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### **Tomato Products Highlighted in the 2010 Dietary Guidelines**

(Aptos, CA) February 3, 2011. For the first time, red vegetables were singled out as an important food you should be including in your diet more often, according to the recently announced 2010 Dietary Guidelines. After many long months, the Dietary Guidelines Advisory Committee, a panel of the country's leading nutrition scientists and experts, looked at the body of science, as well as America's eating habits, in order to come up with a simple guide for optimal eating. This time around, the Dietary Guidelines took a broad approach to healthy eating in order to promote optimal nutrition to avoid chronic disease risk and a healthy weight—they focused on shifting to an overall healthy eating style. What does a healthy eating style look like? It's a shift to a diet filled with nutrient-rich foods like lean meats and poultry, seafood, low-fat dairy products, whole grains, fruits and vegetables, legumes, nuts and seeds; and low in refined grains like white flour and sugar, solid fats, and sodium.

A key recommendation in the Dietary Guidelines is to push up your fruit and veggie intake. The Dietary Guidelines recognize that fruits and vegetables can be added to your diet in many forms besides fresh, including canned, frozen, and dried. But it doesn't stop there. The Dietary Guidelines Advisory Committee looked at the scientific evidence and realized that some vegetables are even more important to include in your diet. That's why they included this key recommendation in the final version of the Dietary Guidelines:

**“Eat a variety of vegetables, especially dark-green and red and orange vegetables and beans and peas.”**

Tomato products, the most popular red vegetable, continue to offer specific advantages for health. Science points out that they are linked with reduced risks of cardiovascular disease and prostate cancer, as well as potential benefits like skin protection, bone health, and diabetes prevention. Tomato products, such as canned tomatoes, tomato soup, tomato juice, pasta sauce, salsa, and ketchup offer even higher levels of the important antioxidant lycopene, which may be an important factor behind tomato products' health benefits. Best of all, tomato products are convenient, shelf-stable, economical, and delicious—stock up your pantry and enjoy the tasty health benefits of tomato products every day.

Contact Tomato Products Wellness Council, [www.tomatowellness.com](http://www.tomatowellness.com) for tips, recipes and information about the health benefits of tomato products.