



A PACIFIC COAST PRODUCERS PROGRAM

Hospitals, Healthcare, & Universities



# 4 Reasons to Choose California Canned Tomatoes

Explore the vibrant world of California canned tomatoes, where each can is packed with flavor and a wealth of health benefits. From their significantly higher levels of cancer-fighting lycopene, to the sustainable and waste-reducing methods of peeling, learn why these tomatoes are a top choice for health-conscious buyers. You can find our tomatoes under the private label brands (from foodservice distributors) or in store brands at your favorite grocer.

## Increased Nutrients

California canned tomatoes contain significantly higher levels of the cancer fighting compound lycopene. Why? Field-grown tomatoes contain higher levels of this important nutrient than “fresh” greenhouse-grown tomatoes.



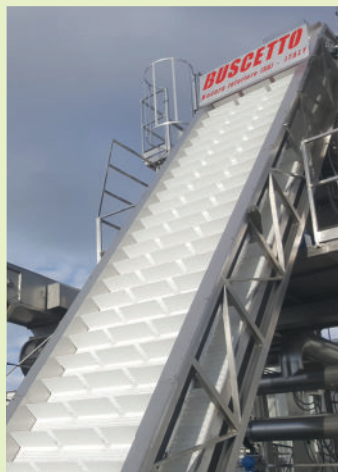
## Picked at Peak Ripeness

Our tomatoes often go from the field to the can in 5 hours or less, which means that they not only retain their color and fresh flavor, but also many of their beneficial nutrients like lycopene, vitamin C, and potassium.



## Steam Peeled

California canned tomatoes are steam peeled which means you're getting a higher quality canned tomato! Also there's no food waste and it's sustainable! Good for you and good for our planet.



## Bioavailability

Canned and jarred tomatoes are cooked which increases the bioavailability of Vitamin C, potassium, lycopene & more! This allows for better absorption by the body.



### References

<sup>1</sup> Canene-Adams K, Campbell JK, Zaripheh S, Jeffery EH, Erdman JW, Jr. The tomato as a functional food. *Journal of Nutrition*. 2005;135(5):1226-1230. [PubMed]

<sup>2</sup> Sahlin E, Savage GP, Lister CE. Investigation of the antioxidant properties of tomatoes after processing. *Journal of Food Composition and Analysis*. 2004;17(5):635-647.

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