

THE FACTS BENEATH THE LID: How Canned Tomatoes Go From Field to Sealed

There continues to be a lack of understanding with how raw tomatoes are used to make canned tomato products.

Only 1 in 5 of respondents* stated they felt familiar with the following aspects of canned tomatoes:



Time it takes to get a raw tomato from field to can



Peeling Process



Amount of raw tomato wasted during the harvesting & canning process

Despite these staggering statistics, 86% of consumers agreed with the statement:

"I like to know the ingredients that are in the food products I purchase."

This only further confirms the need to continue the dialogue and educate consumers on canned tomatoes

#1 FIELD

- 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



MYTH

Canned tomatoes are the leftover tomatoes that weren't "good enough" to sell to the fresh market.

FACT

Tomato varieties with qualities better suited for the canning process are planted and picked to cultivate the highest quality product possible.

#2 HARVEST

- 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



MYTH

The time between harvest to transport to canning, tomatoes can sit for several days, losing nutrients, prior to canning.

FACT

95% of Pacific Coast Producers family farmers are within a 17 mile radius of the facility, enabling our conventional tomatoes to go from field to sealed in 5 hours or less.

#3 PREP

- 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



MYTH

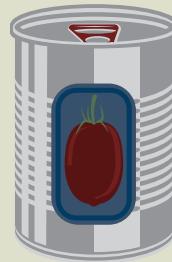
All tomatoes are peeled using a chemical process.

FACT

Pacific Coast Producers utilizes steam to naturally peel tomatoes prior to canning.

#4 SEAL

- 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



MYTH

Canned tomatoes lack the amount of nutrients found in fresh tomatoes and contain added preservatives.

FACT

The cooking process actually increases the bioavailability of certain nutrients including lycopene. More importantly this step preserves the product, not additives.

