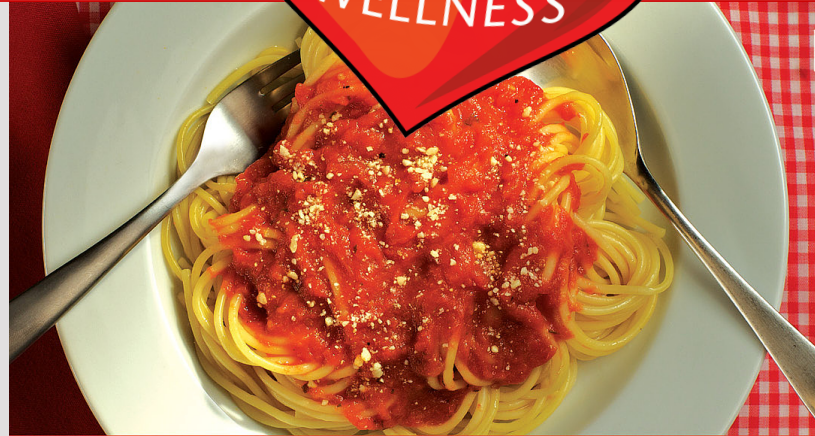


Tomato Products Wellness Council



Join The Movement

A healthy and growing tomato processing industry is good for everyone in the industry and for our consumers. Since 2007 the Tomato Products Wellness Council (TPWC) continues to be the single authentic and respected voice of a wellness campaign to increase demand through awareness of the benefits of consuming tomato products. From Scientific studies, consumer research, influencer outreach and an extensive social media community TPWC membership support is making a difference.



HOW DO YOU MAKE IT
DELICIOUS AND NUTRITIOUS?
MAKE IT WITH FIBER, LYCOPENE, AND LOVE.



1

Science and Research

At the base of the entire campaign is the science and research that gives the TPWC their credibility. Over 750 academic studies are listed on the website.

2

PR/Advocacy and a United Voice

Defending and promoting the industry as issues arise through a large network of established influencers, bloggers, and dietitians.

3

Social Media Marketing

Now one of the largest presences of any commodity board, the Tomato Wellness campaign reaches between 74-116 MILLION people a year.

JOIN THE OTHER LEADERS OF THE INDUSTRY INCLUDING:



"A rising tide lifts all boats" - JFK

There's no denying that together we can accomplish more than individually. Focus groups confirm the importance of a third party that consumers will trust, and results prove that we can reach millions with a **#TomatoWellness** message they respond to and engage with to ultimately impact Attitudes, Awareness and increasing Consumption



STATE OF THE INDUSTRY



About a third of all of the processing tomatoes produced in the world come from the US and over 90% of the US supply comes from drought-stricken California. Still in 2014 growers successfully produced a record crop. Demand cannot be ignored. Demand in food service has been relatively steady but retail demand for the center of store products is stubbornly flat. The good news is that TPWC research is showing that the more consumers are reminded of the health benefits of tomato products, the more often they will purchase them. Families who eat tomato products five or more times per week are more likely to know about Lycopene and its higher availability in processed tomato products. They are hearing and believing the news through the Tomato Wellness Campaign's vast network of social media reach, influencers, bloggers, journalists and an Army of Advocates.

EVENTS, ACTIVITIES, SCIENCE

FOOD AND NUTRITION CONFERENCE & EXPO
INTERNATIONAL PIZZA EXPO
USDA MYPLATE PARTNER
PRODUCE FOR BETTER HEALTH PARTNER
ACADEMY OF NUTRITION AND DIETETICS
TODAY'S DIETITIAN PARTNER
SPONSORED RD FREE CE COURSE
MOVEMBER CHARITY CAMPAIGN
IMPACTED SCHOOL LUNCH PROGRAM
CONTRIBUTED TO US DIETARY GUIDELINES
TW OFFICIAL BLOGGER NETWORK
ACTIVE SOCIAL MEDIA OUTREACH
ANNUAL SCIENTIFIC REVIEWS, AND ARCHIVE
WEBINARS
CONSUMER AND INFLUENCER NEWSLETTERS
ANNUAL INDUSTRY SYMPOSIUM



JOIN NOW

The companies in a healthy industry compete for business and also work together on matters that are for the common good. That's what the Tomato Products Wellness Council is all about. Your membership in this united effort matters. Pulling together to correct misperceptions, address issues and increase demand will benefit everyone. Obviously the more members we have, the more support, the more activities, and the bigger impact we can create for the entire industry.

Contact us to learn more on how to join and help support this industry wide initiative.

Alec Wasson 831.661.0167 AW@TomatoWellness.com



www.TomatoWellness.com