer is exciting. After all, the American Cancer Society estimates almost 175,000 new cases of prostate cancer in the U.S. each year, resulting in about 32,000 deaths.(1) In fact, most men will get prostate cancer if they live long enough. That's why dietary approaches to reduce the growth of prostate tumors are so important.

What Makes Tomatoes So Special in the Prostate Cancer Fight?

Tomatoes contain a variety of nutrients that may be responsible for cancer-fighting action, including vitamins A and C, fiber, and potassium, as well as carotenoids, like lycopene, which give tomatoes their red color. Research shows that single daily servings of processed tomato products produce significant increases of lycopene concentrations in the blood.(2) And evidence indicates that the lycopene from processed tomatoes is easier for the body to absorb than that of fresh tomatoes. The cancer protection provided by tomatoes isn't merely due to lycopene. Compared to lycopene alone, more effective benefits have been linked with eating the whole tomato, which contains a full range of carotenoids and nutrients.(3)



How Tomatoes Fight Prostate Cancer

A number of studies have shown the promise of tomato products on prostate cancer protection, including the following:

- **Research on lycopene found that prostate cells most affected by lycopene show cancer-protective properties, such as antioxidant activity and slowing or preventing the growth of cancer cells.(4)**
- **In an analysis of men diagnosed with prostate cancer in the Cancer Prevention Study II Nutrition Cohort, researchers found that those with high-risk cancers who reported consuming average or higher levels of lycopene had a lower risk of prostate-cancer-specific death compared to men reporting lower intake.(5)**
- **A review of studies found that consumers with higher raw tomato intake had a lower incidence of prostate cancer compared with those with lower intake. Those who had higher intake of cooked tomato versus lower intake also had a lower prostate cancer incidence. Consumers with higher levels of lycopene in their bodies had lower prostate cancer incidence than those with lower levels.(6)**
- **In a review of 66 studies conducted over 20 years, AICR researchers found that men who consumed higher amounts of lycopene had an 11% reduced risk of prostate cancer compared to those who consumed the least. Highest amounts of circulating blood lycopene was linked to a 17% lower risk. When focused on tomatoes alone, men who ate the highest amounts had a 10% lower risk than men who consumed the least.(7)**

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TOMATO PRODUCTS, KEY PART OF HEALTHY EATING PATTERNS

Tomatoes are among the best-loved vegetables in the country, and the experts love them too. The Dietary Guidelines for Americans and USDA MyPlate include canned vegetables, and specifically a “red-orange” vegetable category.(1) Red and orange vegetables are loaded with important nutrients we need to include each day as part of an overall healthy diet.



Seeing Red

What makes red and orange vegetables stand out? Tomatoes are one of a few stars on team red-orange, along with red peppers, carrots, and pumpkin, to name a few. Each comes to the plate with impressive nutrient stats, most notably vitamin A, which strengthens vision, vitamin C, which promotes healing, potassium, which can lower blood pressure, and vitamin K, essential for blood clotting and healthy bones. Just a few servings of tomato products each week can help us boost our intake.

A Winning Record

With all that going for this team of veggies, it's clear why tomato products are supported by the experts. Here are some of the eating recommendations for Americans for optimal health, and how tomato products make the team.

- **Healthy eating patterns**, as defined in the Dietary Guidelines(2), include a variety of vegetables from all of the five vegetable subgroups—dark green, red-orange, legumes, starchy, and other. These include all fresh, frozen, canned, and dried in cooked or raw form, including vegetable juices. Tomato products are definitely on this roster. With so many canned varieties like diced tomatoes, tomato puree, marinara sauce, pizza sauce, tomato soup, and tomato juice, they're written right into any healthy eating pattern.
- **Three healthy eating patterns are recommended in the Dietary Guidelines:** The Healthy US-Style Eating Pattern, Healthy Mediterranean-Style Eating Pattern, and Healthy Vegetarian Eating Pattern. Each of these patterns specifically lists red-orange vegetables in their recommendations. Canned tomato products are also recommended by the American Heart Association, the American Institute for Cancer Research, and more.(2)
- **Falling behind on vegetables.** Americans do not meet recommendations for total vegetable intake or any of the vegetable subgroups, including red-orange vegetables. The USDA recommends most adults eat at least 5 servings of vegetables each day (about 2-3 cups). According to a study by the Centers on Disease Control (CDC), just 1 in 10 adults meets this recommendation.(3)
- **Strategize vegetables.** One way to increase vegetable intake is to choose a variety of vegetables from all subgroups in place of foods high in calories, saturated fats, or sodium. For example, increase the vegetables in mixed dishes while decreasing the amounts of other often over-consumed foods, such as refined grains or meats high in saturated fat and/or sodium.

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TOMATOES, A DELICIOUS PART OF GLOBAL CUISINES

Food is part of our cultural identity, as unique as the history that created each country's cuisine. In our globalized society, we are so fortunate to have access to cuisines from different cultures. When exploring international cuisines, ingredients, like tomatoes, take on different, novel flavors, introducing us to something new, and also something shared.

Tomatoes play a key role in many traditional diets around the globe, brightening your favorite meals with a splash of robust red, packed with health-promoting nutrients that help boost nutrition and reduce risk of chronic disease. From American Southwest to Latin American and Mediterranean, let these culinary gems bring the globe's best-loved dishes into your kitchen.

Check out these examples on how tomato products star in global cuisines.

French

- **Ratatouille:** a traditional garden stew with tomatoes.
- **Quiche:** eggs, tomatoes, mushrooms, peppers, and cheese baked in a pie crust

Latin

- **Pico de Gallo:** a colorful blend of onion, peppers, tomatoes, and cilantro
- **Huevos Rancheros:** Mexican breakfast with eggs, beans, and tomato salsa

Italian

- **Classic Tomato Sauce:** served with pasta, on pizza, over lean poultry and fish
- **Bruschetta:** tomato on crunchy bread with garlic, olive oil, and fresh basil

American

- **Tomato Soup:** served with grilled cheese sandwich
- **Chili:** beans, tomatoes, onions, peppers, and spices

Mediterranean

- **Caprese Salad:** tomatoes, mozzarella, greens, Kalamata olives, basil
- **Shakshuka:** eggs poached in a sauce made of tomatoes, peppers, garlic and spices

Indian

- **Tomato Curry:** crushed tomatoes, garlic, ginger, garam masala, served over rice
- **Tomato Dal:** lentils, tomatoes, chilis, and spices, like turmeric, cumin, garam masala, and ginger












STORE TOUR CHEAT SHEET:

TOMATO PRODUCTS IN THE AISLE

Tomato products are the supermarket gems hidden in plain clothes. Your customers pass by them every time they shop, and likely toss a few cans into the cart as a pantry staple. Your grocery store tour can open up the possibilities of the canned vegetable aisle and the variety and nutritional value of canned tomato products. Be sure to mention that canned tomatoes are an economical way to go, less expensive than fresh, especially in the off-season. They're also a sustainable choice, processed within hours of harvest, locking in nutrients and remaining shelf-stable for 18 months. Fresh tomatoes are typically picked about two weeks before maturity to withstand transportation, which requires energy to refrigerate, and they have a short shelf life.

Here are a few quick, good-to-know facts to remind people how nutritious and healthy tomato products are.

-  **Low in Calories, Packed with Powerful Nutrients.** One cup of canned tomatoes contains 41 calories, 0 grams fat, 2.4 grams fiber, 2 grams protein, 37% Daily Value (DV) vitamin C, 8% DV vitamin A, 9% DV vitamin K, 13% DV vitamin B6, 13% DV iron, 13% DV potassium, and 9% DV manganese.(1)
-  **Lycopene.** Tomato products are rich in the powerful antioxidant group, carotenoids, which have been shown to inactivate free radicals, protect against cancer, and slow development of atherosclerosis.(2)
-  **Potassium.** Naturally rich in potassium, tomato products can help lower blood pressure.
-  **Vitamin C.** Tomato products are a good source of antioxidant vitamin C, which helps fight cell-damaging free radicals in the body, and may also prevent certain cancers, heart disease, and other chronic diseases.(3)
-  **Vitamin A.** Tomato products contain beta-carotene, a precursor to vitamin A, which has antioxidant properties to fight free radicals. Vitamin A is also essential to vision and eye health.(4)
-  **Heart Health.** Regular intake of tomato products has been consistently associated with lower rates of cardiovascular disease.(5)
-  **Cancer Protection.** Research supports that eating lycopene-rich food sources like tomato products may help reduce the risk of some forms of cancer, such as digestive tract and pancreatic cancers, but the bulk of the cancer-protective evidence is linked with prostate cancer.(6)
-  **Bone Health.** Laboratory research has shown that lycopene intake from tomatoes may protect bone health by increasing the antioxidant capacity of bones and decreasing oxidative stress, which may reduce risk of osteoporosis.(7)
-  **Blood Pressure.** Research confirms that tomato products may aid in treating hypertension. Low-sodium tomato products have the perfect nutritional profile to fit into the DASH (Dietary Approaches to Stop Hypertension) Diet.(8)

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WINTER (DECEMBER, JANUARY, FEBRUARY)

Enjoy the winter-season tomato style! Show customers how tomato products—full of flavor, nutrition and health—are a great way to take the chill off those wintry days and nights.



- Add a splash of red to this year's healthy eating New Year's resolutions with canned tomato products.
- Healthy Weight Goals: One cup of canned tomatoes has just 41 calories.
- For Heart Health Month: Eating tomatoes regularly is linked with lower rates of heart disease.

Try It!

Get customers excited to use more tomato products with these fun, seasonal ideas they can try at home, plus a copy-ready page of content you can send with them.



Holidays/Gatherings(Christmas, New Year's, Valentine's Day, Super Bowl)

Organize a holiday meal swap where everyone brings a healthy, comforting casserole to share. Have to-go containers ready to divide and reheat later. Try a vegetable lasagna for a nutritious and delicious dish to contribute and wow your friends. (See page 16)



Comfort Food

'Tis the season for comforting, nutrient-dense soups. Make a big batch of tomato-based vegetable soup when you have time over the weekend and enjoy it for lunch or for a quick and easy dinner.



Slow Cooker

Optimize time for yourself and your loved ones by prepping the meal in the morning and let the slow cooker do the work for warming, healthful meals starting with a can of soup.



Baking

Bake up something savory for the holidays. Tomato products give biscuits, tarts, quiche, even muffins a delightful twist with rich tomato flavor partnered by onion, basil, cheese—the options are open!



Heart Health

Show love for your Valentine with a heart-healthy tomato appetizer, instead of sweets. Rich Tomato Pesto Hummus (See page 24) served with their favorite crudité or dippers is the perfect way to say "I love you."

Demo Guide

- Focus on the month's holidays (Christmas, New Year's, Valentine's Day) and show customers how to make gatherings a little healthier with a fun and simple recipe like Rich Tomato Pesto Hummus (See page 24):
- Set prepped ingredients on the demo table alongside food processor or blender and recipe cards.
- Discuss challenges on how to eat healthfully this time of year as you add ingredients to the blender.
- Whir, serve in a bowl alongside pita wedges for shoppers to sample.



Featured Recipes

- Garden Patch Lasagna (See page 23)
- Rich Tomato Pesto Hummus (See page 24)



Social Media Messages and Posts

- Reach your [#healthyeatingresolution](#) with canned [#tomatoproducts](#) and this [#skinnypasta!](#) [#healthyeating](#) [#newyearsresolution](#) @tomatowellness <http://bit.ly/2n3jVVK>
- Just 2 servings of [#tomatoproducts](#) a day is linked with lower rates of cardiovascular disease. @tomatowellness [#hearthealthy](#)
- Celebrate [#valentinesday](#) eating delicious foods made with heart-protecting [#tomatoproducts](#), like TomatoPestoHummus. [#pizza](#) [#pasta](#) [#tomatopestohummus](#) @tomatowellness <http://bit.ly/2oE4m5V>
- It may be winter, but cooking with [#tomatoproducts](#) makes every day feel like an [#endlesssummer!](#) @tomatowellness <http://bit.ly/2oz7tvX>
- There's a chill in the air. Warm loved ones with comforting casseroles, soups, and stews, made with [#tomatoproducts](#) like this [#instantpotchickentacosoup](#). @tomatowellness <http://bit.ly/2AHyVu8>

Article/Blog

Healthy-Up the Holidays with Tomato Products!

Healthy is hip all year long—even during this social, treat-forward holiday season. Here are a couple clever ideas to help you and yours eat well with tomato products—and love it!

Cool temps and winter holidays keep us huddled close to the warmth of home, comfort foods, and the joy and laughter of family, and friends. Don't let the hustle and bustle of the season get in the way of health and good eating. Keep your pantry well-stocked with spices, herbs and, of course, canned tomato products (packed with vitamins, minerals, and rich in antioxidant lycopene), which will boost the nutrition in your dishes and help save you time in the kitchen.

The holiday calendar is filled with fun get-togethers. Too often, however, they revolve around cookies, alcohol, and other indulgences. Why not let that healthy pantry inspire a new dish or two to serve or bring to your next gathering? Or, how about hosting a get-together that is a healthier party and will offer you and your friends the gift that keeps on giving? Organize a holiday meal swap where everyone brings a casserole to share. Have to-go containers ready so you and your friends can divide the remaining leftovers for future dinners that can easily be reheated. Try this awesome Garden Patch Lasagna (See page 23) for a nutritious and delicious dish to contribute and wow your friends.

The holidays are definitely the season of treats. But there's really no reason holiday treats have to be sweet and full of sugar. In fact, most people truly appreciate when healthier options are served. It's nice to indulge, but it's better to keep it balanced. Instead of bringing cookies to your holiday festivity, consider wowing the guests with a tomato appetizer. Rich Tomato Pesto Hummus (See page 24) is the perfect dip to bring with your favorite crudité or dippers, and will please kids and adults alike. Bonus: Make festive recipe cards for your dish that people can take with them since you will be asked for the recipe!



SPRING
(MARCH, APRIL, MAY)

Spring into healthy eating with canned tomatoes. This season is blooming with reasons to enjoy and appreciate good nutrition and health. Tomato products are an easy way to eat more veggies and sample exciting flavors and recipes.



- Spring into good health: Get 2 grams of fiber in every serving of canned tomatoes!
- Tomato products are the easy vegetable; it's so easy to pack in a serving of veggies with tomato sauce, tomato paste, and canned tomatoes.

Try It!

Get customers excited to use more tomato products with these fun, seasonal ideas they can try at home, plus a copy-ready page of content you can send with them.



Meatless Mondays

Dive into veggie dishes like pasta with marinara sauce and eggplant parmigiana with rich tomato sauce, give pulses and whole grains a go, boiled or sautéed with an umami punch of tomato paste. Or try meat alternatives like tofu and tempeh simmered or stir fried with tomato to tempt your taste buds.



Celebrate Mom!

Treat mom to breakfast in bed with a delicious breakfast egg casserole topped with tomato salsa, or let her sleep in and surprise her with a spring-fresh vegetable-forward pizza with a bright tomato sauce.



Taco Tuesday

Celebrate Cinco de Mayo year-round with canned tomatoes. Ground beef tacos, chicken tacos, or fish tacos with salsa are great for Tuesdays, but branch out with a build-your-own burrito, quesadilla or tostada. (See page 18)



National Nutrition Month

March is officially dedicated to healthy eating, so line up those canned tomatoes and get started! Tomato products are loaded with essential vitamins, minerals, and fiber—all in a neat low-cal package.



Earth Day

According to the Environmental Working Group, tomatoes are one of the most sustainable food choices you can make! Picked at their flavor and nutrition peak, they are canned within a few hours of harvest. Canned tomato products make every day Earth Day.

Demo Guide

- Talk about how versatile and easy it is to use tomato products in Latin and vegetarian dishes.
- Display tomato products that work well in Latin dishes, such as Spanish-style tomato sauce, salsa, stewed Mexican tomatoes, and red enchilada sauce.
- Have ingredients for the Burrito with Refried Beans and Corn recipe on the demo table, along with recipe cards
- As you build the burrito, emphasize how few ingredients there are and that it can be ready in about 15 minutes.
- Slice for shoppers to sample.



Featured Recipes

- Ceviche (See page 25)
- Burrito with Refried Beans and Corn (See page 26)



Article/Blog

Welcome Spring with Fresh Latin Flavors Featuring Tomato Products

Spring is all about fresh starts. Bring on the healthy and nutritious, the flavorful and adventurous! Tomato products make it easy to explore and try new things like traditional and ethnic dishes, especially those including Latin flavors.

Out with the snow and in with the new—the season of beginnings is the time to jumpstart healthy habits and nutritious eating with more servings of fruits and vegetables. Organize the pantry as part of this year's spring cleaning and freshen up outdated or unused items. Keep a variety of canned tomato products—whole, crushed, diced, sauce, paste—on hand to dish up the tried and true, or give something new a spin.

Taco Tuesday is a great “something new!” Designating Tuesday as the day for tacos or any favorite Latin-inspired dish—pico de gallo, chili rellenos, huevos rancheros, burritos—is a fun and easy way to jazz up your family's week, giving everyone something to look forward to. Tomatoes are at the heart of authentic Hispanic cooking, and tomato products make meal preparation quicker and easier, with all of the flavor and nutrition your family deserves.

Tomatoes play such a central role in so many traditional dishes that you can find canned tomato products that are made for Hispanic recipes, seasoned with ingredients like green chiles, lime juice, cilantro, and habanero or chipotle peppers. And you can select your degree of spice—from mild to fiery. These products are convenient and authentic, adding the perfect spice and seasoning to soups and sauces.

If you want even more flavor, keep herbs and spices used most often in Latin-inspired dishes in the pantry: Mexican oregano, basil, cilantro, mint, sage, cumin, coriander, cinnamon, or nutmeg. If you like your tomato-based dishes hot, reach for one of these chilies, listed in the order of their heat factor, from mild to five-alarm: pasilla negro chiles, ancho chiles, chipotle chiles, serrano chiles, and habanero chiles. Chop and add to almost any Latino dish to turn up the heat.

Tomatoes' role in Latino cooking adds not only taste and cultural color, but nutrition too. Tomatoes deliver the powerful antioxidant, lycopene, which has been shown to reduce oxidative stress in people with type 2 diabetes. One study found that people with type 2 diabetes who ate about 7 ounces of raw tomatoes (about 4 large) daily for 8 weeks, had improved blood pressure and lower levels of a specific type of fat in the blood linked to increased risk of cardiovascular disease. While the study looked at raw tomatoes, it only makes sense that canned tomatoes would be at least as beneficial. In fact, because lycopene is released from tomatoes upon heating during the canning process, levels of this important antioxidant are higher in canned tomato products.

Social Media Messages and Posts

- Do you know what day it is? **#tacotuesday!** Dive in @tomatowellness <http://bit.ly/2poxDSq>
- Farm to can in a few hours, canned **#tomatoproducts** are a sustainable food choice **#earthday** @tomatowellness <http://bit.ly/2oSpVzC>
- Get your 4-6 cups of daily veggies with **#tomatoproducts** with these fun ideas! @tomatowellness **#eatmoreveg** <http://bit.ly/2nQr7DQ>
- Marinara sauce on **#meatlessmonday** is a snap with just a can or two of **#tomatoproducts** @tomatowellness **#pizza #pasta #eggplantparmesan #zucchiniLasagna**. <http://bit.ly/2oC1TJe>
- Fight hypertension with low-sodium, potassium-rich **#tomatoproducts** in the **#dashdiet #hearthealthy** @tomatowellness



SUMMER
(JUNE, JULY, AUGUST)

Canned tomato products make it taste like summer all year round! It's tomato season and definitely a time to enjoy fresh, vine-ripened tomatoes, but there are oh so many reasons to keep the pantry stocked with canned tomatoes.



- Tomatoes may help protect the skin from the sun's damaging rays.
- Tomato products make up 75% of the entire tomato crop!
- The antioxidant, lycopene becomes more bioavailable to our bodies when tomatoes are heated during processing, offering potentially more cancer protection and anti-inflammatory benefits. Opting for canned varieties, even during the hot days of summer or tomato season, does your body good.

Try It!

Get customers excited to use more tomato products with these fun, seasonal ideas they can try at home, plus a copy-ready page of content you can send with them.

**Mediterranean Mainstay**

The Mediterranean Diet has been linked with many health benefits, such as lower risk of heart disease, diabetes, Alzheimer's disease, and certain types of cancer. Tomato products are a classic ingredient in the Mediterranean pantry to use in favorites like pasta, pizza, ratatouille, beans, soup, and fish.

**Take it Outdoors**

Longer days, vacation, social gatherings in the backyard or beach—no summertime picnic or BBQ would be the same without tomato products. Whether it's chips and salsa, smoky baked beans, marinated meats, or ketchup on your burger—tomato products are a must-have on your picnic shopping list.

**It's Tomato Season!**

Enjoy fresh, vine ripened tomatoes whenever you can during these sunny, hot months. However, fresh tomatoes in the market aren't as fresh as you think. It can take up to two weeks to get from field to fork. Choose fresh for dishes in which fresh really makes a difference, such as salads and sandwiches, but use canned when recipes call for cooked, like pizza on the grill or cool, veggie-rich gazpacho.

**Dads Rule**

Give dad the best this Father's Day by serving up his favorite summertime dishes—chili, pizza, marinated grilled meat, lasagna, tacos—that just happen to feature lycopene-rich tomato products, which boost his prostate cancer protection. (See page 20)

**Red, White, and Blue!**

Salsa, ketchup, tomato sauce—the condiments of summer and 4th of July celebrations. They make our favorite foods better tasting and better for you. Celebrate good health with red, white, and blue chips dipped in tomato salsa, a simple appetizer made better with tomato products!

Demo
Guide

- Set a patriotic-themed table with flags and lots of red, white, and blue. Have Vegan Sloppy Joes recipe cards on the table, along with pre-measured ingredients and a skillet on top of an electric burner.
- As you're adding ingredients to the pan, talk about dishes that work best for outdoor picnics and barbecues and how this crowd pleaser is not only a hit, it is make-ahead, portable, nutritious, and an all-American favorite.
- Serve on mini buns to sample.



Featured Recipes

- Vegan Sloppy Joes (See page 27)
- Balsamic-Marinated Steak with Tomato Caprese Topping (See page 28)



Article/Blog

Summer is Tomato Time—Enjoy the Best of Both Fresh and Canned!

We wait all year for this warm, sunny season of long, lingering days and outdoor barbeques and picnics. This is the time to enjoy fresh, vine-ripened tomatoes. Yet, every season is the ideal time to enjoy nutrient-packed, healthy canned tomatoes, and your customers need to know why!

There certainly is a lot to love about summertime. There are the hot days, the warm nights, the easy-breezy lifestyle, and of course, the in-season produce. It's the season to celebrate colorful berries, juicy watermelon, and perfectly ripe tomatoes, which personify the sweetness of summer when any day is the perfect occasion for an outdoor bash.

Celebrate summer by packing a picnic for a day at the lake or park, or plan a barbeque in the backyard for family and friends to share a delicious and healthy meal. Chances are pretty good that everyone's favorite summertime dishes just happen to feature tomatoes and tomato products.

Definitely serve up flavorful fresh tomatoes while they're in season in salads, salsas, bruschetta, and sandwiches. But don't forget to pull out canned tomato products for crowd pleasers that call for cooked tomatoes, like chili, pizza, marinated grilled meat, lasagna, and tacos.

It turns out canned tomato products may even protect us against ultraviolet damage from sunburn, especially important in the summer when we spend so much time outdoors. Tomatoes contain carotenoids that protect our cells. Lycopene, the main carotenoid in tomatoes, is more available to the body in cooked tomatoes, as they are in canned, than in fresh. This summer, be sure to pack the sunscreen and a tomato dish like cool gazpacho to guard against those rays.

With Father's Day kicking off the season, it's timely to note that studies also show that eating lycopene-rich tomatoes could help protect against prostate cancer, the second leading cause of cancer deaths among men in the U.S. The idea that something as simple—and side effect-free—as eating tomato products might help fend off prostate cancer is exciting. Research shows that people who consume more tomato products, such as tomato soup, marinara sauce, canned tomatoes, salsa, and tomato juice, tend to have a lower rate of prostate cancer.

So, celebrate summer, with family and friends, enjoying the outdoors and your favorite picnic and barbecue fare, including peak season fruits and vegetables. But keep canned tomatoes—with their health-promoting boost—in the pantry when you want to prepare those dishes that never go out of season.

Social Media Messages and Posts

- Med up your diet with [#tomatoproducts](#)! Savor the many Mediterranean flavors in this [#bruschetta](#) [#mediterraneandiet](#) @tomatowellness [#bruschetta](#) <http://bit.ly/2nPRQ3o>
- [#Tomatoproducts](#) are harvested and processed at peak flavor and nutrition, making every season an [#endlesssummer](#)! @tomatowellness <http://bit.ly/2pyxGLJ>
- Research shows eating [#tomatoproducts](#) may reduce your risk of prostate cancer by 11%. [#preventprostatecancer](#) @tomatowellness
- Celebrate [#fathersday](#) with balsamic marinated steak with [#tomatocaprese](#). @tomatowellness <http://bit.ly/2OfZdIP>
- [#Tomatoproducts](#) may offer [#naturalsunprotection](#) from the sun's damaging UV rays. @tomatowellness <http://bit.ly/2nfdr4V>
- California's Central Valley farmers grow 95% of tomatoes processed into [#tomatoproducts](#)—and love it! @tomatowellness [#lovetheland](#) [#farmfamilies](#) [#tradition](#) @tomatowellness <http://bit.ly/2oAXwye>

FALL (SEPTEMBER, OCTOBER, NOVEMBER)

Shorter days and cooling temps make fall the season of comfort food! Back-to-school and busy schedules means tomato products are especially wonderful to have on hand for warming, slow-cooked, ready-when-you-get-home meals to nourish your family.



- As a nutrient-rich ingredient, tomato products are a rich source of vitamins A and C, potassium, folic acid, and the phytochemical lycopene—which research suggests may help prevent chronic diseases. Lycopene is more available to your body when it's in its cooked, as it is in canned tomatoes
- The Dietary Guidelines, MyPlate, and National School Lunch Program all point out the benefits of regularly consuming red and orange vegetables, like tomatoes, for optimal health.
- Canned tomato varieties make cooking so much simpler and quicker, so keep an assortment of whole, diced, stewed, pureed, sauce, and paste in your fall pantry to boost the veggies, flavor, and nutrition in your family's favorite cool-weather dishes.

Try It!

Get customers excited to use more tomato products with these fun, seasonal ideas they can try at home, plus a copy-ready page of content you can send with them.



One-Pot Meals

Stove-top, slow cooker, instant pot—prepping a one-pot meal is a time saver. All it takes is a little planning, a night before or early morning prep, and a warm, aromatic dinner awaits at the end of a full day. Chili, stews, stuffed peppers—the options are limitless, and tomato products add color, flavor, and nutrition. (See page 22)



Pizza Night

This family favorite is so quick and easy to make at home, especially when you let the kids top their own. Ready-made crust, whole wheat pita bread or English muffins and canned pizza sauce save time. Top with sauce, vegetables, olives, and cheese.



Prostate Cancer Awareness

During Movember, men grow a moustache for the month of November to support and raise awareness about prostate cancer. Studies show that eating lycopene-rich tomatoes could help protect against prostate cancer. Cooking tomatoes, like canned tomato products, make lycopene more available than fresh. So, cook up some tomato dishes for the men in your life.



Pasta Perfect

Economical, quick, and versatile, pasta is perfect for any night of the week. Canned pasta sauce is delicious on its own, or embellished with spices, vegetables, or lean ground meat. Serve with a salad and be done!



Breakfast for Dinner

Hurried mornings often mean a grab-and-go breakfast. Why not change things up and serve it for dinner? Tomatoes pair perfectly with eggs in a frittata, egg scramble, omelet, or breakfast burrito.

Demo Guide

- Adorn the demo table with oranges, browns, and reds for fall, along with faux leaves and little pumpkins or gourds.
- Place a large pot on an electric burner with the ingredients for Classic Tomato Soup (See page 29) and recipe cards alongside.
- As you follow the recipe, talk about the time challenge of back-to-school and shorter days and how one-pot meals like this can be healthy, warming, and satisfying.
- Serve in little cups with a whole grain cracker or slice of bread on the side.

Featured Recipes

- Classic Tomato Soup (See page 29)
- Ratatouille (See page 30)



Social Media Messages and Posts

- **#Tomatoproducts** boost the seasonal flair and nutrition of this **#slowcooker #blackbeanpumpkinchili. #fallfoods** @tomatowellness <http://bit.ly/31dCG5G>
- Any night is **#pizzanight**—especially when it gets personal with this **#easypersonalpizzarecipe!** @tomatowellness **#buildyourown #kidfriendly** <http://bit.ly/32810af>
- Perfect **#breakfastfordinner**—a quick spin on **#chilaquiles**. Yum! **#mexicanfood** @tomatowellness **#dinnerinaflash** <http://bit.ly/2oCEtnt>
- Fight prostate cancer for **#movember**—grow a ‘stache, raise awareness, and eat your **#tomatoproducts** to help reduce your risk. **#fightprostatecancer** @tomatowellness <http://bit.ly/2oCEtnt>
- Happy Thanksgiving! **#thankafarmer** if you love supporting American farmers. @tomatowellness **#thanksgiving** <http://bit.ly/2Mx3Yyz>

Article/Blog

Coming Home to the Comfort of Fall and Tomato Products

Fall beckons us home into the comfort of shared, nourishing meals with family. Tomato products are a natural base and addition to warming, one-pot meals that welcome us at the end of the day.

Fall brings shorter days, crisper temps, and the return to school, sports, and a full schedule of activities. Canned tomato products—convenient, time-saving, economical, nutritious, and delicious—and a slow cooker help make the transition a snap. Fall not only marks the change of seasons but a change from summer’s relaxing pace to a hectic busy schedule leading all the way to the holidays. To ensure healthy eating doesn’t fall victim to your demanding calendar, a perfect meal planning solution is to utilize slow cookers for nutritious, warm dinners perfect for a crisp autumn night. Slow cookers enable you to prepare your meal in the morning, let it cook throughout the day, and provide a hearty, healthy dinner in the evening. In fact, slow cookers are a great way to prepare stews, ratatouille and even meatloaf—and tomato products are that perfect ingredient for delicious, nutritious and affordable meals. An added bonus is that some nutrients become more available to your body as they are cooked. Tomato products fall into that category, as the powerful antioxidant lycopene becomes more readily absorbable by your body in cooked tomatoes.

So, when your list of errands never seems to end, scratch off a trip to the drive-thru and head home for a great tasting, home-cooked meal that not only benefits your schedule, but is good for your health as well. Tomato products provide your body with a diet rich in lycopene, antioxidants, vitamin C, fiber and potassium, which are all beneficial to your heart.

GARDEN PATCH LASAGNA

Makes 10 servings

Ingredients

- 1 teaspoon salt (optional)
- 1 pound 4 ounces whole wheat lasagna noodles, uncooked
- 2 tablespoons vegetable oil
- 2 ½ cups shredded carrots
- 2 ½ cups spinach leaves
- 1 cup diced onion
- 5 cups low-sodium tomato sauce
- ¼ cup low-sodium tomato paste
- 1 teaspoon dried oregano
- ½ teaspoon granulated garlic
- 2 ½ cups reduced fat cottage cheese
- 1 teaspoon dried parsley
- ¼ cup grated parmesan cheese
- 1 cup shredded mozzarella cheese



Instructions

1. Bring a large pot of water (may add salt) to a boil over high heat. Add the lasagna noodles and cook until just tender, about 10-12 minutes or according to manufacturer's directions. Drain and set aside.
2. Heat oil in a large skillet and add the onion, shredded carrots and spinach. Cook until vegetables are heated through and onion is translucent. Drain off any excess liquid.
3. Place the tomato sauce and tomato paste in a medium sauce pan over medium heat. Whisk until fully combined then add in the oregano and granulated garlic. Reduce heat to medium low and simmer, uncovered for 10 minutes.
4. In a large bowl, combine cottage cheese, dried parsley and grated parmesan cheese. Mix well to combine.
5. Spread 1 cup of tomato sauce on the bottom of a large lasagna pan. Layer with a single layer of noodles, ¼ of the carrot and spinach mixture, ¼ of the cheese mixture, and another layer of tomato sauce. Continue to create three additional layers ending with a single layer of noodles and remainder of sauce. Sprinkle mozzarella cheese over each pan of lasagna and cover with foil.
6. Bake in a conventional oven at 375°F for 50 minutes; convection oven at 350°F for 40 minutes.
7. Remove from oven and allow to cool for 15 minutes before serving. Slice into individual servings and serve.

Nutritional information per serving: Calories: 368, Total Fat: 9 g, Saturated Fat: 3 g, Cholesterol: 13 mg, Sodium: 365 mg, Carbohydrates: 52 g, Fiber: 9 g, Sugar: 7 g, Protein: 21 g

Recipe created by TomatoWellness.com

RICH TOMATO PESTO HUMMUS

Makes 8 – ¼ cup servings

Ingredients

Hummus:

- 1 15-ounce can chickpeas, rinsed, drained well
- 1 15-ounce can diced tomatoes, drained well
- ¼ cup pine nuts (additional for garnish)
- 1 tablespoon lemon juice
- 1 ½ tablespoons extra virgin olive oil
- 2 tablespoons tahini
- 1 teaspoon smoked paprika
- ¼ teaspoon crushed red pepper flakes
- Salt, as desired (optional)

Pesto Garnish/Topping:

- 2 tablespoons chopped fresh basil
- 1 tablespoon pine nuts
- 1 teaspoon balsamic vinegar
- 1 teaspoon extra virgin olive oil



Instructions

1. To prepare hummus, place drained chickpeas, drained tomatoes, pine nuts, lemon juice, olive oil, tahini, paprika, and red pepper flakes in the container of a food processor or blender.
2. Process until smooth and creamy, pausing to scrape down sides if necessary. Should make a thick, creamy consistency. Adjust seasonings with salt, if desired.
3. Pour hummus into a serving dish and garnish with chopped fresh basil, pine nuts, a swirl of balsamic vinegar, and a swirl of olive oil.

Nutritional information per serving: Calories: 170 Sugar: 4 g Sodium: 237 mg Fat: 10 g Saturated Fat: 1 g Carbohydrates: 17 g Fiber: 5 g Protein: 5 g

Recipe created by TomatoWellness.com 

MEDITERRANEAN CEVICHE

Makes 8 servings

Ingredients

- 1 pound fresh halibut or other firm white fish
- 1 cup lemon juice (approximately 4 large lemons juiced)
- 1 teaspoon salt
- 1 28-ounce can diced tomatoes, drained
- 1 15-ounce can cannellini beans or other white beans, rinsed, drained
- 1 ½ cups chopped sweet onion (i.e. Vidalia or maui)
- 1 yellow bell pepper, diced into ¼-inch pieces
- 2 tablespoons chopped fresh oregano, or to taste
- Pita chips or vegetable chips (i.e. Sweet potato chips, beet chips, taro chips, etc), optional for serving



Instructions

1. Cut fish into ½-inch pieces and place in a 9x9 glass baking dish.
2. Juice lemons and pour on top of fish in baking dish. Add salt and stir well to combine, making sure all the fish is covered with the lemon juice. Cover and place in refrigerator for 30 minutes to chill.
3. Prep remaining ingredients while the halibut is chilling. After 30 minutes, transfer fish and lemon juice to a large mixing/serving bowl.
4. Add tomatoes, beans, onion, bell pepper, and oregano to fish. Stir well to combine, then cover, return to refrigerator, and chill for at least another 1 ½ hours. Enjoy ceviche cold, by itself, or with chips.

Nutritional information per serving: Calories :190, Total Fat: 1.5g, Saturated Fat: 0, Cholesterol: 30 mg, Sodium: 366 mg, Carbohydrates: 28 g, Fiber: 6 g, Sugar: 8 g, Protein: 18 g

Recipe created by TomatoWellness.com 

BURRITO WITH REFRIED BEANS AND CORN

Makes 2 servings

Ingredients

- 2 8-inch whole wheat tortillas
- 2/3 cup prepared vegetarian refried beans (black or pinto)
- 1/2 cup frozen corn
- 1/2 cup shredded cabbage
- 4 cherry tomatoes, halved
- 1/2 avocado, sliced thinly
- 2 sprigs cilantro
- 2/3 cup prepared, mild salsa

Instructions

1. Warm tortillas.
2. Heat refried beans.
3. Heat corn.
4. To prepare burritos: place tortilla on flat surface, smooth center with refried beans, top with corn cabbage, 2 cherry tomatoes (halved), 2 slices avocado, and 1 sprig cilantro. Roll burrito. Slice in half.
5. Serve with 2 tablespoons salsa on the side.

Nutrition information per serving: Calories: 324, Total Fat: 11 g, Saturated Fat: 3 g, Cholesterol: 0 mg, Sodium: 1027 mg, Carbohydrate: 51 g, Fiber: 11 g, Sugar: 6 g, Protein: 11 g

Recipe created by [TomatoWellness.com](https://tomatowellness.com) ❤️



VEGAN SLOPPY JOES

Makes 6 servings

Ingredients

Sloppy Joes Filling:

- 1 tablespoon extra virgin olive oil
- 1 large onion, diced
- 1 bell pepper, diced (red, yellow, orange, or green)
- 2 cloves garlic, minced
- 1 teaspoon chili powder
- ½ teaspoon paprika
- 1 teaspoon cumin
- 1/4 teaspoon red chili flakes
- 1 15-ounce can diced tomatoes, with juice
- 3 tablespoons tomato paste
- 1 15-ounce can black beans, rinsed, drained
- 1 tablespoon molasses (or pure maple syrup)
- 1 tablespoon vinegar

Buns, Toppings:

- 6 small whole wheat hamburger buns, toasted
- Toppings of your choice (optional): i.e., cilantro, parsley, pickles, green onions, sauerkraut, avocado, plant-based cheese, plant-based sour cream, plant-based ranch dressing



Instructions

1. To Make Sloppy Joes Filling: Heat olive oil in a skillet or sauté pan over medium heat. Sauté the onion, bell pepper, and garlic for 5 minutes.
2. Add the chili powder, paprika, cumin, and red chili flakes and sauté for another minute. Add the tomatoes, tomato paste, black beans, molasses (or maple syrup), and vinegar to the mixture.
3. Simmer for about 15 minutes, until the vegetables are tender and the mixture is thickened.
4. While the Sloppy Joes filling is cooking, toast the whole wheat buns until golden brown. Prepare toppings, as desired.
5. To assemble, pour about 2/3 cup Sloppy Joe mixture over each bun. Garnish with toppings as desired.

Nutrition information per serving: Calories: 301, Total Fat: 5g, Saturated Fat: 0.5 g, Cholesterol: 0 mg, Sodium: 263 mg, Carbohydrate: 54 g, Fiber: 10 g, Sugar: 11 g, Protein: 13 g

Recipe created by TomatoWellness.com 

BALSAMIC-MARINATED STEAK WITH TOMATO CAPRESE

Makes 6 servings

Ingredients

Balsamic-Tomato Marinade:

- 1/4 cup canned tomato sauce
- 1 cup dry red wine
- 1/4 cup olive oil
- 1/4 cup balsamic vinegar
- 4 garlic cloves, minced
- 1 tablespoon rosemary, dried
- 1/2 teaspoon salt
- 1/2 teaspoon pepper

Steak:

- 2 pounds flank steak
- 1 teaspoon olive oil (for pan)

Caprese Topping:

- 8 ounces fresh mozzarella, sliced
- 1 14.5-ounce can diced tomatoes, drained
- 1/4 cup basil leaves, sliced
- Salt & pepper to taste
- 2 teaspoons olive oil
- 1 teaspoon balsamic vinegar



Instructions

1. To make Balsamic Marinade: Whisk tomato sauce, wine, olive oil, balsamic vinegar, garlic, rosemary, salt, and pepper in a bowl to combine.
2. Place steak in a glass or ceramic dish and pour marinade over it. Cover and refrigerate overnight (or at least 2 hours).
3. Heat the olive oil in a large sauté pan or skillet. Remove the steak from the marinade and discard the marinade. Cook over medium/high heat for approximately 4 minutes on each side or to an internal temperature of 145 degrees. May cook on a grill, if desired. Transfer steak to a platter and immediately top with Caprese Topping (see below).
4. To make the Caprese Topping: Layer mozzarella over the steak, spoon the diced tomatoes over the steak, sprinkle with basil, salt, and pepper. Drizzle olive oil and balsamic vinegar over the topping.

Nutrition information per serving: Calories: 420, Total Fat: 20g, Saturated Fat: 9 g, Cholesterol: 119 mg, Sodium: 351 mg, Carbohydrate: 8 g, Fiber: 2 g, Sugar: 5 g, Protein: 43 g

Recipe created by TomatoWellness.com



CLASSIC TOMATO SOUP

Makes 4 servings

Ingredients

- 1 ½ tablespoons olive oil
- 1 sweet onion, diced
- 2 cloves garlic, minced
- 2 tablespoons flour
- 2 14.5-ounce cans diced tomatoes, with liquid
- 2 cups vegetable broth
- Pinch sugar
- 1/4 teaspoon thyme
- Freshly ground black pepper, as desired
- Sea salt, as desired



Instructions

1. Heat olive oil in a medium sized heavy pot. Add onions and garlic and sauté over medium for 9 minutes.
2. Stir in flour.
3. Mix in tomatoes, broth, sugar, and thyme. Season with black pepper and salt to taste. Cover and simmer over medium for 40 minutes.
4. Place small batches of soup into a blender container and blend until smooth, yet lumpy. Return to pot and reheat if necessary. Serve immediately.

Nutrition information per serving: Calories: 57 Sugar: 4 g Sodium: 340 mg Fat: 3 g Carbohydrates: 8 g Fiber: 1 g Protein: 1 g

Recipe created by [TomatoWellness.com](https://tomatowellness.com) ❤️

SLOW AND EASY RATATOUILLE

Makes 8 servings

Ingredients

- 2 tablespoons extra virgin olive oil
- 1 large onion, coarsely chopped
- 3 cloves minced garlic
- 2 medium zucchini, halved and sliced
- 1 eggplant (about 1¼ lbs.), peeled and cut into 1-inch chunks
- 1 medium fennel bulb, quartered and thinly sliced (white base only)
- 1 small red pepper, seeded and diced
- 1 small yellow pepper, seeded and diced
- 1 29-ounce can crushed tomatoes
- 1 6-ounce can tomato paste
- 1 teaspoon each: dried basil, rosemary and thyme
- 1 teaspoon sea salt or to taste
- Ground or smoked pepper to taste
- Snipped fresh basil and grated parmesan cheese (optional)



Instructions

1. Heat oil in a large skillet. Add onion; cook and stir over medium-high heat for 5 minutes. Add zucchini, eggplant and garlic; cook for 5 more minutes.
2. Transfer to a slow cooker with all remaining ingredients except fresh basil and parmesan.
3. Cover and cook on high for 3 hours or on low for 6 hours. Serve hot or at room temperature topped with fresh basil and parmesan.

Nutrition information per serving: Calories: 130, Total Fat: 4 g, Saturated Fat: 0.5 g, Cholesterol: 0 mg, Sodium: 610 mg, Carbohydrate: 22 g, Fiber: 7 g, Sugar: 7 g, Protein: 5 g

Recipe created by TomatoWellness.com 