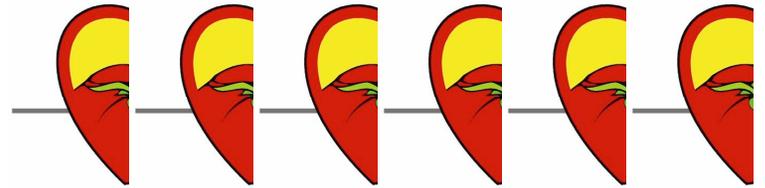


Southern Sacramento Valley Tomato Day

**Ross Siragusa
January 8, 2008**

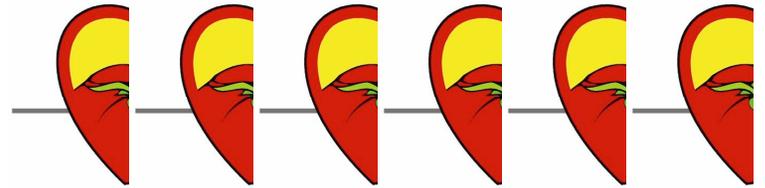


Tomato Products Wellness Council (TPWC):

The TPWC is a voluntary organization funded by growers, processors and branded marketers with the following mission:

“To increase the consumption of processed tomatoes through facilitation of pertinent collaborative research and generic communication”.

To succeed in its goal the TPWC will fund clinical research which will be supported by targeted public relations



Research Goals:

To investigate the effect of processed tomato products on cardiovascular disease risk factors

Study Design:

2 Center study (UCD and PSU)

Diet/placebo controlled

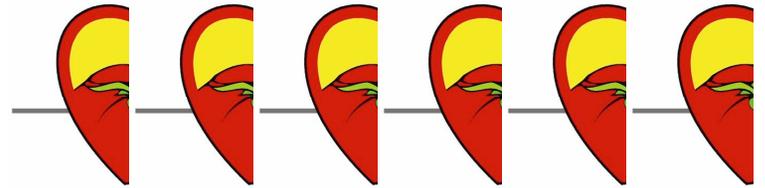
Men and Women subjects

60 subjects, 30 per site (UCD and PSU)

2 main study components:

Daily intake study: 6-week daily consumption of tomato OR non-tomato products

Postprandial study: 3, 6 h postprandial evaluations for acute affects of tomato vs non-tomato intake



Research Progress to Date:

Subjects on study

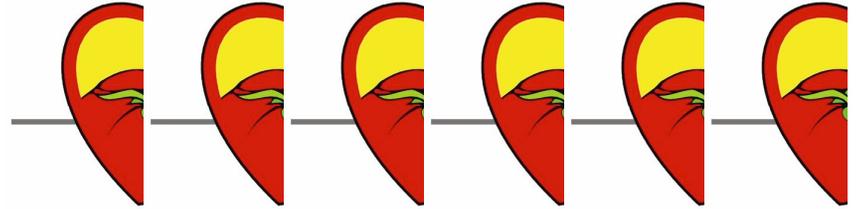
5 Subjects completed by end of Jan 08

8 Subjects enrolled and scheduled for first visit in January

9 Subjects in screening

- All subjects off study by June 15, 2008

- Expect 80% subjects off study and preliminary data available (may 31, 2008) for TPWC review and communication at International meeting



Next Communication Steps for the Wellness Council:

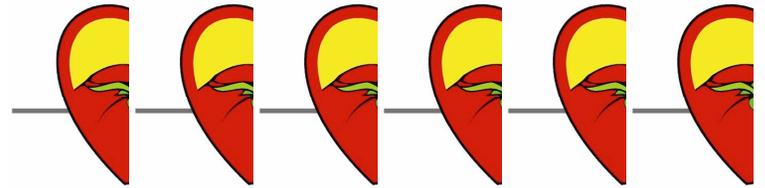
The Public Relations Committee defined the following:

Tomato Products Image Problem: Consumers like them, but are not considered as contributing towards daily vegetable servings

Consumers concern: How to feed family and themselves the daily recommended 5 – 9 servings of fruit and vegetables

Opportunity: Consumers enjoy tomato products, but they need to know that its an easy and inexpensive way to get 1 – 2 daily vegetable servings low in calories but high in vitamin C; the fruit is harvested at height of ripeness with minimal processing.

Until the results of the clinical research are available the messaging will be simple and focus on helping consumers get more vegetable servings

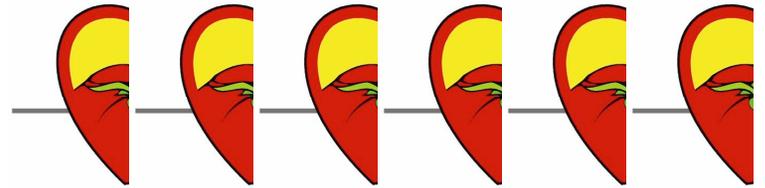


PR Campaign:

Creating the Easy Vegetable Buzz

Spring 2008

- March tie in with National Nutrition Month
- Electronic press releases
- ADA Spokesperson Briefings
- Briefings of Food/Nutrition Editors with Scientific Experts
- Development and Placement of Feature Stories
- Focus on AICR report and late breaking new research

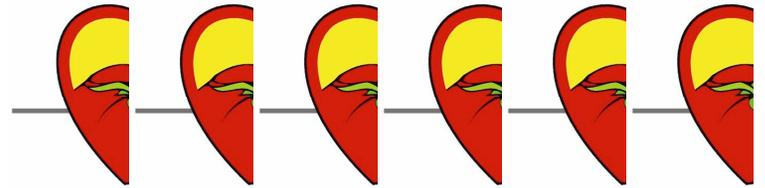


PR Campaign:

Heart Healthy Tomatoes”

Summer & Fall 2008

- June at Toronto ISIHS/American Diabetes Conference
ramping up through ADA in October
- Findings published and publicized in key scientific journals;
Abstracts submitted and research presentations at key
Scientific Symposia
- Special results mailing to Opinion Leaders and Nutrition
Influencers
- Findings published and publicized in key scientific journals
"Tomato and Your Heart" materials developed and distributed



PR Campaign Overall Goal:

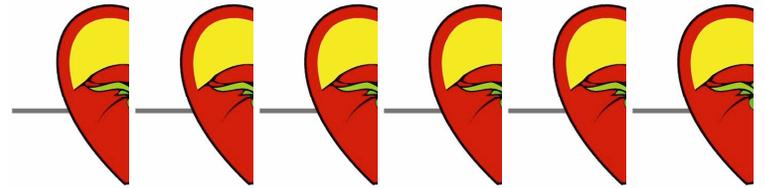
Raise profile of tomato products in key influencer's minds

Provide nutritional messaging for domestic and international markets

Have a seat at the table when dietary guidelines are revised in Washington

Grow demand for tomato products

This will be a multi-year project and no slam dunk



Why Increasing Demand is a Challenge?

At 94.1 lbs, tomatoes overall account for 22% of total US per capita vegetable consumption – Americans already eat a lot

Processing tomatoes, alone, have 17.7% share at 73.5 lbs

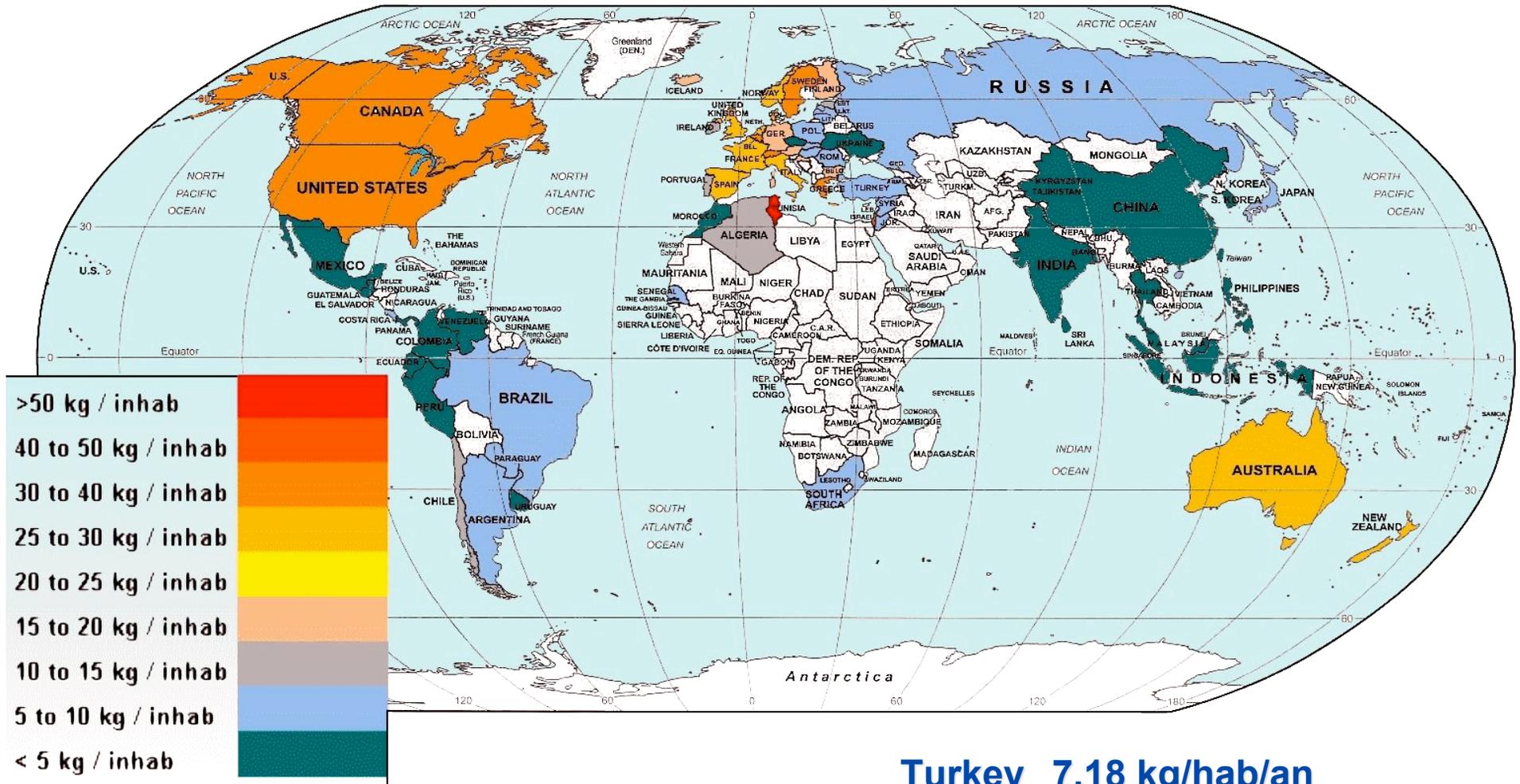
While we have a positive nutritional message to share, many of the products associated with tomato products do not

It will take a concerted effort to not only protect our market, but to grow

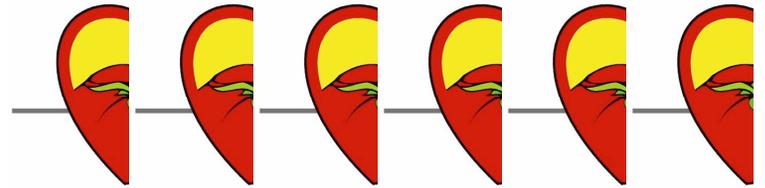
Overseas picture is brighter due to lower consumption rates

...National consumption estimates

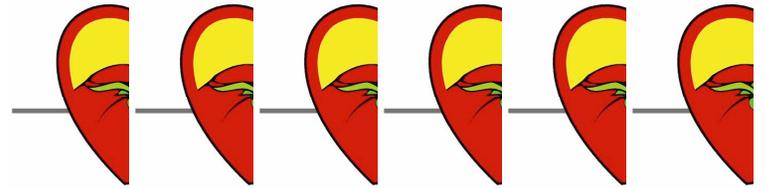
Fresh tomato equivalent



Membership & Contribution Levels



	Membership	Voluntary Assessment	Total
CTGA	\$7500	\$146272	\$153814
Morning Star	\$7500	\$ 67500	\$ 75000
Campbells	\$7500	\$ 50000	\$ 57500
ConAgra	\$7500	\$ 50000	\$ 57500
OPVG	\$45000		\$ 45000
Del Monte*	\$7500	\$ 30000	\$ 37500
Ingomar	\$7500	\$ 29518	\$ 37018
Heinz*	\$7500	\$ 25000	\$ 32500
Los Gatos	\$7500	\$ 18750	\$ 26250
Stanislaus*	\$7500		\$ 7500
PCP*	\$7500		\$ 7500
Bolthouse	\$7500		\$ 7500
Kagome Japan	\$7500		\$ 7500
OPC	\$7500		\$ 7500
Red Gold	\$7500		\$ 7500
Rio Bravo	\$7500		\$ 7500
SK	\$7500		\$ 7500
Unilever	\$7500		\$ 7500
Total	<u>\$172500</u>	<u>\$417040</u>	<u>\$589540</u>



Conclusion:

The Wellness Council concludes its 1st year well positioned to begin the process of convincing consumers to consumer more Tomato Products

Its efforts well compliment those by the World Processing Tomato Council and Lycocard.

There won't be an overnight success, but rather a steady process of changing consumers mindset; similar to almonds

More than anything, we need broad, continued industry support.