Tomato & Health Commission Update:
8 June 2008 – Gwen L. Young

**Aims for the Tomatoes & Health Commission:**
1. Collate health benefits of tomato products
2. Increase consumption by linking with credible research

**Principles to Receive WPTC Endorsement:**
1. Tomato products must be part of a healthy diet & lifestyle
2. Must be scientifically credible
2008 Label Project

**Goal:** showcase updated global tomato product labels marketing Tomato Health Information

**Countries:** 20+

- Canada
- New Zealand
- Australia
- Argentina
- Chile
- Venezuela
- Peru, Colombia
- Ecuador
- Mexico
- China
- Japan
- Italy
- France
- Spain
- Portugal
- Hungary
- Sweden
- UK
- Poland
- Turkey
- USA
Canada

Equality Stewed Tomatoes and Aylmer Tomatoes: A Healthy diet rich in a variety of vegetables and fruit may reduce the risk of some types of cancer

Each 2TBSP (30ml) contains 9.4mg lycopene
Source of Vitamin C
Canada
Heinz Tomato Juice:

Source of Vitamin A, Folate & Iron.

Contains 2 Full servings of Vegetables/* 250ml (1 cup).
*As recommended in Canadian Food Guide to Healthy Eating.

A diet rich in a variety of vegetables & fruit reduce the risk of some types of cancer.
New Zealand

- **Wattie’s** Whole Peeled Tomatoes in juice, no added salt or preservatives.
  - Our Whole Peeled Tomatoes are left on the vine to soak up the summer sun. Tomatoes are a source of Lycopene - a powerful antioxidant which acts as an internal bodyguard.
  - No artificial colours or flavours.

- **Heinz** Whole Peeled Tomatoes in juice, no added salt or preservatives.

- **Gregg’s** Tomato Paste, 4 Sachets.
  - Try this recipe in tacos or wraps. Serve with lettuce, tomato, and cheese.
  - Add to Spaghetti Bolognese, casseroles, sauces or meatballs...
  - In fact anywhere you need a rich tomato flavour!
  - Gregg’s Tomato Paste is a rich, natural source of lycopene. Lycopene is a natural antioxidant found in tomatoes.
  - Each sachet is the equivalent of 2 tablespoons.
Energise your day with V8 vegetable juice. Note all the bullet points are a carrot and tomato together, using the healthy image of tomatoes.
✓ Tomatoes are a great source of the antioxidant Lycopene. Lycopene: 9mg per 100g

✓ Contains Lycopene
Lycopene: XXmg per 100g
Supporting Men’s Health
Proud Sponsor Movember
Rich in Lycopene, a powerful antioxidant. Lycopene: 31mg/100g

Rich, natural source lycopene. Lycopene natural antioxidant found in tomatoes. Lycopene 15mg/100g
Argentina

Did you know that tomatoes help to have a healthy life! The consumption of tomatoes is very important for our health thanks to a one of its natural compounds called Lycopene. Lycopene is one of the most important carotenoids and is responsible for the red colour of tomatoes. In addition, lycopene is a very important antioxidant for our body.

"Tomato is our ally" Tomatoes have a red pigment called lycopene that has antioxidant properties. Our body absorbs lycopene better when it comes from processed tomatoes that when it comes from fresh tomatoes.
General Health Statement

International criteria suggests moderate intake of saturated fats, trans fats, sugars, salt. This product meets those recommendations. Website for details.
Chile
Leggos: Rich in lycopene, a powerful antioxidant. Lycopene: 22mg/100g

Heinz: Rich in lycopene
Great source of lycopene.
Lycopene gives the red colour to ripe tomatoes and is a powerful antioxidant.
Lycopene: 14mg/100ml
Peru, Colombia, Ecuador

Source of vitamins A & C
Does not contain artificial flavours & preservatives
Hunt’s Salsa para Pasta (sauce for pasta), Good Taste, Good for You

Hunt’s salsa doesn’t only enhance the flavor of your favorite dishes, but it is a natural source of Potassium. In addition, the Lycopene and the antioxidants in the Vitamins A and C, are naturally present in tomatoes. Cooked tomatoes contain the highest quantity of Lycopene.
Kagome uses high lycopene variety “Lyryco”. We use our unique technology “RO” to maintain tomato’s natural flavour. Drink Tomato juice is better way for nutrition.

Rich in natural lycopene. Blended fruit not only makes product flavour favourable, but also easier to take balanced nutrition.
China

Health Claims not allowed by Chinese Food Labelling Regulations
The presence of “lycopene” from tomato. Use 2.5 full ripeness tomatoes per 1 serving. Lycopene works to erase active oxygen.

The treasure of the tomato: Lycopene. It is said that the lycopene has removal action of the active oxygen in the red pigment of the tomato.
A lot of lycopene is included in ketchup. It is said to have power to remove active oxygen by the red pigment called “lycopene” included in a tomato.
Lycopene removing active oxygen is included in tomato “Ririko” for juices of Kagome about 3 times in comparison with raw edible tomato. www.lycopene.jp/
Japan

To protect you from inside your body under sunlight. Lycopene 16mg, Vitamin E 16mg. Ready to drink supplement

The tomato of the canned food is a treasure house of lycopene. What is the color that a tomato is bright red is because lycopene is included. The lycopene is effective in removing active oxygen. 14mg per 100g
This unique combination of delicious fruit and tomato is a natural source of **vitamin C and lycopene**. Vitamin C supports your immune system. **Tomatoes** are rich in **lycopene, a powerful anti-oxidant**. Anti oxidants (like lycopene & vitamin C) protect your body cells against **damage by free radicals**.

- source of anti oxidants like vitamin C and lycopene.
- contains 50% of the daily recommended quantity of vitamin C.
- contains the **lycopene of 1 tomato**.
- 1 bottle of Sunshine contains a minimum of **2.1 mg lycopene**
Side 1: contains **natural lycopene**.
Side 2: Did you know that **tomatoes contain lycopene**, a natural **antioxidant** that helps your protection against **free radicals** (free radicals can cause damage to body cells and therefore play an important part in the process of aging). The **frequent consumption of tomatoes**, in combination with a balanced diet, supports well-being and health.
“Do you know that….Tomato is naturally rich in Lycopene, the pigment responsible of its red color. Lycopene is a natural antioxidant, which aids to fight free radicals”

“Recent studies on diets and health point out the benefic effects of a diet rich in fruits and vegetables. In Particular, Tomato contains lycopene, a natural antioxidant, which, fighting free radicals, contributes to preserve physical welfare”
“Tomato is naturally rich in Lycopene, the pigment responsible of its red color. Lycopene is a natural antioxidant, which aids to fight free radicals”
Scientific studies demonstrate Lycopene, that furnishes the red colour of tomatoes and is contained also in Mutti Tomato Paste is a natural antioxidant, which has health benefits.
“One more reason – Besides to be a good and nutrient food, tomato is a big friend for our body. In fact, it contains Lycopene, the natural pigment which gives to tomato its typical red color and has important antioxidant properties”

Italy
Naturally rich in lycopene. Within the framework of a varied diet, lycopene contributes to the good balance needed for your vitality. 300ml bottle

Naturally contains lycopene
2mg of lycopene per 10ml serving
(500ml bottle)
Ketchup: a good diet is based on pleasure and balance. It is important to eat a varied diet, limiting the consumption of sweet foods.
AMORA: “This product respects the international nutrition recommendations which advise a limited consumption of salt, sugars and saturated fatty acids.”

One glass of Pampryl Selection brings you the equivalent of one of the 5 recommended daily portions of fruits and vegetables.
The use of 100g per person of this tomato puree participate actively to covering you daily needs in fruits and vegetables.
Front: Heinz, feels good, tastes better. Contains the natural benefits of tomatoes and helps your defenses with Vitamin C. Contains Natural Lycopene.
- contains 50% of the daily recommended quantity of vitamin C.
- contains the lycopene present in the tomato and vitamin C with are antioxidants and protect your body from free radicals.
Spain

Natural source of Lycopene. Did you know that Lycopene is an antioxidant which is naturally found in tomato and as beneficial effects for your organism.
Naturally contains Lycopene. There is one antioxidant that helps to eliminate the toxic substances for the organism. 100% Natural
No preservatives
Natural
Sweden

No claims, only Natural
**Source of Lycopene**

Lycopene: 5mg/10ml **dessert spoon**

Lycopene is an antioxidant naturally present in tomatoes. Research has shown that lycopene is important for health.
Lycopene: Typically 10mg per 100g serving

Lycopene is an antioxidant, naturally present in tomatoes. Research has shown that lycopene is important for the maintenance of health.
UK
Can you believe that something this delicious can be so good for you?

Tomato Juice is a source of Vitamin E, which is an antioxidant said to help the body fight against cell damaging free radicals. It also contains the antioxidant Lycopene which your body finds easier to absorb from processed tomatoes.

Drink Libby's Tomato Juice as part of your healthy diet.

Libby's Tomato Juice is a source of lycopene. Lycopene is an antioxidant and there is increasing evidence to show that it helps the body fight cell damaging free radicals.

Ingredients: Tomato Juice (99%), Salt, Citric Acid, Vitamin C, Vitamin E. 5mg Lycopene per 200ml serving. A 200ml serving = 50% of the EC Recommended Daily Allowance of Vitamins C and E.

For Best Before End - See Lid
Every carton of V8 contains 8 nutritious vegetable juices, packed full of flavour and juicy goodness.

V8 juice, it’s a deliciously easy way to your 5 a day.

As well as a wholesome source of fibre.

V8 Original juice also contains Lycopene.
Poland

Practically no company shows tomato and health promotion. Government focus on children's health and 5 A Day vegetables and fruits, plus active lifestyle. Local activities and national.
Poland: 100% natural. No preservatives. Ideal for your child. 

Manufactured according to the original recipe of McDonalds, made from 24 ripe tomatoes, without colouring agents, preservatives or gluten.
Current “Lycopene Depot” statement may be removed due to changes in Turkish regulations.
Tomatoes are a natural source of Lycopene, an antioxidant may be possible to use.
Natural Source of Antioxidants: vitamins A & C and Lycopene. DelMonte Tomatoes are a good source of Antioxidant Vitamins A & C, and a natural source of Lycopene, a powerful Antioxidant. Did You Know? Diets Rich in fruits and vegetables including tomato, may reduce the risk of some types of cancer and other chronic diseases.

22mg lycopene / serving
Fat Free, tomatoes contain Lycopene, a phytochemical and proven antioxidant that fights free radicals in the body. Ounce for ounce, sun dried tomatoes have 12 times the amount of Lycopene as a raw tomato.

More than a full serving of veggies in every ½ cup of pasta sauce. Eat Smart Logo: US Dietary Guidelines recommend eating a varied, nutritious diet within your calorie needs. Each ½ cup of this organic product contains a full serving of vegetables, is a good source of Vitamin A, contains no cholesterol, and trans fat, and is low in saturated fat.
LYCOPENE “Natural source of the antioxidant Lycopene”. Lycopene is another great reason to love Heinz Ketchup! Lycopene is a powerful antioxidant and is found naturally in Heinz Ketchup (1.5mg per serving) and other processed tomato products. Visit [www.lycopene.org](http://www.lycopene.org) for more information on the latest research.
Conclusions:

- Tomato and Health labels have not drastically improved in the past 3 years. In fact many countries have more restrictions in labeling.
- Research must continue to drive excitement in our products with science strengthening health messages.
- New products with health messages could drive interest.
- Food Safety, quality and value are top of mind.
- Must keep focus on global actions such as ADI, Health Claims, Food Safety: Issues impact all of our industry.

Thank You!