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### **TOMATO PRODUCTS BELONG IN HEALTHY KITCHENS**

(Sacramento, CA April 10, 2009 ) --*Tomato products fit in Healthy Kitchens and contribute to Healthy Lives.* That was the message tomato growers, processors and manufacturers communicated as part of the recent national opinion leader conference in Napa County.

April 2- 5, the Tomato Products Wellness Council joined prominent physicians, researchers, nurses, dietitians, culinary experts, and members of the media as they discussed recent research on diet and health and learned hands-on techniques for helping patients incorporate healthy foods into their daily diets at the Healthy Kitchens Healthy Lives Conference, a collaborative effort of Harvard Medical School and the Culinary Institute of America.

Held at the Culinary Institute of America, Greystone Napa Valley, California, participants interacted in a continuing medical education conference that fostered a connection between nutrition science, health care, and the culinary arts. The Tomato Products Wellness Council participated in the event which prominently featured menu items that incorporated tomato products known for their many health benefits, including protection against cardiovascular disease and certain forms of cancer. Added benefits of tomato products include their affordability and versatility across many ethnic cuisines.

The conference attracted more than 300 health care professionals like physicians, dietitians, and nurses; health and insurance executives; and health care food service directors and executive chefs to the beautiful Napa Valley region to hone an appreciation for good, healthy cuisine. The interactive conference provided attendants with the opportunity to learn about the latest findings in nutrition science from leading experts in the field, practice hands-on skills in culinary preparation and tasting of healthy, delicious food, and gain methods for translating nutrition and culinary knowledge in the healthcare setting.

Highlights from Healthy Kitchen, Healthy Lives included exploring a world of healthy flavors from such hotspots as India, Mexico, and Italy; understanding healthy carbohydrates, utilizing whole grains and legumes in quick and easy meals, making the most of plant-based nutrition in disease prevention, deconstructing popular weight loss diets, and developing kitchen skills for healthier lives. Conference presenters included David Eisenberg, MD (Harvard), Amy Myrdal Miller, MS, RD (CIA), Frank Sacks, MD (Harvard Medical School), Joyce Goldstein (chef, cookbook author, consultant), Helen Delichatsios, MD (Harvard Medical School), and Kathy McManus, MS, RD, LDN (Brigham & Women's Hospital).

The Tomato Products Wellness Council was pleased to participate in Healthy Kitchens, Healthy Lives for the first time. The Tomato Products Wellness Council is an organization of tomato growers, processors and well-known brands working to create awareness of the health benefits of tomato products by providing industry-wide leadership, communications and scientific research. Not only did the Tomato Products Wellness Council attend the conference events and activities, but they also hosted an exhibit for the hundreds of attending participants. With the health and culinary focus of this conference centered upon quick, healthy, global cuisine, tomato products are perfectly aligned with many health and culinary objectives set forth in Healthy Kitchens, Healthy Lives.

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