

PANTRY PULSE

How a Balanced Pantry Can Address Food Waste and Sustainability in Today's Ever-changing Kitchen Landscape



Presented by Sharon Palmer, MSFS, RDN
and Joan Salge Blake, EdD, RDN, LDN, FAND



**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

Spread the Fruit and Veggie Love

#haveaplant

 @fruits_veggies

 @fruitsandveggies

 @fruitsandveggies



Our Purpose

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.

**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

Our Movement

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's **Have A Plant™** movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.



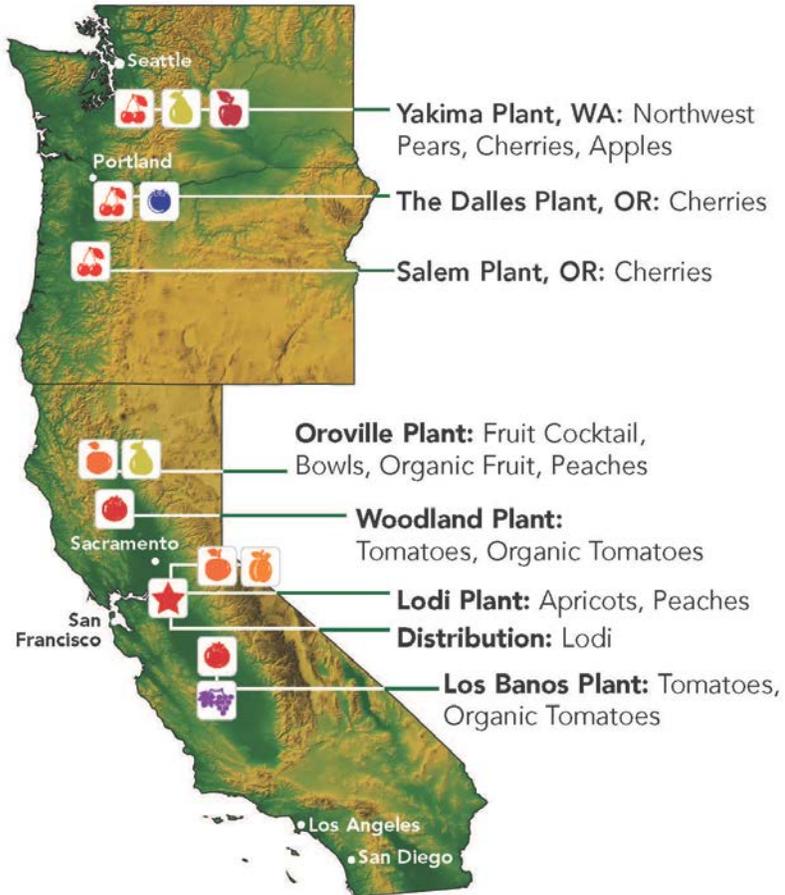


Pacific Coast Producers is an Agricultural Cooperative, owned by over 160 family-farms located in Central and Northern California. We specialize in canning fruits and tomatoes for the Private Brands throughout the world.





PACIFIC COAST PRODUCERS





PACIFIC COAST PRODUCERS



www.pacificcoastproducers.com



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sales@pcoastp.com



Joan Salge Blake, EdD, RDN, LDN, FAND



~40% of
All Food in
U.S. Goes
Uneaten
Ends up in
Landfills



One Man's Trash is Another Man's ~~Treasure~~ Dinner



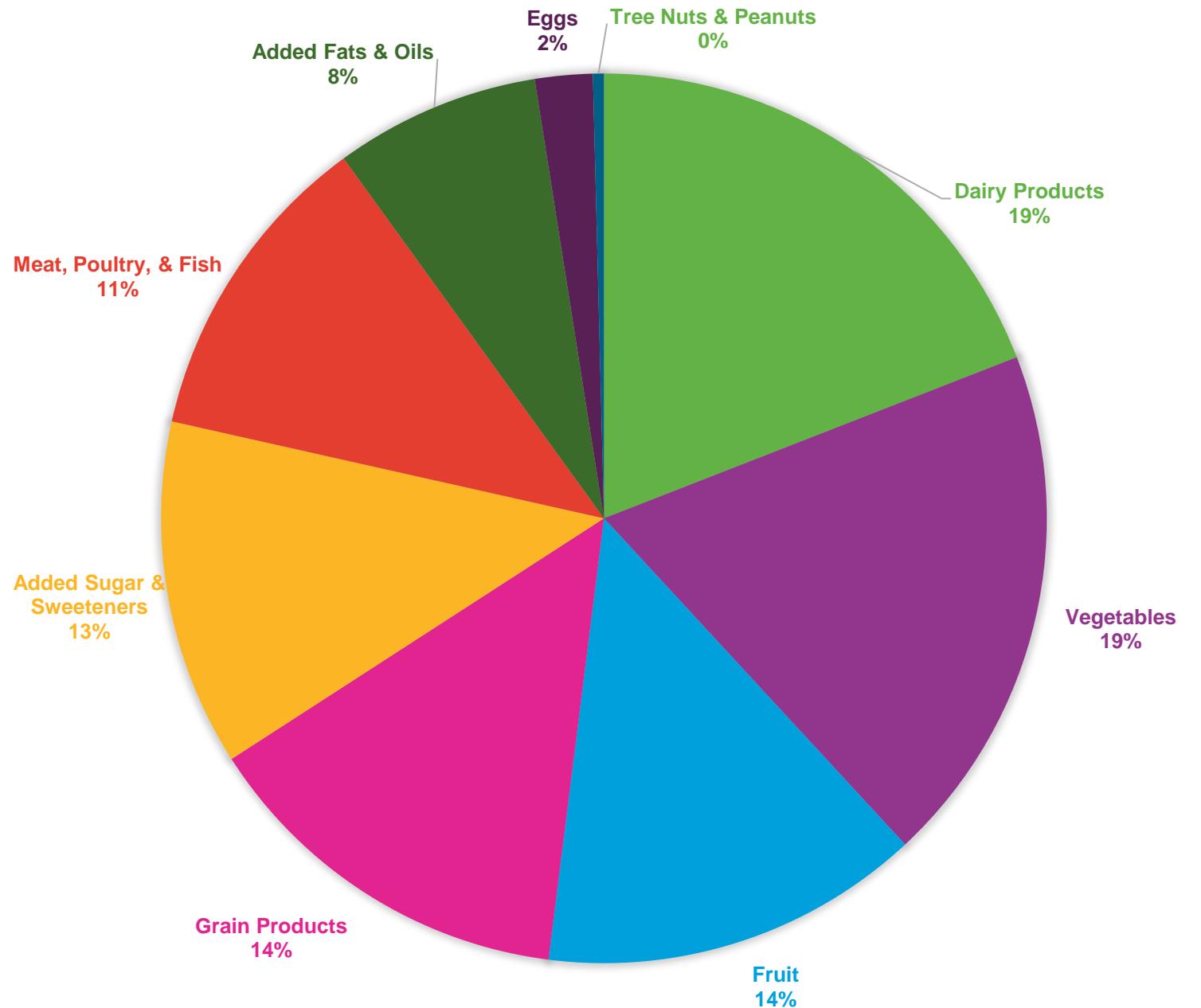
**U.S. Wastes
133 Billion
Pounds (141
Trillion
Calories) of
Food Annually**



Goal: Reduce Food Waste by 50% by 2030



Estimated Total Amount of Food loss in the U.S. by Food Groups



Everyone Plays a Role

The Farm-to-Table Continuum

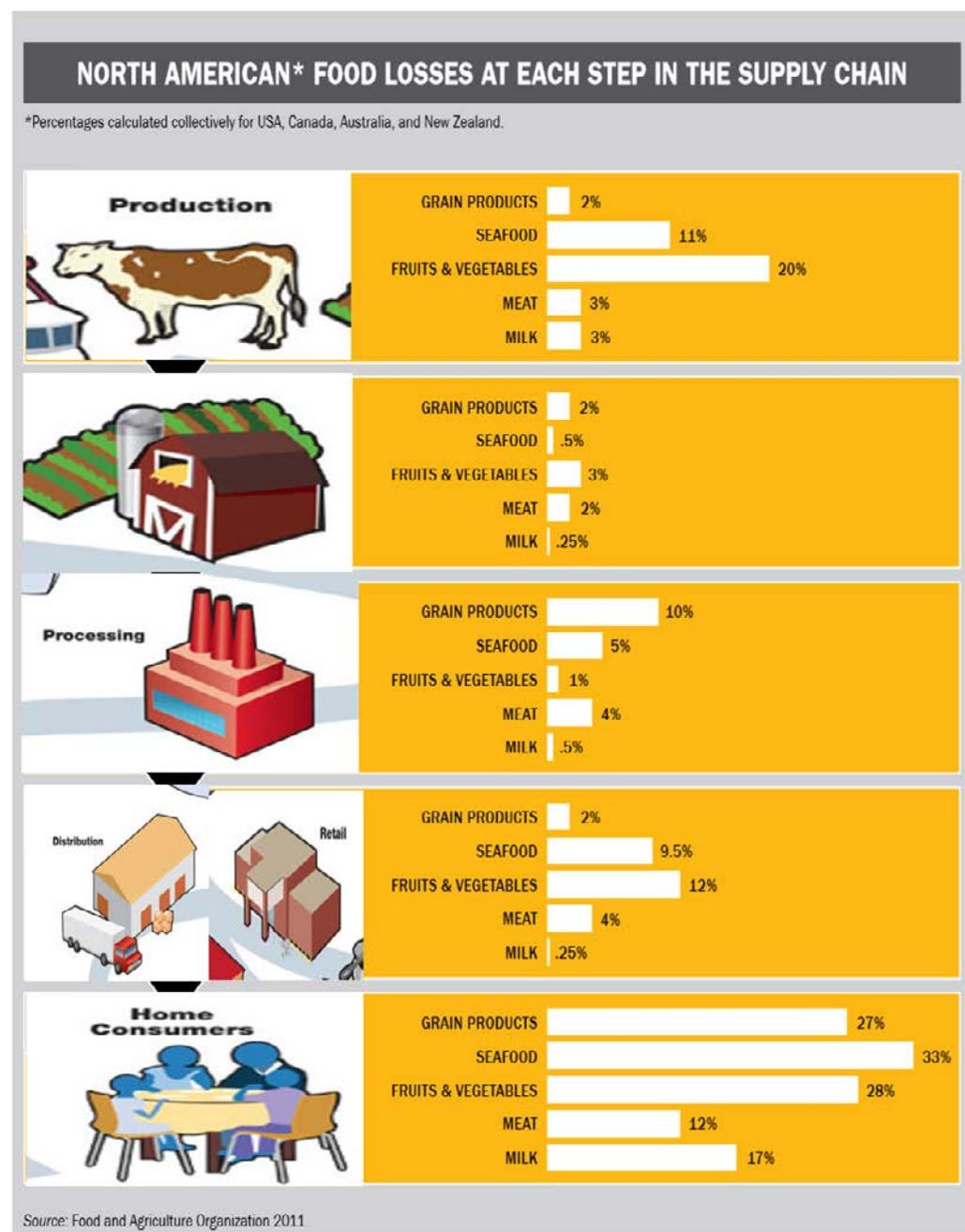
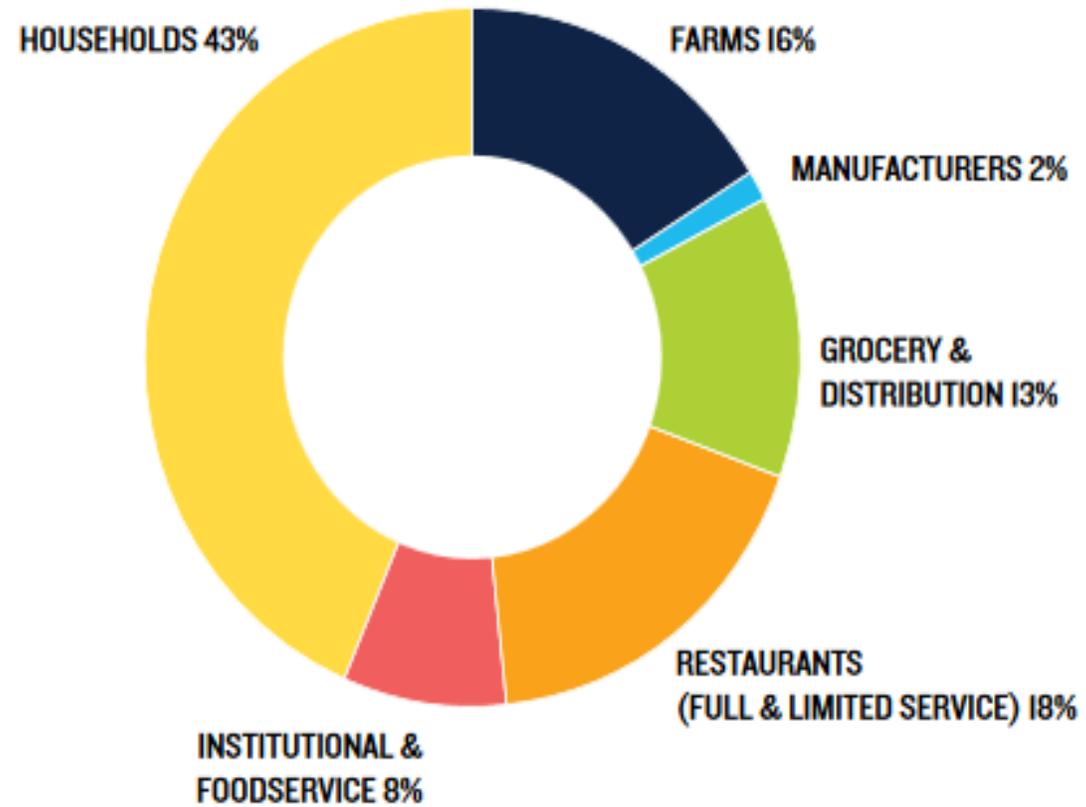


FIGURE 1: BREAKDOWN OF FOOD WASTE GENERATION BY SUPPLY CHAIN STAGE, AS ESTIMATED BY REFed FOR 2015⁴³



Farms, Harvest, Transportation (Fresh Market)

The largest category for food loss is fruits and veggies. USDA estimates that 20% of produce is lost during production. Losses occur when 1) food is never harvested and 2) food is lost between harvest and sale.

When prices drop, growers may leave fields unharvested if those prices will not cover the costs of bringing the product to market.

Harvesting and transportation can contribute to bruising and damage to produce making them unsellable to retailers.

Weather fluctuations, food safety issues, pests, and insects affect crops.



When Things Go Wrong ...



Food loss occurs during cleaning, grinding, packaging, cooking, and cutting

Food Manufacturers and Food Waste



Culling: Processors cull crops for appearance, size, color, weight, and blemishes

Estimates that culling remove 10-40% of a produce before it reaches the retail sector.



#StopProduceShaming



Please  **and Eat Us**

Perfect Tomatoes Make a Perfect Salad



Imperfect Tomatoes Make a Perfect Salsa



Canned Foods
are Cleaned,
Chopped, and
Ready to Eat

***It's Like Having
Rachel Ray in
Your Cupboard!***



#Imperfect is The New Perfect



Log In

Sign Up

COVID-19

GROCERY DELIVERY

HOW IT WORKS

FOOD WASTE

ABOUT US

FAQ

EATING BETTER
SHOULDN'T COST MORE.



Imperfect
SHAPE



Perfect
FLAVOR

REAL FOOD WITH
REAL CHARACTER.

LESS TIME SHOPPING.
MORE TIME SAVORING.





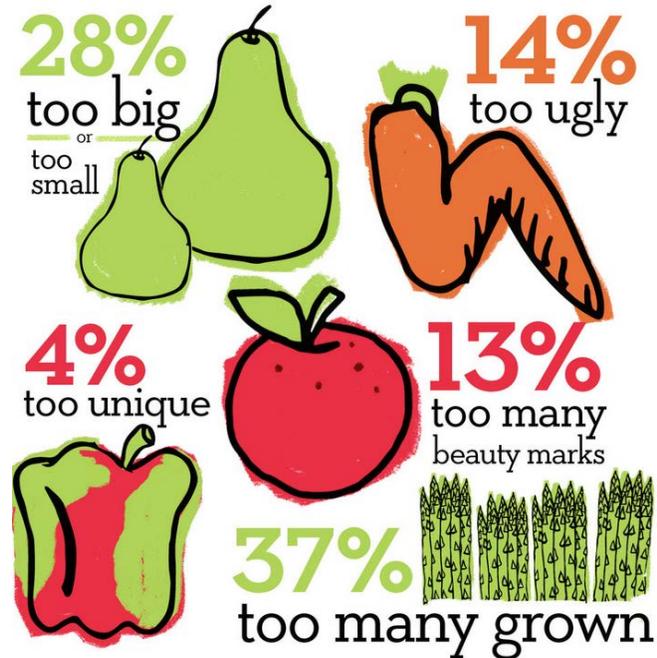
Mischief Box

In stock | lb

\$19.00

- Our smaller, starter box (\$35-\$40 worth of grocery store or farmers' market produce)
- Approx. 10-12 lbs. of **organic** mixed fruits and veggies

HUNGRY HARVEST



\$25.00

Full Harvest

Grocery Stores and Food Waste



Retail Stores

- Causes of wasted food in the retail sector include high consumer expectations of cosmetically perfect food, excessive pack sizes, damaged foods, and unpopular or seasonal items.
- The USDA estimates that supermarkets lose \$15 billion yearly in unsold fruits and veggies alone.



Echo Design Nottingham Floral Oblong Scarf



\$35.99
MSRP: \$39.00 8% OFF
Ships Free!
Color: Maritime Navy
Size: One Size
Don't see your size?
ONLY 3 IN STOCK
Add to Cart
Add to Favorites
Notify Me of New Styles
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You May Also Like

Bargain Hunters



**It's not the outside,
but the inside
that counts!**



No Reservations Necessary



Restaurants and Food Waste



Food waste is rising to the top of restaurant operators' minds, both as part of environmental sustainability programs and community service efforts. A Food Waste Reduction Alliance survey of 27 restaurant companies suggests that **between 10% and 60% donate leftover food or recycle food waste.** It also hints at what stands in the way of expanding those efforts ...



64%
of all respondents said there are barriers to **DONATING** leftover food.

TOP BARRIERS TO DONATION:

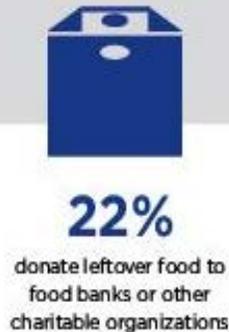
- transportation constraints
- insufficient onsite storage
- liability concerns
- regulatory constraints

TOP BARRIERS TO RECYCLING:

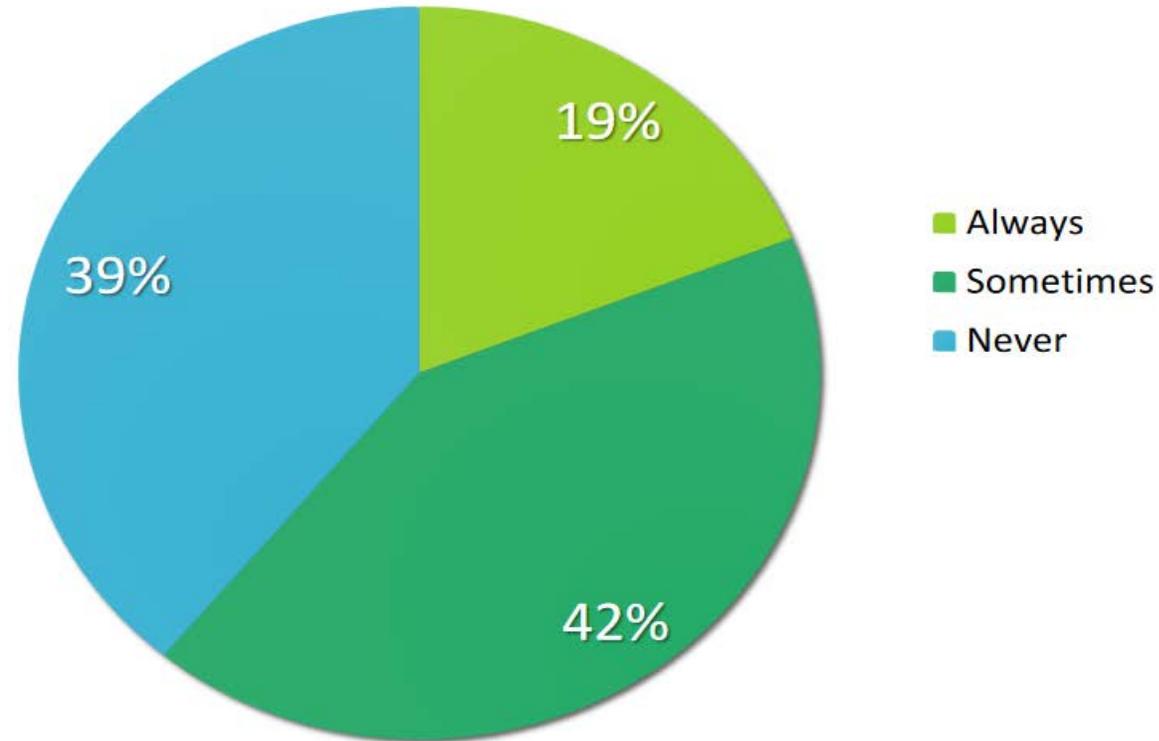
- insufficient recycling options
- transportation constraints
- management/building constraints

In addition, recent National Restaurant Association research shows that restaurants divert leftover food in the following ways.

What Happens to Food Waste once it's Diverted?



TWO IN FIVE NEVER THINK ABOUT FOOD WASTE WHEN EATING OUT

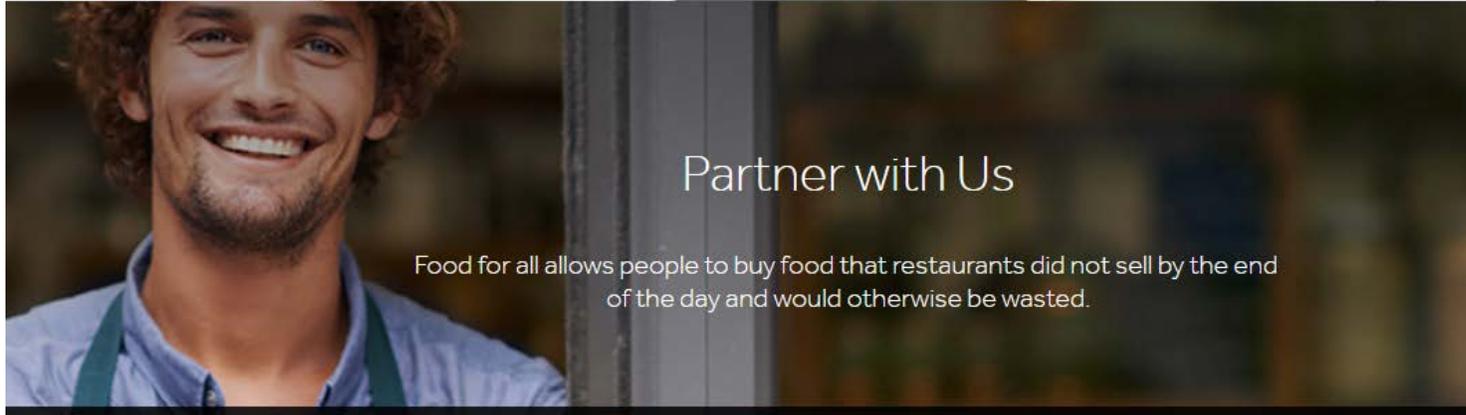
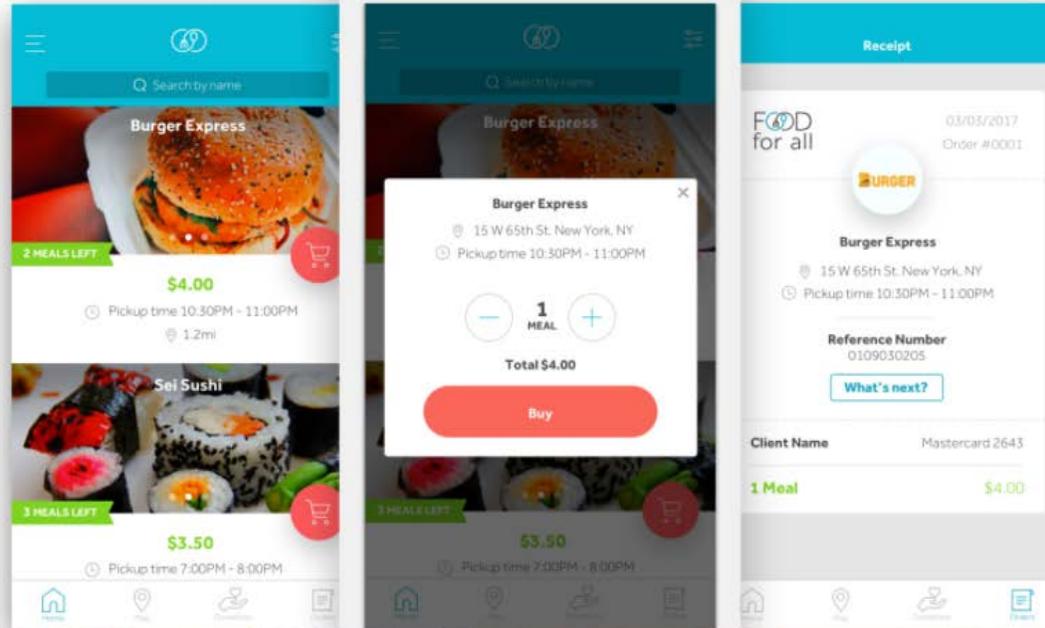


Q4. While eating out, how often is food waste (food that gets thrown away) on your mind?

Only About Half of Americans Take leftovers Home From Restaurants

**Doggy Bag It Home
BUT Eat It!**





Consumers



U.S. consumers waste up to **50%** more food today than Americans back in the 1970's

Source: National Institutes of Health

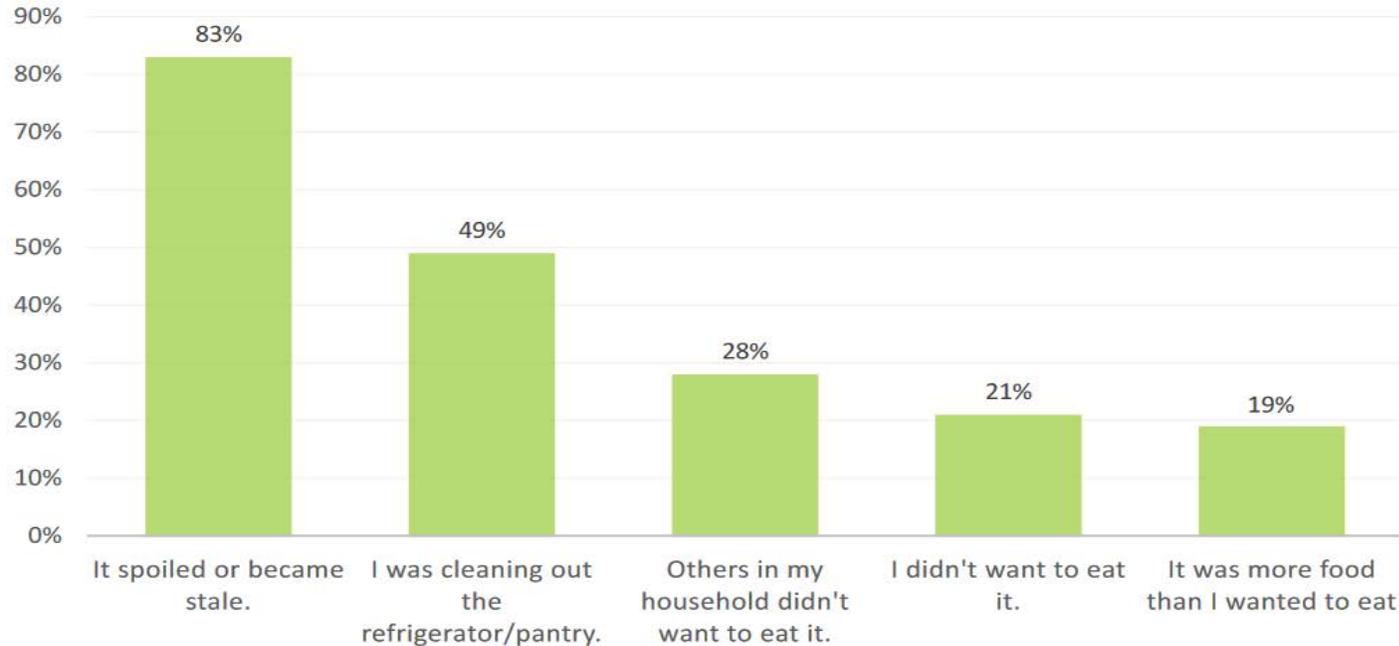


An American family of four throws out an average \$1,484 worth of edible food a year.



Consumers

SPOILED OR STALE FOOD IS THE TOP REASON FOODS END UP IN GARBAGE



Q2. Why do these foods end up in your garbage? Please select your top two reasons.

A SURVEY OF CONSUMER BEHAVIORS AND PERCEPTIONS OF FOOD WASTE | IFIC FOUNDATION 2019 | FOODINSIGHT.ORG

Consumers

Refrigerator inventory before going food shopping.



The Dating Game

infographic or visit the link below:
homefoodsafety.org/refrigerate/reduce-produce-waste

Read the label!

More than **90%**

of Americans may be prematurely tossing food because they misinterpret food labels as indicators of food safety. **Know your labels:**

Buy the product before the **Sell By** date passes and cook or freeze the product by the time on the **Refrigerator/Freezer Storage Chart** or download the **Is My Food Safe?** app

If a product has a “use by” date, follow that date

Learn more:
homefoodsafety.org/food-poisoning/food-safety-label



The infographic features a pie chart where 90% is highlighted in yellow. To the left, there are three icons: a piece of meat, a piece of fish, and a piece of produce. Below these is a sample food label with a barcode, the number '0 123456 789012', and the text 'SELL BY: 18 JUNE 2014'. A blue 'X' is drawn over the 'SELL BY' date. Below the label, three text boxes explain the meaning of 'sell by', 'best if used by', and 'use by' dates.

The “**sell by**” date tells the store the last date they should sell that package.

The “**best if used by**” date is the recommended date for best flavor or quality.

The “**use by**” date is the last date recommended for use of the product at peak quality.



BROWSE

SEARCH

Turkey

pre-packaged, luncheon/deli meat

[Return to Results](#)

For freshness and quality, this item should be consumed within:

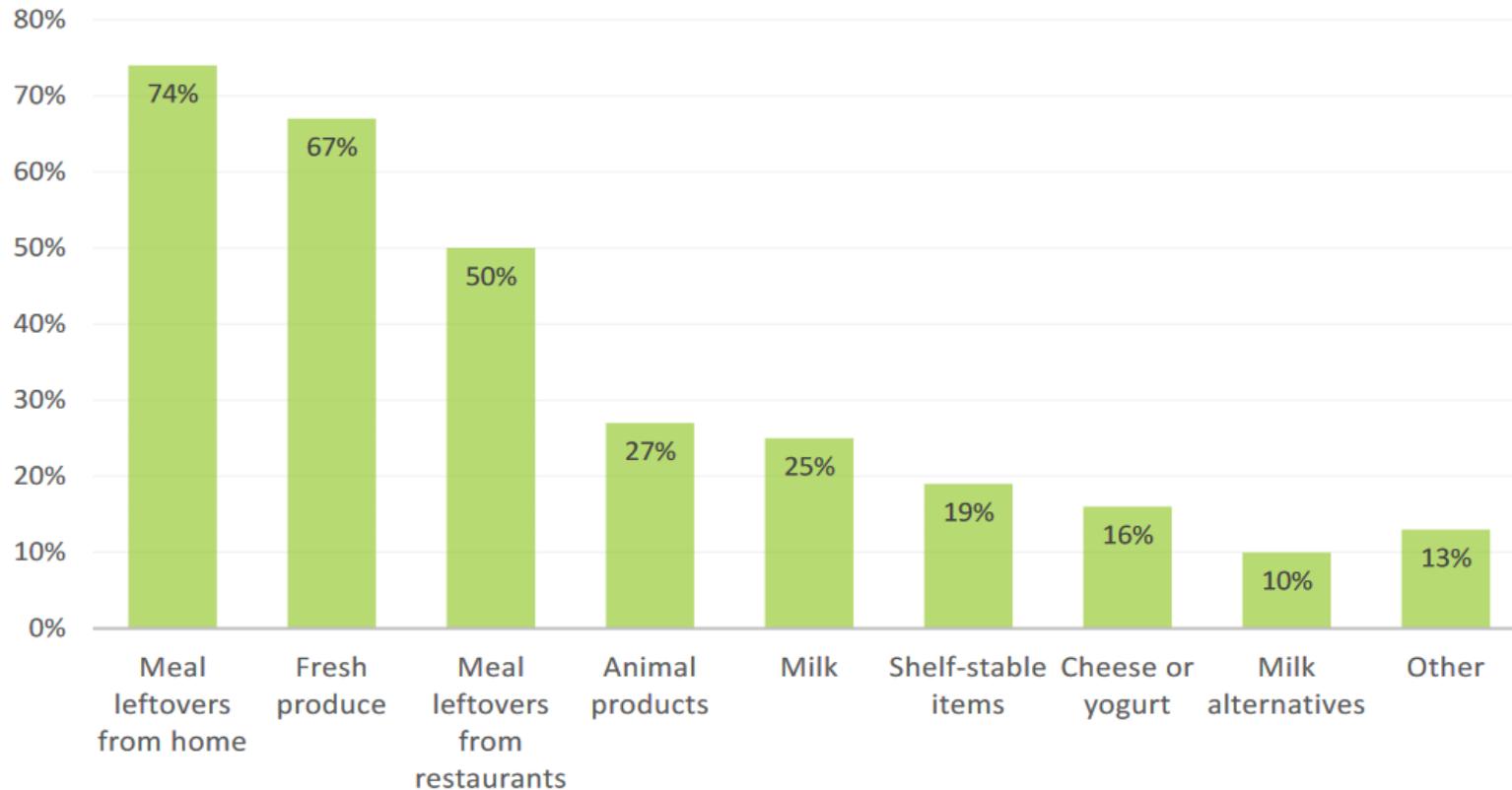
2 Weeks
when stored in refrigerator

3 - 5 Days
if refrigerated after opening

1 - 2 Months
if stored frozen

Freezing Tips
Freezing not recommended.

LEFTOVERS AND FRESH PRODUCE ARE MOST LIKELY TO END UP IN GARBAGE AT HOME



Q1. Thinking back over the last month, what types of foods most often end up in your garbage at home?

% ranked 1, 2, or 3

A SURVEY OF CONSUMER BEHAVIORS AND PERCEPTIONS OF FOOD WASTE | IFIC FOUNDATION 2019 | FOODINSIGHT.ORG

Canned Foods Can Help

Canned and frozen foods are wasted less often.

Fresh foods are most likely to be tossed.

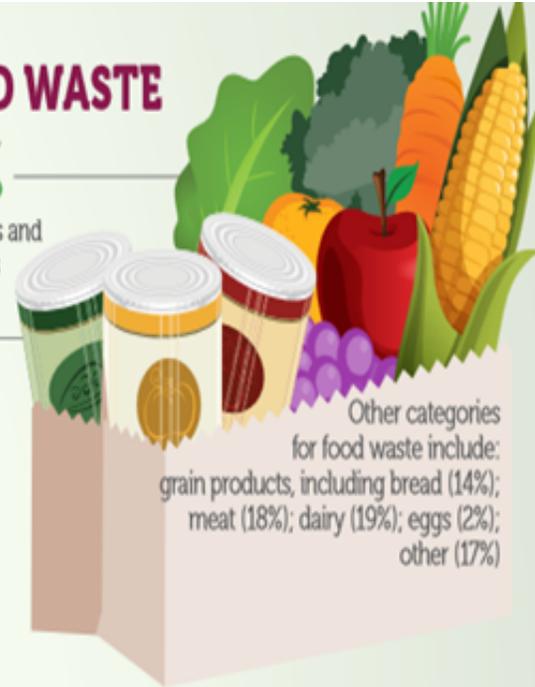
FOOD WASTE

22%

Fresh fruits and vegetables

8%

Canned and Frozen fruits and vegetables



- Make a grocery list and stick to it.
- Get them to use their freezer for more than ice cubes.



BOGO



LEFTOVERS
FRIDAY

Resources

The goal of #SaveTheFood is change household behavior to reduce food waste, and in turn, minimize environmental, and economic impacts.

[SAVETHEFOOD.COM](https://www.savethefood.com)

[TIPS](#)

[COOK IT](#)

[STORE IT](#)

[SHARE IT](#)

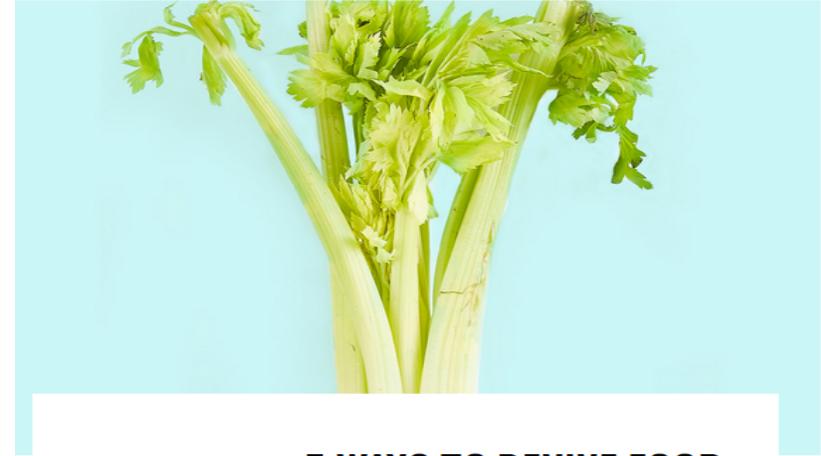
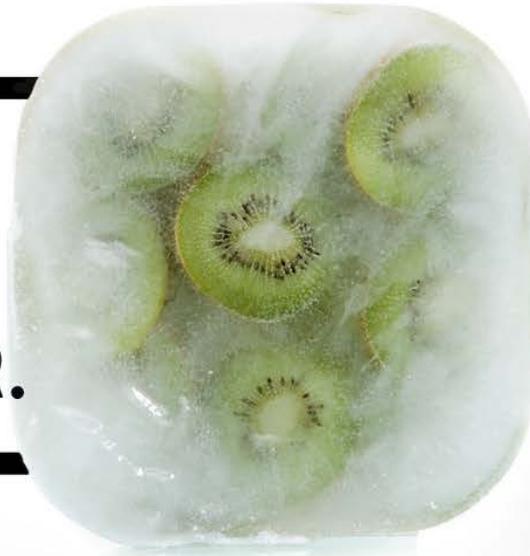
[LIVE IT](#)

[JOIN US](#)

**ALL THE RESOURCES YOU NEED
TO SHARE OUR MESSAGE
AND HELP #SAVETHEFOOD.**



**THIS IS WHERE
FOOD WASTE ENDS.
PLAN. FREEZE. CONQUER.**



5 WAYS TO REVIVE FOOD

Don't give up on that droopy celery just yet. A quick fix in the kitchen can often transform would-be throwaways into healthy, hearty meals. Even if it's a bit stale, burned, or questionably seasoned. Use these tips to extend the life of your food.

COOKING PAST ITS PRIME



apples

TARTE TARTIN

Makes 6-8 servings

This Tarte Tartin recipe (think upside down pie) is a perfect way to use up extra apples, and make extra friends at the dinner table while you're at it.

[VIEW RECIPE](#)



browned bananas

BANANA BREAD

Makes 1 loaf

An old favorite, this recipe magically turns those browning bananas on the counter into a light and flavorful banana bread. The browner, the better!

[VIEW RECIPE](#)



pears

BRUISED PEAR PANDOWDY

Makes 10 servings

Apples and pumpkins have ruled the dessert table for far too long. This year, it's all about pears—especially the bruised ones.

[VIEW RECIPE](#)

BANANA BREAD



INGREDIENTS

- ½ cup (1 stick) butter, at room temperature
- 1 cup sugar
- 2 eggs
- 1 cup mashed, very ripe bananas (2 large or 3 medium)
- 2 cups all-purpose flour
- 1 teaspoon baking soda
- ½ teaspoon salt
- ½ cup milk
- 1 teaspoon lemon juice
- ½ cup chopped walnuts or pecans

DIRECTIONS

Preheat oven to 350°F. Lavishly butter a 9 x 5 x 3-inch loaf pan.

Cream the butter and gradually add the sugar. Mix well. Add the eggs and mashed bananas and blend thoroughly.

Sift together the flour, baking soda, and salt. Combine the milk and lemon juice, which will curdle a bit. Slowly and alternately fold in the flour mixture and milk mixture, beginning and ending with the dry ingredients. Blend well after each addition. Stir in the nuts.

Pour batter into the pan and bake for 45-50 minutes, or until the bread springs back when lightly touched in the center.

THANK YOU!

Joan Salge Blake, EdD, RDN, LDN, FAND

 @JoanSalgeBlake

 Joan Salge Blake

 Salge@bu.edu



Canned Foods: Healthy and Sustainable

Sharon Palmer, MSFS, RDN

Plant-based nutrition and sustainability expert, author of *Plant-Powered for Life*, food blogger, consultant for Tomato Products Wellness Council

The Plant-Powered Dietitian



Ahh, California Tomato Products...So Good!



Three Sisters Chili



- California is an ideal tomato growing location!
- California is one of 5 Mediterranean climates around the world.
- America has a unique history of tomato origin and cultivation.

Canned Foods

A Sustainable Choice

Only 27% Americans meet vegetable recommendations.

Canned fruits & vegetables offer equal or greater nutrition.

More affordable and convenient: up to half the cost of frozen and 20% of fresh; less prep time.

Safe and sustainable.

Infographic Can Manufacturers Institute

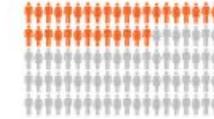
Nutrition, Cost and Safety: The Case for Cans

According to Michigan State University Analysis

Why Cans Now?

A vast majority of Americans need to eat more fruits and vegetables.

Only 33 percent of Americans meet government recommendations for fruit intake¹.



Only 27 percent of Americans meet government recommendations for vegetable intake².



Experts agree that eating more fruits and vegetables, whether canned, frozen, fresh or juiced, is an essential part of a healthy diet.

Equal or Greater Nutrition

Canned fruits and vegetables are on par nutritionally with fresh and frozen varieties, and in some cases even better.³



Canned tomatoes have more **lycopene**, which is associated with **reducing cancer risk** and has more **B vitamins** than fresh tomatoes.



Canning helps make **fiber** in certain vegetables, like beans, **more soluble**, and therefore **more useful to the human body**.

More Affordable and Convenient

Choosing canned foods can help families stretch their grocery budgets and easily fit in to their busy schedules.

Canned options:

- **Save Money** – Up to half the cost of frozen and 20 percent of the cost of fresh.
- **Save Time** – Less prep and year-round availability makes healthy, homemade meals a reality, more often.
- **Reduce Waste** – Eliminate unconsumed fresh produce or spoiled meat.



Safe and Sustainable

Canning:

- Seals in fruits and vegetables at their peak ripeness.
- Prevents the growth of microorganisms that cause foodborne illnesses, an important benefit, considering at least 128,000 Americans are hospitalized every year with foodborne illnesses⁴.

Metal cans are **endlessly recyclable**, making canned foods an **environmentally friendly choice**.



2.5 times higher

Steel food cans have a recycling rate that is more than **2.5 times higher** than most other packaging options.⁵

Canned Foods

A Sustainable Choice

Food that is canned is food that is not wasted, which helps offset 72 million tons of food wasted in the U.S. (Feeding America).

EWG gives many tomato products top scores for 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 best, 10.0 being worst (EWG).

Steel cans 100% recyclable, over and over again, forever. 80-90% of all steel ever produced still in use today, 71% of steel cans recycled (Can Manufacturers Institute).

Infographic Can Manufacturers Institute

Sharon Palmer MSFS, RDN | The Plant-Powered Dietitian



Processed Tomatoes, A Sustainable Choice

Cultivation of tomatoes results in smaller environmental impact compared to other popular crops.

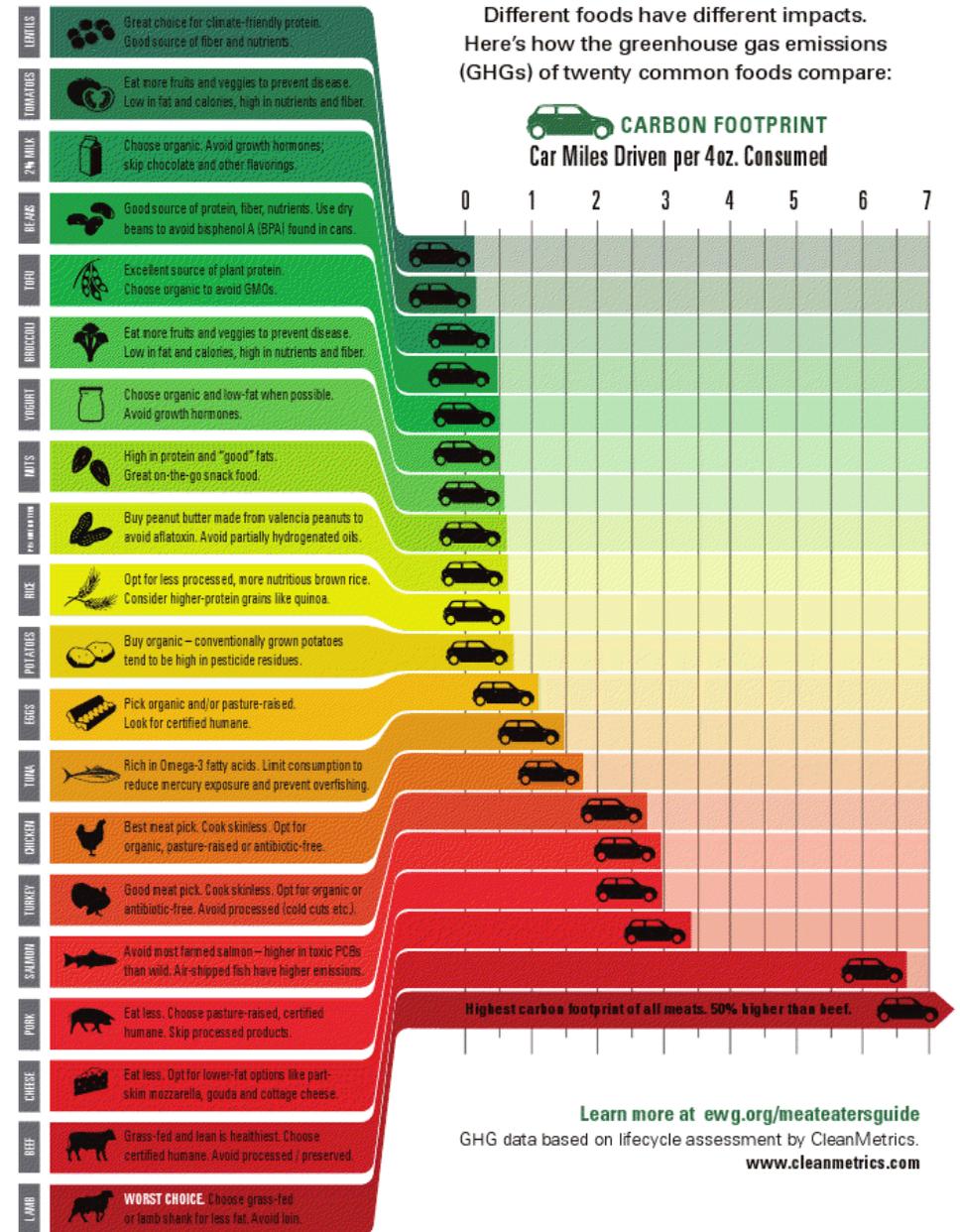
Analysis of 20 common foods in U.S. rated tomatoes as second best food in terms of GHG emissions (EWG).

Canned tomatoes have lower environmental impact than fresh, because use tomatoes that cannot be sold as fresh; storage and transportation less intensive than fresh (Rocklinsberg & Sandin).

Canned tomatoes have lower environmental impact than fresh grown in heated greenhouses or from countries far away (Gibson, Farbotko, Grill, Head, & Waitt).

Source:
EWG.org

EAT SMART. YOUR FOOD CHOICES AFFECT THE CLIMATE.



The Science Behind Canned Food

Locks in nutrients at peak of ripeness.

All forms count.

Recipes with canned ingredients rate comparably.

Some provide more antioxidants (blueberries, tomatoes, corn, spinach, pumpkin, carrots)

Infographic Canned Food Alliance



Consumers want more nutritional choices.

Consumers were relieved to know that canned and frozen fruits and vegetables counted toward their dietary goals.¹



Canned foods provide needed nutrients.



- Choosing one form of fruit or vegetable over another ignores the benefits that each form provides and limits consumer choice. All forms — canned, fresh, frozen and dried — of the fruits and vegetables provide important nutrients.²
- The canning process locks in nutrients at their peak of freshness, and due to the lack of oxygen during the storage period, canned fruits and vegetables remain stable up until the time they are consumed. This means they have a longer shelf-life, which helps reduce waste from spoilage.²
- Beans are an excellent source of fiber and folate as well as a good source of protein, iron, potassium and magnesium. Studies also note the darker the bean's color, the more antioxidants they have.
- From a nutrition and sensory standpoint, recipes prepared with canned ingredients and those prepared using cooked fresh and/or frozen ingredients rate comparably.³
- Canned foods are comparable to cooked, fresh and frozen varieties in their nutrient contribution to the American diet.⁴

Some canned foods contribute more antioxidants than fresh and frozen.

- A study demonstrated increased amounts of some key anthocyanins, a powerful antioxidant, in canned blueberries, compared to the amounts in fresh and frozen blueberries.⁵
- Canned poultry and fish are comparable to their fresh-cooked counterparts in nutritional value. Some varieties of canned fish tend to have higher calcium levels than freshly cooked counterparts.⁶ For example, canned salmon is rich in omega-3 fatty acids, and better for you when canned because it has more calcium. Also, some of the fat is removed, making it a healthier option.⁴
- Canned tomatoes, carrots, spinach, corn and pumpkin are rich in antioxidants. One-half cup of canned tomatoes provides 11.8 milligrams of lycopene compared to just 3.7 milligrams found in one medium fresh, uncooked tomato.⁷
- Mild-heat treatment of carrots and spinach, as used in commercial canning, enhances the bioavailability of carotene, which is converted to vitamin A in the body.⁷
- The absorption of lutein in corn, an antioxidant that may reduce the risks of cataracts and macular degeneration, is enhanced by heat from the canning process.⁷
- Canned pumpkin is loaded with beta carotene, a substance from plants that converts to vitamin A and is said to protect against certain types of cancer and heart disease. One-half cup of canned pumpkin contains three times more Vitamin A than one-half cup of fresh, cooked pumpkin.⁷

Canned Food Myths Busted!

Canned foods don't count toward dietary goals.

Canned foods are highly processed.

Foods that come in cans are not as nutritious as fresh and frozen.

Canned foods are high in sodium.

Canned foods are filled with preservatives.

Infographic Canned Food Alliance



Myth: Canned foods don't count toward dietary goals.

Fact: The nutrition in canned foods definitely counts toward meeting dietary goals. In fact, canned foods are a convenient, affordable way for Americans to achieve a healthy diet. Yet, less than half (42%) of Americans surveyed realize canned foods count toward the U.S. Department of Agriculture's dietary recommendations. The fact is all forms (fresh, frozen, canned and dried) of fruits, vegetables, beans, meats and seafood are recommended to ensure a proper balance of nutrients.



Myth: Canned foods are highly processed.

Fact: Canned foods are minimally processed, but more than 58% of those surveyed think they require more processing than frozen or other packaged foods. After being picked at peak ripeness and quality, fruits, vegetables and beans travel to a local cannery to be cleaned, chopped, peeled and/or stemmed (if necessary). After the food is sealed, the cans are quickly heated to preserve the contents and to create an airtight seal to keep food fresh and safe until eaten.

Americans rely on canned food to help feed their families. A majority of Americans prepare or eat meals made with canned foods at least a couple times a month (81%) and nearly two-thirds (61%) enjoy them at least three times a week.

Reasons for relying on canned foods include:

- **Accessible** – can always be kept on hand (91%)
- **Convenient** – are quick to prepare and serve (91%)
- **Affordable** – provide good value (74%)
- **Flavorful** – offer good taste (69%)

Myth: Foods that come in cans are not as nutritious as fresh and frozen varieties.

Fact: When it comes to nutrition, all forms count. Research shows many canned foods can be as nutritious, and in some cases, more nutritious than their fresh and frozen counterparts.¹ Still, more than half (62%) of Americans surveyed don't realize canned food is as nutritious as fresh and more than one-third (42%) don't realize canned food is as nutritious as frozen.

Myth: Canned foods are high in sodium.

Fact: There are hundreds of canned foods available in low- and no-sodium options. Nearly half (48%) of those surveyed are unaware that canned foods can be low in sodium. The fact is canned foods do not require salt or sodium for preservation, and manufacturers are increasingly answering the demand for lower sodium varieties of your favorite canned foods. Draining and rinsing canned food reduces sodium further by up to 41%.

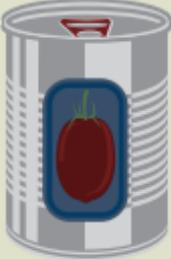
Myth: Canned foods are filled with preservatives.

Fact: Canned foods do not require preservatives, yet more than 65% of Americans surveyed incorrectly think they do. Just as when canned at home, foods sold in steel cans are already cooked, so they do not need preservatives to prevent spoilage. In fact, most canned foods are preservative-free.

Busting Myths: Field to Can

Lack of understanding on how tomatoes get into the can

Only 1 out of 5 are familiar with time it takes to get raw tomatoes into can, peeling process, amount wasted

#1 FIELD	<ul style="list-style-type: none"> Tomatoes begin as seeds in green houses until they are large enough for transplant Tomato plants are transferred to the ground mid-January to begin their growing process Plants are irrigated from below the ground to reduce the need for crop protection and more efficiently use water 		<p>MYTH Canned tomatoes are the leftover tomatoes that weren't "good enough" to sell to the fresh market.</p>
#2 HARVEST	<ul style="list-style-type: none"> When tomatoes reach peak ripeness, they are harvested and sent directly to the facility for canning A 3rd party inspects all tomatoes upon arrival to the facility for color, PH, defects, and character before being accepted for canning 		<p>MYTH The time between harvest to transport to canning, tomatoes can sit for several days, losing nutrients, prior to canning.</p>
#3 PREP	<ul style="list-style-type: none"> Tomatoes are rinsed with recycled water from the tomatoes and removed from the trucks Tomatoes are peeled using hot steam to naturally remove the skins Tomatoes are sorted by size and color to determine which product they will be best suited for 		<p>MYTH All tomatoes are peeled using a chemical process.</p>
#4 SEAL	<ul style="list-style-type: none"> Various tomato products are placed and sealed into cans The cans are sent to the pressure cooker to cook; sealing in nutrients and preserving the product Once cooked and cooled, cans are placed on pallets and ready for customer use 		<p>MYTH Canned tomatoes lack the amount of nutrients found in fresh tomatoes and contain added preservatives.</p>
			<p>FACT The cooking process actually increases the bioavailability of certain nutrients including lycopene. More importantly this step preserves the product, not additives.</p>

Sharon Palmer MSFS, RDN | The Plant-Powered Dietitian

Tomato Plant Tour: How Tomatoes Get in the Can!

- 95% of Tomatoes go from field to can in 5 hours.
- Picked and packed at peak ripeness.
- 95% of growers live within a 17-mile radius of our facility.
- Cleaned, peeled, cut, filled, sealed, stacked.
- Cooking process is the preservation and increases lycopene.

TOMATO Plant Tour



95% of our conventional tomatoes are picked by a PCP family farmer, in a field less than 17 miles from our Woodland Tomato Plant.



As they come in, each load is inspected carefully by the USDA to ensure color, PH, defects, and character.

The tomatoes are then rinsed from the truck using recycled water and floated out of the truck.



They take a water bath and are then sent to the peelers. The majority of our Retail tomatoes are then steam peeled, using a natural process that breaks the skin off of the tomato.



Once peeled, the tomatoes are brought into the plant and sorted by size and color. This sort carefully decides which products the tomatoes will be placed.



Tomatoes are then kept whole, diced, or sliced. Some of the whole tomatoes are made into sauces, paste, juice, ketchup, marinara sauces, pizza sauces, crushed tomatoes, and many other items.



The tomatoes are hand sorted once again and placed into different can sizes ranging from six ounces all the way to #10 cans.



Once the perfect recipe is put into the can, they are sent outside to the giant pressure cookers and are cooked at a different temperature to ensure quality.



Once cooked and cooled, the cans are sent to an extensive quality lab to make sure weight and other attributes are to our specification.



The cans are then sent to our 1.5 million square foot Distribution Center in Lodi, California to await labeling and shipping.

Fruit Plant Tour

- Fruit is handpicked in the field.
- Transported to nearby facility for canning.
- CA Cling Peach variety used for firmness, texture.
- Cleaned, peeled, cored, cut, filled, and sealed.
- Packed in 100% juice for no added sugar.

Sharon Palmer ^{MSFS, RDN} | *The Plant-Powered Dietitian*



Tomato Products

The Easy, Affordable, Popular, Vegetable

Second in consumption only to potatoes, tomato products (tomato sauce, canned tomatoes, tomato juice and tomato soup) are one of the most popular vegetables consumed in the U.S.

Tomato products are cornerstone of many ethnic food traditions—Italian, Mexican, Indian, Mediterranean.

Economical, easy way to fit more vegetable servings into diet; favorite foods such as pizza, spaghetti, and tacos star tomato products.



Arugula Salad Pizza

Sharon Palmer MSFS, RDN | *The Plant-Powered Dietitian*

Photos and recipes by Sharon Palmer, MSFS, RDN

Tomato Products



Nutritional Powerhouse

One cup 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
- 9% DV manganese

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.



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Part of Dietary Guidelines and MyPlate

“Red” vegetable category highlighted by the USDA as a vegetable that consumers should eat more frequently throughout the Dietary Guidelines, MyPlate, and NSLP

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		Amount per Week			
		Dark-green vegetables	Red & orange vegetables	Beans & peas	Starchy vegetable
Children	2-3 yrs	½ cup	2½ cups	½ cup	2 cups
	4-8 yrs	1 cup	3 cups	½ cup	3½ cups
Girls	9-13 yrs	1½ cups	4 cups	1 cup	4 cups
	14-18 yrs	1½ cups	5½ cups	1½ cups	5 cups
Boys	9-13 yrs	1½ cups	5½ cups	1½ cups	5 cups
	14-18 yrs	2 cups	6 cups	2 cups	6 cups
Women	19-30 yrs	1½ cups	5½ cups	1½ cups	5 cups
	31-50 yrs	1½ cups	5½ cups	1½ cups	5 cups
	51+ yrs	1½ cups	4 cups	1 cup	4 cups
Men	19-30 yrs	2 cups	6 cups	2 cups	6 cups
	31-50 yrs	2 cups	6 cups	2 cups	6 cups
	51+ yrs	1½ cups	5½ cups	1½ cups	5 cups

Health Benefits of Tomato Products

- More than 650 human studies on the health benefits of tomato products
- One of most widely studied foods on the planet
- Visit TomatoWellness.com for scientific information

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Photos and recipes by Sharon Palmer, MSFS, RDN



Burrito with Refried Beans and Corn



More than 650 human studies link tomato products to health benefits, making them one of the most widely studied plant foods in the world.



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)

Download NEW Nutrition Toolkit!

Tomato Wellness Ultimate Nutrition Toolkit

Provided by the
Tomato Products Wellness Council



Provided by Tomato Wellness

- Tomatoes From Farm to Fork: sustainability, canned products guide.
- Tomato Nutrition and Health: nutrition information, healthy eating, lower disease risk, part of healthy diets, global cuisines.
- Activities: grocery store tours, demos, cooking classes, recipes, social posts, print-ready content.
- Available at tomatowellness.com.

The 411 on Canned Peach Nutrition

33% Americans meet fruit recommendations.

42% Americans realize nutrients in canned fruit count towards goal.

52% fresh produce grown every year is wasted.

Canned peaches higher in vitamin C, folate, antioxidants.

Infographic from California Cling Peach Association

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The 411 on Canned Peach Nutrition

The science is in: researchers at Oregon State University and the Linus Pauling Institute have discovered that canned peaches pack a nutritional punch! Picked and packed at the peak of freshness, canned peaches offer year-round nutrition.

Reality Check

- Only **33%** of Americans are meeting the recommendation for fruit consumption (Source: CDC)
- Only **42%** of Americans realize that the nutrients in canned fruit count towards meeting the U.S. Department of Agriculture guidelines (Source: Canned Food Alliance)
- 52%** of all FRESH produce grown every year is wasted (Source: Rodale News)

Nutrition Check: Canned Peaches vs. Fresh Peaches

Canned Peaches are...

- 4x's higher in Vitamin C
- 10x's higher in Folate
- 1.5x's higher in Antioxidants
- Comparable in Vitamin E

(Source: Oregon State University)

Bonus!

- Grown locally in the USA
- Picked Fresh, Packed Fresh
- Recipe Ready
- Reduced Waste + Recyclable Container

Let's Talk Sugar

Food Item	Sugar Content (g)
Peaches in Extra Light Syrup or 100% Juice	14g
Grapes	20g
Coconut Chocolate Chip Protein Bar	22g
Navel Orange	23g
Black Cherry Greek Yogurt	28g
Raisins	29g
Superfoods Smoothie	37g
Fresh Banana Berry Smoothie (small)	60g

[@CaliforniaClingPeaches](https://www.facebook.com/CaliforniaClingPeaches) |
 [@CalClingPeach](https://twitter.com/CalClingPeach) |
 www.calclingpeach.com

#ILoveCannedPeaches

Nutritional Equivalency

Michigan State University Study

“With canned foods, Americans can stretch their food budget, get virtually the same nutrition as fresh and frozen fruits and vegetables and alleviate accessibility, storage and food safety issues.”

Oregon State University Study

“The nutritional content of canned peaches has been shown in this study to be comparable to that of fresh peaches. There were no statistically significant decreases in those nutritional parameters measured in this study between fresh freestone peaches and canned cling peaches.”

NUTRITIONAL EQUIVALENCY

CORE BENEFIT

CANNED CALIFORNIA PEACHES
DELIVER THE SAME OR BETTER
NUTRITION THAN FRESH.

STUDIES SHOW:

California Cling Peaches in cans, jars, and single serve cups are just as nutritious as fresh peaches.

MICHIGAN STATE UNIVERSITY STUDY

Center for Economic Analysis

"Nutrition & Costs Comparisons of Select Canned, Frozen and Fresh Fruits and Vegetables" Steven Miller, PhD, Center for Economic Analysis and Bill Knudson, PhD, Michigan State University Product Center, May, 2012.

Study Conclusion:

“With canned foods, Americans can stretch their food budget, get virtually the same nutrition as fresh and frozen fruits and vegetables and alleviate accessibility, storage and food safety issues.”

OREGON STATE UNIVERSITY STUDY

Linus Pauling Institute

"Nutritional content of fresh and canned peaches" Robert W Dursta, Linus Pauling Institute, Oregon State University, Corvallis, OR 97331, USA

Study Conclusion:

“The nutritional content of canned peaches has been shown in this study to be comparable to that of fresh peaches. There were no statistically significant decreases in those nutritional parameters measured in this study between fresh freestone peaches and canned cling peaches.”



THANK YOU!



Sharon Palmer, MSFS, RDN

 Sharon Palmer: The Plant Powered Dietitian

 @SharonPalmerRD

 @SharonPalmerRD

 Sharon@sharonpalmer.com

MSFS, RDN
Sharon Palmer

The Plant-Powered Dietitian

Additional Questions?

- Produce for Better Health Foundation @ [Fruitsandveggies.org](https://fruitsandveggies.org)
- Canned Food Alliance @ [Mealtime.org](https://mealtime.org)
- Can Manufacturers Institute @ [Cancentral.com](https://cancentral.com)
- Pacific Coast Producers @ <https://pacificcoastproducers.com/>
- For specific questions about cans and the canning process e-mail sales@pcoastp.com

Join the Movement



Show your support by taking and sharing the [Have A Plant™ pledge](#) at fruitsandveggies.org. While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant



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[Produce for Better Health Foundation](#)

September is National Fruits & Veggies Month. Take a moment to promote and enjoy all forms of the fruits and veggies that you know and love – fresh, frozen, canned, dried and 100% juice – that taste great and also support your health and happiness!

A catalog of PBH's past webinars is available at fruitsandveggies.org/expert-professionals/webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.





THANK YOU

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