

CALIFORNIA CLING PEACHES



ALWAYS NUTRITIOUS

Information to help consumers
understand the nutrition benefits
of California Cling Peaches.



AMERICAN CONSUMERS MISUNDERSTAND THE NUTRITION, VALUE AND CONVENIENCE OF CANNED FRUITS AND VEGETABLES.



UNDERSTANDING NUTRITION EQUIVALENCY

Only 18% of respondents understand canned fruits and vegetables are as nutritious as fresh. Just 27% agree that canned foods are as nutritious as their frozen counterparts.

SOURCE: Canned Food Alliance Survey, 2013

TRUSTED HEALTH ADVISORS LIKE YOU ARE A CRITICAL LINK IN THE INFORMATION CHAIN TO HELP CONSUMERS UNDERSTAND HOW TO MAKE HEALTHY CHOICES FOR FEEDING THEMSELVES AND THEIR FAMILIES.

LOW AFFORDABILITY AND AVAILABILITY OF FRESH FOOD OPTIONS ARE A CORE ISSUE OF AMERICA'S OBESITY EPIDEMIC.

While researchers emphasize the importance of access to fresh produce, much of the literature suggests that low-income households have limited access to quality grocery stores, and that shelf-life is an important feature of their food stocks. Canned and frozen packaging extends the effective life of fruits and vegetables, and they are also price competitive with regard to per-serving nutrient uptake.

SOURCE: Darmon, N., M. Darmon and M. Maillot, A. Drewnowski. "A Nutrient Density Standard for Vegetables and Fruits: Nutrients per Calorie and Nutrients per Unit Cost". *Journal of the American Dietetic Association*, Vol. 105, No. 12 (2005): 1881-1886.



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.

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."

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."



OF CALIFORNIA CLING PEACHES

CORE BENEFIT 2

CANNED CALIFORNIA CLING PEACHES
HAVE LESS SUGAR PER SERVING.



14_G

CALIFORNIA
CLING PEACHES

California Cling Peaches
(*in extra light syrup or
100% juice*) contain only
14g of sugar per serving.
That's much less than
other fruit choices.



20_G

GRAPES



23_G

NAVEL
ORANGE



28_G

RAISINS



29_G

BLACK CHERRY
GREEK YOGURT



37_G +

SMOOTHIES

ES TO FRESH PEACHES

CORE 3 BENEFIT 3

CANNED CALIFORNIA CLING PEACHES DELIVER MORE NUTRIENTS FOR LESS MONEY.

California Cling Peaches deliver the most affordable nutrition to families. In addition to providing equivalent or better nutrition than fresh or frozen, canned California Cling Peaches do so for far less money per serving.



VALUE EXTENDS EVEN FURTHER TO OUR MOST VULNERABLE

Canned California Cling Peaches in 100% juice are approved by the USDA as part of WIC (*Women Infants and Children*) programs nationwide.

Canned peaches can cost up to 3x less than fresh and 2x less than frozen.

AMERICANS NEED HELP UNDERSTANDING NUTRITION EQUIVALENCY.

Mistaken assumptions about the nutrition equivalency of canned fruits and vegetables put the health of already at-risk families in even more danger. Consumers need to learn the facts about the nutrition equivalency of canned fruits and vegetables like California Cling Peaches so they can feel good about providing healthy choices for their families affordably, year-round.



MORE THAN 12 MILLION HOUSEHOLDS

are forced to eat unhealthy food because they can't afford better-quality groceries. They risk adverse health effects that can make their financial plight worse.

SOURCE: FeedingAmerica.org; Hunger in America 2014. <http://www.feedingamerica.org/hunger-in-america/our-research/hunger-in-america/>

33% OF AMERICANS

are not meeting the recommendation for fruit consumption.

SOURCE: CDC: <https://www.cdc.gov/media/pressrel/2009/r090929.htm>

INCONSISTENT ACCESS TO, AND AFFORDABILITY ISSUES WITH FRESH FRUIT, PLUS A LACK OF KNOWLEDGE ABOUT THE NUTRITIONAL EQUIVALENCY OF CANNED FOODS CONTRIBUTE TO AMERICANS NOT GETTING ENOUGH FRUIT IN THEIR DIET.

MAKE A DIFFERENCE: HELP CONSUMERS UNDERSTAND THE FACTS:

California Cling Peaches and other canned fruits and vegetables bring year-round affordable nutrition to America.

CORE BENEFIT 1:

Canned California Cling peaches deliver the same or better nutrition than fresh.

CORE BENEFIT 2:

Canned California Cling peaches deliver less sugar per serving of fruit than other choices.

CORE BENEFIT 3:

Canned California Cling peaches deliver more nutrients for less money than fresh or frozen.