

8th World Congress and 11th ISHS Symposium

June 8-11th 2008 (Post Congress Tour - June 12th-13th)



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





WORLD PROCESSING TOMATO COUNCIL

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

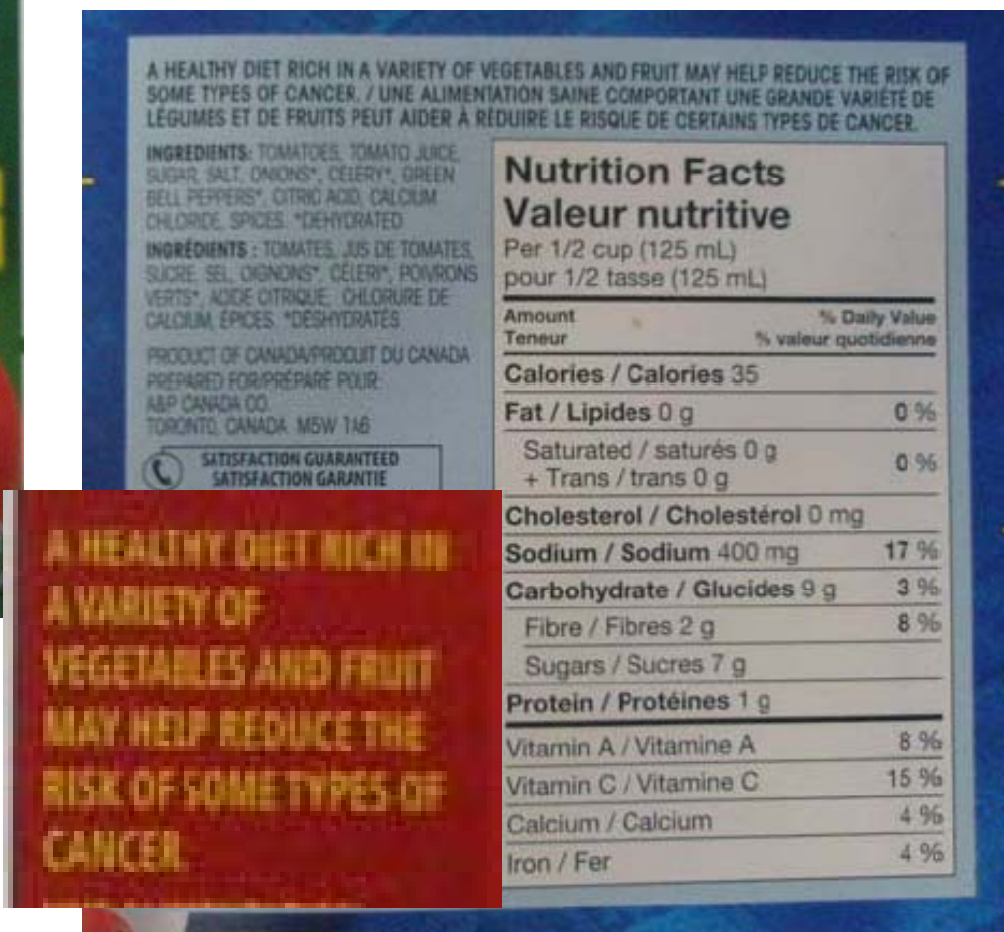
USA

Canada



Each 2TBSP (30ml)
contains 9.4mg lycopene
Source of Vitamin C

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



A HEALTHY DIET RICH IN
A VARIETY OF
VEGETABLES AND FRUIT
MAY HELP REDUCE THE
RISK OF SOME TYPES OF
CANCER.

Canada

INGREDIENTS: VINE RIPENED TOMATOES,
TOMATO JUICE, SALT, CALCIUM CHLORIDE,
MAY CONTAIN CITRIC ACID.

INGRÉDIENTS : TOMATES MÛRIES SUR LE
PLANT, JUS DE TOMATE, SEL, CHLORURE DE
CALCIUM, PEUT CONTENIR ACIDE CITRIQUE.

A HEALTHY DIET RICH IN A VARIETY OF
VEGETABLES AND FRUIT MAY HELP REDUCE
THE RISK OF SOME TYPES OF CANCER.

CANADA'S FOOD GUIDE TO HEALTHY
EATING RECOMMENDS CONSUMING 5-10
SERVINGS OF VEGETABLES AND FRUIT DAILY.
ONE CAN PROVIDES 6 SERVINGS OF FRUITS
AND VEGETABLES.

UNE ALIMENTATION SAINTE COMPORTANT
UNE GRANDE VARIÉTÉ DE FRUITS ET
LÉGUMES PEUT AIDER À RÉDUIRE LE RISQUE
DE CERTAINS TYPES DE CANCER.

LE GUIDE ALIMENTAIRE CANADIEN
POUR MANGER SAINEMENT
RECOMMANDE DE 5 À 10 PORTIONS DE
FRUITS ET LÉGUMES PAR JOUR.

UNE BOÎTE DONNE 6 PORTIONS DE FRUITS
ET LÉGUMES.

EACH 1/2 CUP (125 mL) SERVING
CONTAINS ABOUT 9.8 mg OF LYCOPENE.
CHAQUE PORTION DE 1/2 TASSE (125 mL)
CONTIENT ENVIRON 9,8 mg DE LYCOPÈNE.



PRIMO[®]

Whole Plum Tomatoes



CANADA CHOICE
28 fl oz / 796 mL

COR
125

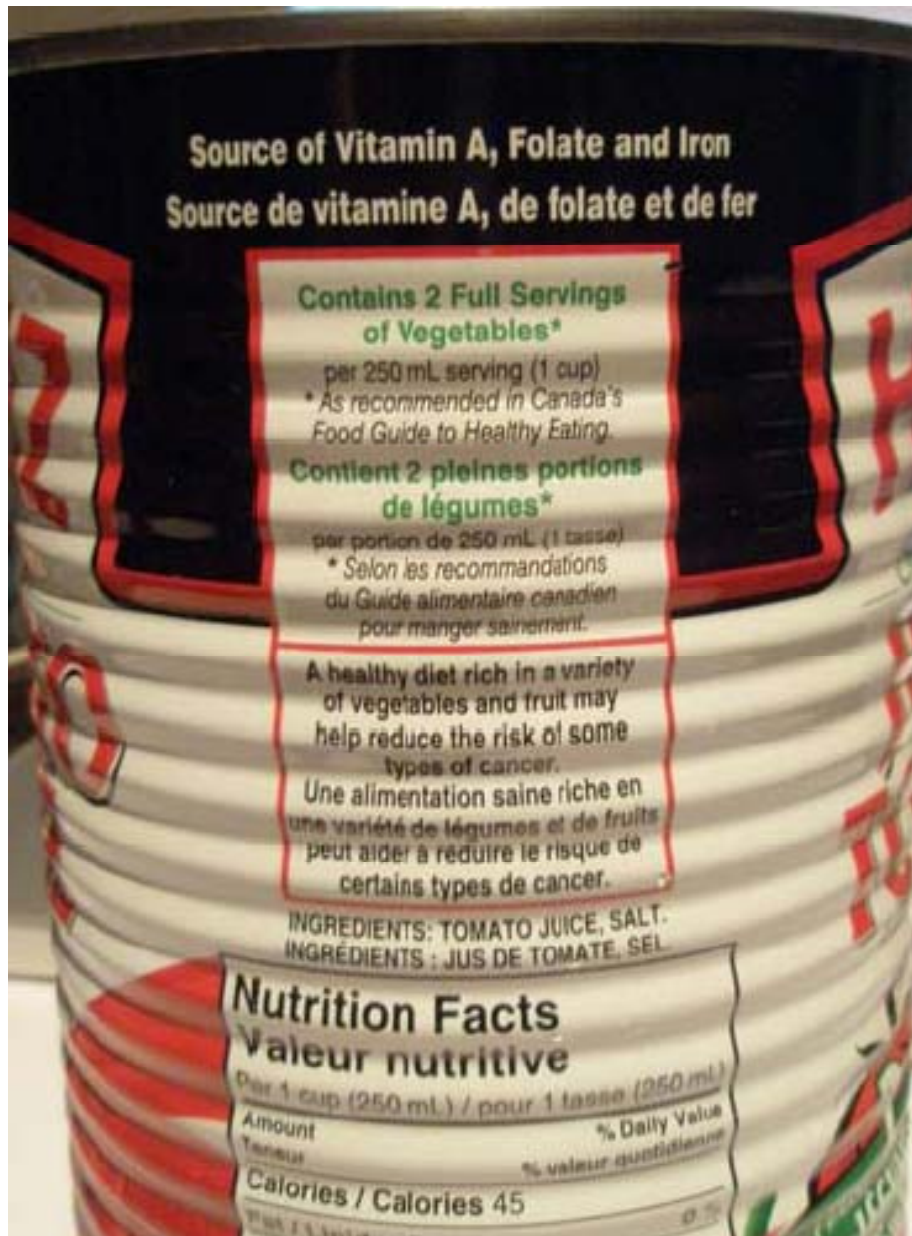
Canada



EACH 1/2 CUP (125 mL)
SERVING CONTAINS ABOUT
9.8 mg OF **LYCOPENE.**

CHAQUE PORTION DE
1/2 TASSE (125 mL)
CONTIENT ENVIRON
9,8 mg DE **LYCOPÈNE.**

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



whole peeled
in juice
no added salt

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.

PRESERVATIVE FREE ✓
NO ARTIFICIAL COLOURS OR FLAVOURS ✓
SOURCE OF LYCOPENE ✓



- 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

New Zealand



A green advertisement graphic for V8 Vegetable Juice. It features the V8 logo at the top left, followed by the slogan 'Vegetable Juice. Drink it. Feel it.' in yellow. Below this is a paragraph of text describing the juice as a blend of natural fruits and vegetables, packed with energy and antioxidants. A yellow silhouette of a person jumping is shown next to the text 'Energise your day with V8 Vegetable Juice'. At the bottom, there are four bullet points, each accompanied by a small illustration of a carrot and a tomato. The bullet points list: 'A 250ml glass equals 3 serves of vegetables', 'No added sugar', 'Good source of Vitamin A and Iron', and '100% RDI Vitamin C per 250ml glass'.



Energise your day with V8 vegetable juice. Note all the bullet points are a carrot and tomato together, using the healthy image of tomatoes

Australia



✓ 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**

Australia



*Rich in Lycopene, a powerful antioxidant.
Lycopene: 31mg/100g*



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

Argentina

ALCO

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 than when it comes from fresh tomatoes.

Chile

General Health Statement

International criteria suggests moderate intake of saturated fats, trans fats, sugars, salt. This product meets those recommendations. Website for details.



Chile



INGREDIENTES SELECCIONADOS

Centauro

TRIPLE CONCENTRADO DE TOMATES

PESO NETO: 310 g

SUGERENCIAS DE CONSUMO

Crema de Tomates
Al Concentrado de Tomates Centauro, agregue leche, manteca, orégano, pimienta y sal. Cocine a fuego lento hasta que hierva y obtendrá la más deliciosa crema de Tomates.

Salsa de Tomates
En un sartén dore dos dientes de ajo en aceite. Cuando esté caliente incorpore: cebolla, zanahoria, apio, orégano todo finamente picado y el Concentrado de Tomates Centauro. Agregue un vaso de vino blanco, sal y deje hervir por 3 minutos o hasta que obtenga la consistencia que usted desea. Si prefiere agregar carne, hágalo al inicio dorándola en el aceite.

Salsa para Pizza
Disuelva el Concentrado de Tomates Centauro en un poco de agua, agregue orégano, pimienta molida y sal y obtendrá la más deliciosa salsa para agregar sobre la masa de la pizza. Complemente el queso y jamón con tomates en cubitos Centauro, sus pizzas quedarán más ricas.

Elaborado por Conservas Centauro.
Bozzolo Hnos. & Cia. Ltda.
Panamericana Norte Km. 103, Hijuela, Chile.
Res.:S.S. Viña del Mar / Quillota
Región de Valparaíso N°157 del 20.02.2006.

Ingredientes: Tomates triturados sin piel y sin semilla, concentrados al vacío.

Duración: Consumir preferentemente antes de 3 años desde la fecha de elaboración indicada en la tapa del envase.

Lote de Fabricación:
Indicado en la tapa de envase.

Conservar en lugar limpio, fresco y seco.
Una vez abierto el envase,
refrigerar y consumir de inmediato.

Producto chileno
POR FAVOR LLAME AL (33) 310333
SU OPINIÓN Y SUGERENCIAS NOS INTERESAN
www.conservas-centauro.cl

INFORMACIÓN NUTRICIONAL
Porción: 2 cucharadas (30g)
Porciones por envase: 10

	100g	1 Porción
Energía (Kcal.)	82	24,6
Proteínas (g)	4,1	1,2
Grasa Total (g)	0,5	0,2
Hidrato de carbono disponible (g)	19,3	5,7
Sodio (mg)	88	26,4

7 801256 100222

Conservas Centauro son Mejores®

cocina fiscal
vea sugerencias de consumo

Venezuela: Made in Australia



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

Leggos: Rich in lycopene, a powerful antioxidant. Lycopene: 22mg/100g



Peru, Colombia, Ecuador



Source of vitamins A & C

Does not contain artificial flavours & preservatives



Mexico

Hunt's® Salsa para Pasta, Buen Sabor, Bueno para Tí.
LA SALSA PARA PASTA HUNT'S® NO SOLO REALZA EL SABOR DE TUS
PLATILLOS FAVORITOS, TAMBIEN ES UNA FUENTE NATURAL DE POTASIO,
ADEMÁS EL LICOPENO, ASI COMO LOS ANTIOXIDANTES EN LAS VITAMINAS
A Y C, SE ENCUENTRAN NATURALMENTE EN LOS TOMATES. LOS TOMATES
COCCOS CONTIENEN LA MAYOR CANTIDAD DE LICOPENO.

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
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.

China

Health Claims not allowed by Chinese Food Labelling Regulations



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



Japan



栄養成分表 (100g当たり)	
エネルギー	20kcal
たんぱく質	0.8g
脂質	0g
炭水化物	4.2g
ナトリウム	130mg
カルシウム	7mg
カリウム	250mg
ビタミンA	18μg
食物繊維	0.7g
食塩相当量	0.3g
リコピン	11mg

ダイエー品質管理センターによる分析値

トマトの宝物:リコピン

リコピンはトマトの赤色色素成分で、活性酸素の消去作用があるといわれています。

お問い合わせ先
お買い上げの店(サービスカウンター)または
03-5500-0016 東京都江東区東横2丁目2番20号

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

The presence of "lycopene" from tomato. Use 2.5 full ripeness tomatoes per 1 serving. Lycopene works to erase active oxygen



「飲むサラダ」
デルモンテ 食塩無添加 トマトジュース
トマトがおいしいから 食塩無添加にしました

- トマトの贈り物「リコピン」
1本あたり2.5個の完熟トマトを使用しているリコピンには活性酸素を消去する働きがあります。
- こだわりトマト100%
国内の契約農家が大切に育てた旬のトマトと世界中で種から育てたデルモンテ専用の完熟トマトがおいしい食塩無添加トマトジュースに仕上がりました。

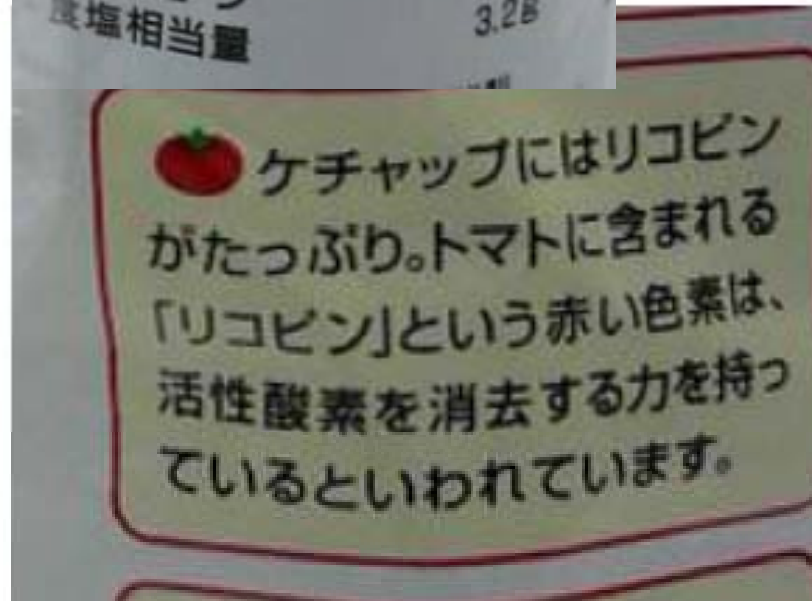
栄養成分表示 (1缶・160gあたり)			
エネルギー	32kcal	カルシウム	14mg
たんぱく質	1.3g	カリウム	410mg
脂質	0g	ビタミンA	29μg
糖質	6.2g	食塩相当量	0.3g
食物繊維	1.2g	リコピン	18mg
ナトリウム	9.6mg		

※ナトリウムはトマト由来の成分です。
※トマトの作柄により、製品の味に若干の差が生ずることがあります。
お問い合わせは、お客様相談センターへ。KAWAKATSU
03-20-12058
Under license from Del Monte Corporation

Japan



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/

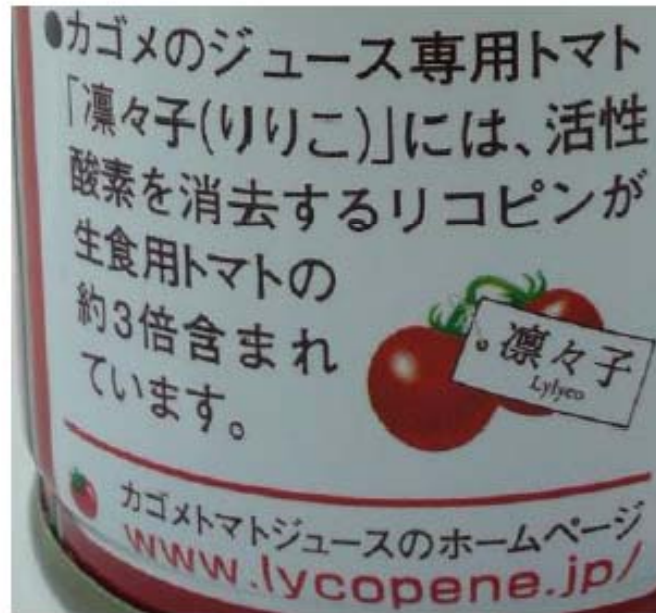
Japan



栄養成分表示 (1缶 / 160g 当たり)			
エネルギー	32kcal	ナトリウム	1.18mg
たんぱく質	1.3g	カルシウム	11mg
脂質	0g	カリウム	460mg
糖質	6.1g	シヨ糖	0.1g
食物繊維	1.1g	食塩相当量	0.1g

リコピン含有量 (1缶 / 160g 当たり) ... 16mg

食塩・砂糖・着色料・保存料は使用していません。



Japan



2
に2日以内にお使いください。
トマト缶はリコピンの宝庫
トマトの真っ赤な色はリコピン。リコピンには、活性酸素を除く効果があります。(100g当たり14mg含有)

栄養成分表示(100g当たり)		
エネルギー	28kcal	炭水化物 6.0g
たんぱく質	1.1g	ナトリウム 1~15mg
脂質	0g	

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



Holland

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**



HEINZ Sunshine
NATURAL FRUIT DRINK
Bosvruchten & tomaat

Heinz Sunshine helpt je om elke dag weer goed voor jezelf te zorgen. Deze unieke combinatie van heerlijk fruit en tomaat is een natuurlijke bron van vitamine C en lycopeen. Vitamine C ondersteunt je immuunsysteem. Tomaten zijn rijk aan lycopeen, een krachtige anti-oxidant. Anti-oxidanten (zoals lycopeen en vitamine C) beschermen je lichaamscellen tegen schade door vrije radicalen. Heinz Sunshine is een lekkere manier om aan je weerstand te werken.

- * Bron van anti-oxidanten, zoals vitamine C en Lycopeen
- * Bevat 50% van ADH Vitamine C
- * Bevat Lycopeen van één tomaat
- * Bevat natuurlijk sap en puree
- * Bevat alleen natuurlijke suikers uit fruit

Fruïtdrink op basis van geconcentreerd sap en puree
 Ingrediënten: sap uit vruchtensapconcentraat (witte druif, rode druif, 9% bosvruchten (framboos, aardbei, zwarte bes, vierbes), citroen), 24% tomatensap uit geconcentreerd sap, appelpuree, natuurlijk aroma, vitamine C.

1 Flesje Sunshine bevat ten minste 2,1mg lycopeen.
 Eet gevarieerd en beweeg voldoende voor een gezonde levensstijl.
H.J.Heinz B.V., Antwoordnummer 7057,
3700 TB Zeist, Tel: 0800-0234888 (gratis).
 Koel bewaren (max 7°C) en serveren
 Schudden voor gebruik

Voedingswaarde	Per 100ml	Per Portie (150ml)
Energie	260kJ/61 kcal	390kJ/92kcal
Eiwit	0,5g	0,8g
Koolhydraten	14,7g	22g
waarvan suikers	14,7g	22g
Vet	0,03g	0,05g
waarvan verzadigd vet	0g	0g

Holland



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



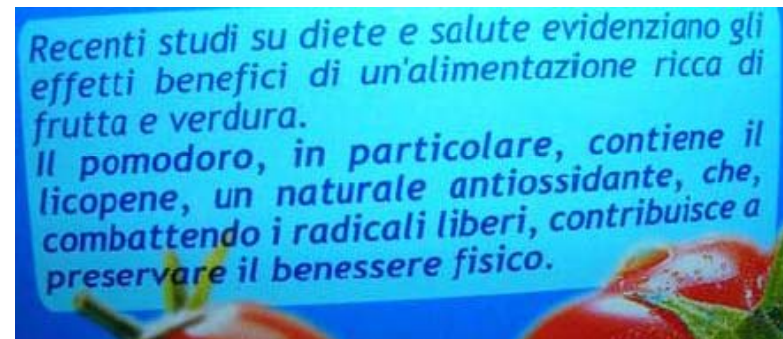
Italy



“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”



Conserve Italia



“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”

Italy

“Tomato is naturally rich in Lycopene, the pigment responsible of its red color. Lycopene is a natural antioxidant, which aids to fight free radicals”



Il pomodoro è naturalmente ricco di Licopene, il pigmento responsabile del suo colore rosso. Il Licopene è un antiossidante naturale che aiuta a combattere i radicali liberi.



Conserve Italia

Italy

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

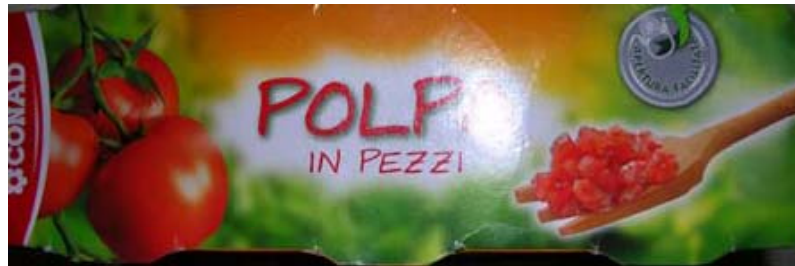


...ai quali sono
il Doppio Concentrato di Pomodoro Mutti?
elezione esclusiva di pomodoro italiano, cresciuto al caldo sole
mediterraneo.
...zizzo di pomodoro e sale, senza alcun altro ingrediente aggiunto.
...arazione del Pomodoro, secondo una ricetta antica e naturale
...za su un processo di evaporazione, che permette di concentrare
...e colore e tutte le sostanze benefiche del pomodoro. Studi
...rindici hanno dimostrato che il Licopene, che dà il colore rosso al
...ed è contenuto anche nel Doppio Concentrato Mutti, è un
...ente antiossidante naturale che consente di ottenere benefici per
...alute.
...garanzia della Certificazione di Produzione Integrata, concessa
...amente a chi controlla interamente il processo produttivo,
...izzando metodi di coltivazione rispettosi dell'ambiente.



“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 proprieties”

Italy



France

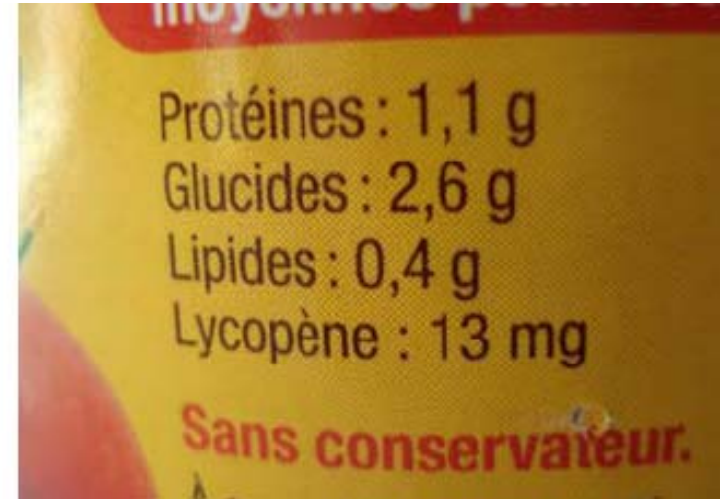
Naturally rich in lycopene. Within the framework of a varied diet, lycopene contributes to the good balance needed for your vitality. 300ml bottle



Naturally contains lycopene
2mg of lycopene per 10ml serving
(500ml bottle)

France

Naturally rich in lycopene
Lycopene 13mg / 100g



	511 kJ (soit 120 kcal)	102 kJ (soit 24 kcal)
Valeur énergétique		
Protéines	1,3g	0,3g
Glucides	28,3g	5,7g
dont sucres	23,9g	4,8g
Lipides	0,4g	0,08g
dont acides gras saturés	0,13g	0,03g
Fibres alimentaires	0,5g	0,1g
Sodium	0,94g	0,19g
équivalent en sel	2,4g	0,48g

Une bonne alimentation repose sur le plaisir et l'équilibre. Il est important de manger varié, en limitant la consommation de produits sucrés.

Ketchup: a good diet is based on pleasure and balance.

It is important to eat a varied diet, limiting the consumption of sweet foods.

France

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

France

The use of 100g per person of this tomato puree participate actively to covering you daily needs in fruits and vegetables



Spain

Forest Fruits & Tomato
Citrus & Tomato
Exotic Fruits & Tomato



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.

Portugal

UNICA EMPRESA
certificada
2008-2014

FERRILHADO
COM 1Kg
de Tomate
Fresco

Produzido por:
SUBALIMIAL, SA
Fato de Ind. 2150 703 Ind. 2150
WWW.GULOSO.PT

5 601019 012449 >

P.L. 500g

GULOSO®
ajuda com gosto

VALORES NUTRICIONAIS	
médios por 100g	
energ (kJ/kcal)	172/40
proteína	2,1 g
glicídios	0,9 g
ácidos gordurosos	0,4 g
sal	variável
fibra (sem casca)	0,00 g
Fe	1,4 g
Ca	0,4 g
Na	22 mg

INGREDIENTES: Tomate (215g por 100g de produto), Sal, regulador de acidez (ácido cítrico).

Chegar ao ponto de ebulição antes de ferver e/ou antes de ser cozido.

Depois de aberto conservar no frigorífico e consumir o mais breve possível!

Apto a um regime sem glúten

Agitar antes de usar

ELABORADO ÚNICAMENTE COM TOMATE FRESCO, PRODUZIDO NOS CAMPOS DO SEBASTE SOB UM RIGOROSO CONTROLO DESDE A SEMENTE AO PRODUTO FINAL

POLPA DE TOMATE

SEM CORANTES ARTIFICIAIS
100% NATURAL
SEM CONSERVANTES

SEM ADIÇÃO DE SAL
SEM ADIÇÃO DE ACIDEZANTES
SEM ADIÇÃO DE AÇÚCARS
SEM ADIÇÃO DE GORDURAS
SEM ADIÇÃO DE ALUMÍNIO
SEM ADIÇÃO DE OGM
SEM ADIÇÃO DE GLÚTEN
SEM ADIÇÃO DE LACTOSE
SEM ADIÇÃO DE CAFEÍNA
SEM ADIÇÃO DE ETANOL
SEM ADIÇÃO DE NÍQUEL
SEM ADIÇÃO DE COBALTO
SEM ADIÇÃO DE CROMO
SEM ADIÇÃO DE CÁDmio
SEM ADIÇÃO DE MERCÚRIO
SEM ADIÇÃO DE CHUMBO
SEM ADIÇÃO DE BORO
SEM ADIÇÃO DE FÓSFORO
SEM ADIÇÃO DE ZINCO
SEM ADIÇÃO DE CÉADmio
SEM ADIÇÃO DE COBALTO
SEM ADIÇÃO DE CROMO
SEM ADIÇÃO DE CÁDmio
SEM ADIÇÃO DE MERCÚRIO
SEM ADIÇÃO DE CHUMBO
SEM ADIÇÃO DE BORO
SEM ADIÇÃO DE FÓSFORO
SEM ADIÇÃO DE ZINCO

Naturally contains Lycopene.
There is one antioxidant that helps to eliminate the toxic substances for the organism.
100% Natural

SEM CORANTES ARTIFICIAIS
100% NATURAL
SEM CONSERVANTES

SEM ADIÇÃO DE SAL
SEM ADIÇÃO DE ACIDEZANTES
SEM ADIÇÃO DE AÇÚCARS
SEM ADIÇÃO DE GORDURAS
SEM ADIÇÃO DE ALUMÍNIO
SEM ADIÇÃO DE OGM
SEM ADIÇÃO DE GLÚTEN
SEM ADIÇÃO DE LACTOSE
SEM ADIÇÃO DE CAFEÍNA
SEM ADIÇÃO DE ETANOL
SEM ADIÇÃO DE NÍQUEL
SEM ADIÇÃO DE CROMO
SEM ADIÇÃO DE CÁDmio
SEM ADIÇÃO DE MERCÚRIO
SEM ADIÇÃO DE CHUMBO
SEM ADIÇÃO DE BORO
SEM ADIÇÃO DE FÓSFORO
SEM ADIÇÃO DE ZINCO

Hungary



No preservatives
Natural

Sweden

No claims, only Natural



UK



HEINZ Tomato Puree		
NUTRITION INFORMATION		
Typical Values	Amount per 100g	Amount per 10ml Dessertspoon
Energy	241kJ/57kcal	24kJ/6kcal
Protein	3.7g	0.4g
Carbohydrate (of which sugars)	10.1g (9.9g)	1.0g (1.0g)
Fat (of which saturates)	0.2g (Trace)	Trace (Trace)
Fibre	2.3g	0.2g
Sodium	Trace	Trace

Per Serving (10ml): 6 Calories, Trace Fat
Lycopene: 5mg per 10ml dessertspoon

Lycopene is an antioxidant, naturally present in tomatoes. Research has shown that lycopene is important for the maintenance of health.

Source of Lycopene
Lycopene: 5mg/ 10ml **dessert spoon**
Lycopene is an antioxidant naturally present in tomatoes. Research has shown that lycopene is important for of health

UK



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



UK



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

454 ml e



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.

- ✓ A source of lycopene
- ✓ A low fat food

UK



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.



Najlepsze pomidory, kompozycja dobranych przypraw i szczypta temperamentu tworzą Ketchup Markowy. Sprawí on, że każdy posiłek stanie się wyjątkowy i doskonale przyprawiony. Nieodzowny do pizzy, kanapek, frytek oraz potraw z grilla.

Wartość odżywcza: 100g produktu

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.

Turkey

Current "Lycopene Depot" statement may be removed due to changes in Turkish regulations.



Turkey

Tomatoes are a natural source of Lycopene, an antioxidant may be possible to use

TAT PREMIUM DOMATES SUYU
İÇİNDEKİLER: DOMATES SUYU VE TUZ.

TÜRK DİDA KODEKİBİ'NE ÜYBUNDÜR.
KULLANMADAN ÖNCE ÇALKALAYINIZ.

KATKISIZ TAT DOMATES SUYUNUZ. TATE DOMATESLERİN DOĞAL RENKLERİNİ, TATLARINI, KOKULARINI VE BESİN DEĞERLERİNİ EN DOĞAL HALIYLA KORUYAN JAPON REVERSE OSMOSIS TEKNOLOJİSİYLE ÜRETİLİĞİTİR.

ÜRETİM TARİHİ VE SON KULLANMA TARİHİ AMBALAJ ÜZERİNDEDİR. AÇILDIKTAN SONRA BUZDOLABINDA SAKLAYINIZ. DÜNEYİ İYİNDEN KORUYUNUZ. SIZINTILI ŞİŞELERİ ALMAYINIZ. SERİ NO: KOS-3

NET: 1 LT e **1000**

tat
KATKISIZ
%100 DOMATES SUYU
YOĞUN KIVAMLI
premium

gürcekk tatarlar korumadınız mıdır
Likopen deposu

TAT KİMYEVE SANAYİ A.Ş.
DİRİN ÇELİK İSULYANI TAĞOĞLU-İTANBUL
100 kg GİRİŞ HIZLI İZİN KURULUŞU.

Enerji ve Besin Değerleri (100g için)	
Enerji	21,987,8
Yağ	0,001
Protein	0,211
Şeker	3,91

TAMAM VE KİŞİLERİNİN İZİNİ ALAN 20.03.2007 TARİHİNDE 16-00291-001-43-5 SAYILI ÜRÜN İZİNİ ALIYORUZ. BUNTAFAZALANPAZ - DÜNYA FABRİKASINDA ÜRETİLİĞİTİR.

www.tat.com.tr
TÜRKİYE DANIŞMANLIĞI
8000 261 73 01

869 0635 12018 5

tat
KATKISIZ
Domates Salçası

700 g e **710**

8 690635 030323

Likopen deposu

ENERJİ VE BESİN DEĞERLERİ (100g için)	
Enerji	891,438
Yağ	3,82
Protein	0,6
Karbonhidrat	22,68

USA



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.



American Heart Association + Logo. more than 1/2 cup veggies / serving, Naturally good source of potassium



22mg lycopene / serving

USA

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 1/2 cup of pasta sauce. Eat Smart Logo: US Dietary Guidelines recommend eating a varied, nutritious diet within your calorie needs. Each 1/2 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.



USA



Hunts: No preservatives or artificial flavours, and a natural source of the antioxidant Lycopene.

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 for more information on the latest research.





WORLD PROCESSING TOMATO COUNCIL

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!