



Evolution of Canned Food



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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."



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R

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 imprisons all the fresh fruit flavor and sun-ripened lusciousness 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.

