

# 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**

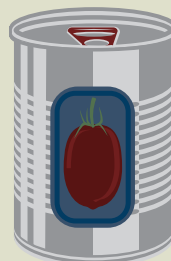
All tomatoes are peeled using a chemical process.

**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.