


CONSUMER MESSAGES AND CALL OUTS: THE FRUIT PACKAGING EDITION

On-package messaging helps consumers make purchasing decisions

77%* 
of consumers agree with the statement:

CONSUMER CALL OUT FAVORITES 



PACKAGING BONUS 

Our fruit products already come with great functional features that consumers highly value.

NOW WITH UNIQUE COLORED PULL-TOPS!



“I rely on product labels to help me make decisions when food shopping.”



NUTRITIONAL POWERHOUSE

Compared to fresh, canned peaches have 4X the vitamin C, 10x the antioxidants, and similar levels of vitamin E.



CAN SUSTAINABILITY

Cans are 100% recyclable and new cans produced with recycled steel reduce greenhouse gas emissions by 75%.



GROWN BY FAMILY FARMERS

Our farmers are committed to stewarding the land for future generations with a legacy of care.



BPA FREE

Non-Intent BPA-free can linings provide a safer option, free from harmful chemicals, and ensure food integrity.



COUNTRY OF ORIGIN

Consumers care deeply about where the fruit comes from. They prefer and trust fruit that is grown in the USA.

ECO-CONSCIOUS CHOICE

Our 100% recyclable cans champion planet-friendly practices. Steel cans are infinitely recyclable.

SIMPLY CANNED, PERFECTLY PRESERVED

Sterilize, seal, and savor the delightfully fresh flavors all year round! Canned fruit is shelf stable and ready to enjoy when you are.

RELIABLE & ROBUST

Can durability is unparalleled in food packaging. They are designed for the journey, even when double-stacked.

COLOR-CODED CONVENIENCE

Easy to spot green pull-tops ensure shelf visibility and differentiation from other products.



*All data is the result of an online survey conducted by Hanover Research on behalf of Pacific Coast Producers July 2019. The goal was to further understand consumer thoughts and preferences in regards to canned tomatoes. The analysis includes a total of 419 respondents all ages 18+, residing in the US, who indicated they have purchased canned tomatoes within the last 12 months.



PACIFIC COAST PRODUCERS

WWW.PACIFICCOASTPRODUCERS.COM