Canned Fruits and Vegetables, a Traditional Diet

Traditional diet: A pattern of eating and drinking reflecting a particular culture, country or custom, many handed down from generation to generation

- **Traditional diets have the following qualities:**
  - Identified by the foods traditionally grown, raised, produced, and/or cooked in a region or local area.
  - Minimally processed and mostly free of chemical preservatives, additives, and chemically-altered fats such as hydrogenated fats and solvent-extracted oils.
    - **Minimal processing:** traditional processes used to make food edible, preserve it, or make safe
  - **Traditional diets offer "health through heritage" to today's consumers:**
    - An excellent way to revitalize, re-learn, and enjoy centuries-old healthy food traditions.
    - Offer modern-day consumers a cultural model for healthy eating that is usually largely plant-based.
Starts on the Farm, then and today

- Our community of farms stretches thousands of acres from coast to coast.
- On average, our produce travels less than 100 miles from farm to gate.
  - 95% is grown in the US
  - Largest distributor of locally grown fruits/vegetables.
- Our own seed program, since 1923 – 85+ years,
  - Allows us to develop varieties that require less water & pesticides to produce; unparalleled in the vegetable industry.
- 100% Integrated Pest Management for over 40 years.
  - IPM allows farmers to use less pesticide
- Use only non-GMO varieties
Goes to the Plant (Kitchen)

- Canned foods DO NOT require salt for preservation.
- 95% of all Del Monte canned fruit, vegetable and tomato products are preservative-free.
  - None of our vegetables and tomatoes have preservatives except potatoes.
  - Vitamin C is the only preservative we use in canned fruit or shelf stable fruit cups, which is a naturally inherent nutrient already present in those products.
- We have more No-Sugar-Added fruit products, and No-Salt-Added or Reduced-Sodium vegetable products, than any other brand.
- Safe and recyclable container.
Recipe Ready and Nutritious

• Traditionally proven to be just as nutritious at the plate
• Convenience
  • Cut, cooked, ready to eat
• Variety of all forms
  • More textures, flavors and options
  • Del Monte offers about 200 products from almost 40 different types of healthful fruits, vegetables and tomatoes – most of which are packed the same day they are picked.
• Continuous Quality
  • Flavor, cut, size, texture
• Never Wasted
PBH and CFA Surveys

- 85% believe frozen vegetable/fruits are healthy
- **ONLY 26%** believe canned vegetable/fruits are healthy.
  - 46% of Americans realize that canned foods count towards the USDA Dietary Guidelines.
  - 45% of Americans don’t know canned foods can be low in sodium.
  - 60% of Americans think canned foods require preservatives.
Health through Heritage

- SuperMarket Guru panel
  - 58% want to see healthy foods displayed more prominently!
  - 52% want to see their stores call out healthy foods at the shelf
  - 49% would like help in budgeting healthier foods
- Educate your customers on the facts and tradition of the “All Forms” of Fruits and Vegetables message
- Make them proud of their heritage.
- Show them how to eat:
  - Quickly
  - On a Budget
  - Healthy
  - Half a plate of fruits and vegetables
"I cannot tell a lie – I did it with my little can opener."

Del Monte Canned Fruits prove an irresistible temptation to grown-ups and growing-ups alike. Their supreme goodness and absolute purity are due to the Del Monte way of selection and packing that imparts all the fresh fruit flavor and sun-ripened luciousness within the can.

The red Del Monte shield on every can is your guarantee of quality on a complete line of canned fruits and vegetables, jellies, jams, and preserves, catsup, olives, raisins, prunes and many other varieties. At leading grocers everywhere.

CALIFORNIA PACKING CORPORATION, San Francisco, Cal.

Del Monte BRAND QUALITY CALIFORNIA CANNED FRUITS AND VEGETABLES