To learn more about the Canned Food Alliance, visit our website at www.Mealtime.org or contact the CFA's Communications Manager, Katie Calligaro, at 412.458.5823 or via email at katie@mealtime.org.
We know you put a lot of thought and passion into the work you do in-store, from addressing nutrition questions to offering easy recipes and healthy sampling. Here are some resources to make it easier for you to help consumers healthfully navigate the center aisles.

**How to Use the Toolkit**
Organized by themes, this toolkit curates a host of resources, including talking points about the benefits of canned foods, ideas for tweets, plus tips and recipes which may provide inspiration for blog content or media interviews.

**Talking Points**
Each theme kicks off with three talking points to go along with the theme of a cooking demo. These messages could also be useful for media interviews or writing a blog post.

**Tweetable Tip**
Keep your followers engaged on Twitter with actionable tips included within.

**Educational Materials**
Looking for additional resources? Each theme includes a related infographic from Mealtime.org - home to numerous materials about canned foods' many benefits.

**Recipe**
You’ll also find ideas for quick and flavorful meals made with canned ingredients. These and many other recipes can be found on Mealtime.org.
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Top 5 Reasons to Recommend Canned Food

1. When it comes to nutrition, all forms count. Canned, fresh, frozen, dried beans and seafood/meats and 100% juice all can provide essential nutrients that make up a healthy diet. Many canned foods are as nutritious, and sometimes even more nutritious, than their fresh or frozen counterparts.

2. Picked at peak ripeness and canned within hours of harvest, canned fruits and vegetables are always in season and offer consistent quality and nutrition year-round.

3. Canned foods, like beans, chicken, tuna, fruits, vegetables and low sodium soups and broth, cut down on the prep time necessary for creating delicious, nutritious meals – perfect for busy weeknights.

4. Canned foods are often more affordable than fresh or frozen and contain only a few simple ingredients (no preservatives required), making good nutrition accessible for everyone, regardless of budget.

5. Canned food is packed in the most recycled food container – the steel can – and helps minimize food and packaging waste.
Theme 1: Stocking a Healthy Pantry

Talking Points

1. Shop the center aisles of your grocery store for healthy options like canned beans, fruits, vegetables, meats/seafood and low-sodium soups and broth.

2. People who eat diets rich in vegetables, fruits, legumes, and seafood tend to have a healthier weight and decreased risk of chronic diseases due to the nutrients they consume. Vegetables, legumes and fruits contain fiber, vitamins and minerals and other beneficial compounds. Seafood contains protein and omega-3 fatty acids, thought to be beneficial for heart health.

3. With canned food in your pantry, a healthy meal is minutes away. Rely on them alone, or combine with fresh or frozen foods for a tasty snack or meal anytime. With no cleaning, chopping, seeding, peeling, cooking or soaking required, canned foods provide the ultimate convenience.

Tweetable Tip

Top 5 canned foods to keep on hand for a healthy, helpful pantry. http://bit.ly/1AwjrPG

Educational Materials

Pantry Heroes: 5 Canned Foods to Always Keep on Hand, available on Mealtime.org, shines the spotlight on 5 versatile pantry favorites, providing nutrition, cost/convenience facts and reci-tips for each.
Ingredients

1 can (10 oz) chicken packed in water, drained
1 can (15 oz) diced tomatoes, drained
1/2 cup fresh basil, chopped
1 green onion, chopped
4 TBS olive oil, divided
2 TBS balsamic vinaigrette
Pepper, to taste
2 garlic cloves, minced
4 medium slices crusty Italian bread
1/4 cup crumbled feta cheese
Basil leaves for garnish

Preparation

Preheat oven to 350°F. In a medium bowl combine chicken, tomatoes, basil, green onion, 2 tablespoons olive oil, vinaigrette and pepper. Combine 2 tablespoons olive oil with garlic. Brush olive oil-garlic mixture on both sides of bread. On a baking sheet, toast bread in the oven, about 8 to 10 minutes, until lightly browned and crisp. To serve, spread chicken mixture over toasted garlic bread. Top with feta cheese and basil leaves.
Theme 2: Taking the Stress Out Of Meal Planning

Talking Points

1. Canned ingredients take the stress out of meal time and help prepare nourishing, flavorful meals quickly.

2. Be sure to keep your pantry stocked with canned foods to add convenience to everyday meals.

3. Canned lean meats, seafood and beans give a quick protein boost to salads, soups or casseroles. No need to soak beans overnight or to cook for hours; canned beans are already cooked! Open, heat and serve!

Tweetable Tip

What’s for dinner? Add one canned ingredient to recipe to cut prep time & boost nutrition. bit.ly/1DaJYpV

Educational Materials

Just Add One Fact Sheet, available on Mealtime.org, provides suggestions on how to add just one canned ingredient to recipes to boost nutrition or save you time or money.
Recipe

Vegetarian Brown Rice Casserole
Serves 4

Ingredients

1 can (19 oz) ready-to-serve lower sodium lentil soup
1 package (9 oz) ready-to-serve brown rice
1 can (7.75 oz) unsalted mixed vegetables, drained
1 large or 2 small canned roasted red peppers, diced
1/2 cup shredded sharp cheddar cheese, divided

Preparation

Combine soup, rice, drained mixed vegetables, peppers and 6 tablespoons of the cheddar cheese in a 2-quart, microwave-safe casserole or baking dish. Season with salt and pepper to taste, and level the top of the mixture. Sprinkle with remaining 2 tablespoons cheese. Cover and cook in microwave at full power until heated through and the cheese on top melts, about 5 minutes. Uncover and cool for 1 minute before serving.
1. Canned fruits and vegetables can play a key role in improving children’s overall diet quality.

2. Research shows that kids who eat canned fruits and vegetables tend to have higher total fruit and vegetable intake and a better overall diet.¹

3. Serve canned fruit as a nutritious snack or dessert, or incorporate canned ingredients into baked goods to give them a nutritional boost.

1. Freedman et al. 2014


Canned Food = Better Nutrition for America’s Kids Fact Sheet, available on Mealtime.org, summarizes new research on the benefits of canned fruits and vegetables and kids’ nutrition.
Preheat oven to 350°F. Spray a 10-inch Bundt pan with baking spray. Purée carrots with their liquid, tomato paste and milk in a blender. Mix cake mix, 1/2 teaspoon cinnamon and raisins in the large bowl of an electric mixer. Add puréed carrot mixture and eggs; beat on low for 30 seconds and on high for 2 minutes, until the batter is thick and smooth. Pour batter into prepared pan. Bake for 45 minutes. Cool on rack for 30 minutes. Remove cake from pan and cool on rack until room temperature. For Sauce: Drain 1 can of apricots. Purée the drained and undrained apricots and cornstarch until smooth. Cook on stove over medium heat, stirring constantly, until boiling and thick, about 5 minutes. Stir in cream cheese, butter, vanilla and remaining cinnamon; cool completely. Cut cake into 12 wedges; serve with sauce.
Theme 4: Healthy Eating On a Budget

**Talking Points**

1. Canned foods are often more affordable than frozen or fresh and provide essential nutrients our bodies need.

2. At a lower total cost-per-nutrient than fresh, frozen or dried, canned foods, like fruits, vegetables, seafood and beans, help bring nutritious meals to the table quickly and easily.

3. Eating a variety of nutrient-rich foods, such as fruits, vegetables, beans and seafood, is a solution to better nutrition. Canned foods should be a part of that solution, where “all forms” are included. Buy fresh in season and canned year-round to maximize your grocery dollar.

**Tweetable Tip**

Save time and money while stocking up on nutrition in the canned food aisle of your fave market! [http://bit.ly/1xkQwOo](http://bit.ly/1xkQwOo)

**Educational Materials**

How Much Produce Can You Buy for $10? an infographic, available on Mealtime.org, demonstrates how easy and affordable it is to stock up on nutritious foods when including canned options.
Recipe

Tuna and Black Bean Salad Lettuce Wraps
Serves 6

Ingredients

1 can (15 oz) black beans, rinsed and drained
1 can (11 oz) tuna in olive oil, drained
3/4 cup fresh tomatoes, peeled, seeded and chopped
1/3 cup finely chopped red onion
1 T minced Serrano peppers
1/3 cup extra-virgin olive oil
2 TBS fresh lime juice
1/4 cup chopped parsley
1/4 cup chopped cilantro
Salt and pepper to taste
6 large butter lettuce leaves

Preparation

In large bowl, combine beans, tuna, tomatoes, onion, peppers, oil and lime juice. Toss gently, being careful to keep tuna in bite-size pieces. Cover and refrigerate at least one hour. Add parsley and cilantro; season with salt and pepper. Spoon tuna salad into lettuce leaves. Fold up lettuce leaves and eat taco style.
Theme 5: Go Green in the Kitchen

Talking Points

1. Recycling your steel food cans saves energy and natural resources.

2. Waste from product packaging makes up a third or more of the trash people throw out.

3. Canned food is packed in the most recycled food container – the steel can. More than 70 percent of steel cans get recycled.

Tweetable Tip

To shop #green, buy food packed in steel cans – the most recycled package. There’s less waste with canned food! http://bit.ly/1EHJzyp

Educational Materials

Save Green and Go Green in the Kitchen

Save Green and Go Green in the Essential Kitchen Toolkit available on Mealtime.org provides tips to help lower your environmental footprint in the kitchen, from recycling steel cans to using appliances more efficiently and more!
Recipe

Fruit Smoothie
Serves 4

Ingredients

- 2 cans (16 oz each) apricots, peaches, pears, pineapple or fruit cocktail in any combination, packed in water or 100% juice
- 2 TBS fresh lemon juice
- 1 pint frozen yogurt

Preparation

Purée fruit with juice from the can and lemon juice in a blender. Add frozen yogurt in small chunks, blending until smooth. Serve immediately in tall glasses with straws.
1. MyPlate brings to life the recommendations of the 2015 Dietary Guidelines for Americans with an emphasis on fruits and vegetables, which should fill half your plate.

2. When it comes to nutrition “all forms” count (canned, fresh, frozen and dried), including canned fruits, vegetables, beans and seafood/proteins.

3. Canned foods help you make healthy food choices from all five food groups including fruits, vegetables, grains, protein foods and dairy to get the nutrients you need.

Tweetable Tip

Try these on-trend recipes with canned ingredients to pull together a MyPlate Win any time of day. http://bit.ly/223CO2T

Educational Materials

MyPlate Fact Sheet, available on Mealtime.org, provides tips for how to incorporate more fruits and vegetables into the diet.
Recipe

Maple Chipotle Chickpeas
Serves 6-8

Ingredients

- 2 cans (14.5 oz each) chickpeas/garbanzo beans
- 1 canned chipotle pepper packed in adobo
- 2 TBS quality maple syrup
- 2 TBS sesame seeds
- 1 ½ TBS olive oil
- 1 TSP black pepper
- 1 TSP salt

Preparation

Preheat your oven to 375 degrees. Empty cans of chickpeas into colander and then rinse thoroughly. Pat dry on a paper towel then let air dry for 10 minutes. In a large mixing bowl, combine salt, pepper, olive oil, and chickpeas and toss to coat. Line a baking sheet with parchment paper, then spread out chickpeas and roast in the oven for 30 minutes, spreading them around every 10 minutes. Mince the chipotle pepper as fine as possible, then combine with maple syrup and sesame seeds and put in a pan on medium high heat. Add in the roasted chickpeas and sauté for 2 minutes until evenly mixed. Pour back on the baking sheet and let cool before eating.
From Farm to Table: The Simple Process Behind Canned Food

**from the ground**

Canned fruit, vegetables and beans start on the farm or in the orchard with farmers who plant the seeds and carefully tend the crops.

**to harvest**

Because most canned fruits and vegetables are packed within hours of harvest, they are picked at the peak of ripeness. That means nutrition is at its peak, too. And canning locks in that freshness and nutrition.

**into the can**

Dry beans can be canned year-round. Commercial canning follows the same method as home canning.

**off to the store**

After labels are added to share important nutrition and ingredient information, the finished cans are off to retailers across the country and around the world.

**to your table**

The variety of delicious, nutritious canned foods available year-round make it easy to prepare and enjoy healthy meals with farm-grown ingredients.

**all in a safe and sustainable package**

The steel can is the most recycled food package. After enjoying your favorite canned food, be sure to recycle the entire steel can (lids included) so it can be made into a new steel product. Now that is sustainability!
Commercial canning follows the same simple steps as home canning:

**Step 1:** Wash with water

**Step 2:**
- **Fruit and Vegetables:** Peel, trim, core, slice or chop, blanch* as necessary
- **Dried Beans:** Hydrate the dried beans and then blanch*

*Blanching refers to a quick dip in boiling water followed by a brief cold water soak

**Step 3:** Fill can with liquid (water, juice) plus seasonings if needed

**Step 4:** Close and seal lid

**Step 5:** Heat quickly to a precise temperature for an exact amount of time

**Step 6:** Cool quickly
Addressing Consumer Questions about Canned Foods  As shoppers want to know more about how certain foods fit within their diets, we wanted to arm you with sample responses to some of the most common consumer questions surrounding canned foods.

Q1: Isn’t it better to cook with fresh ingredients?

A1: When it comes to a healthy diet and getting the nutrition your body needs, all forms of foods count – canned, fresh, frozen, dried and 100% juice. There are benefits to each form. The key is to eat a diet filled with a variety of fruits, vegetables, beans/legumes, lean protein (including canned tuna, salmon and chicken), whole grains and low-fat dairy.

Q2: Isn’t canned food high in sodium?

A2: Many canned foods are, and always have been, low in sodium. Today, there are more low-sodium, reduced sodium and no-salt-added options available in the canned food aisle than ever before. Simply read the nutrition label for the option that is right for you. And remember that draining and rinsing canned beans and vegetables can reduce sodium content even further. In one study of canned beans, sodium levels were reduced by 41% after draining and rinsing them; draining alone accounted for a 36% reduction.²

Q3: Is it true that canned fruit is full of added sugar?

A3: The fact is all fruit contains naturally occurring sugar. And not all canned fruit has added sugar. When it does, it is primarily used to maintain fruit’s natural sweetness and flavor. Today, there are more canned fruit choices than ever before, including fruit packed in light syrup or in 100% juice. So, you can decide what’s best for your family. Draining the canned fruit also can reduce added sugar content.

Q4: Canned food is filled with preservatives, isn’t it?

A4: Canned foods do not require preservatives. The canning process itself preserves the food until it is ready to be enjoyed. Take a look at the ingredient labels on foods such as canned beans, fruit, vegetables and seafood. Often you will find three or fewer simple ingredients. So you can feel free to take advantage of the convenience and affordability of canned foods, knowing your family will enjoy great-tasting nutrition.

Q5: Is canned food considered ‘processed food’?

A5: According to the International Food Information Council (IFIC) Foundation, “food processing is any deliberate change in a food that occurs before it’s available for us to eat.” So yes, canned food is considered processed food, as are frozen vegetables, roasted nuts, tomato sauce, fruit jam and bagged salad greens, just to name a few other examples. Canned fruits, vegetables and lean proteins, including tuna, are considered minimally processed. Canning helps preserve foods and enhance nutrients and freshness of foods at their peak. This provides us access to nutritious, convenient, safe and affordable foods year-round.

Q6: What is BPA and should I be concerned about it when choosing canned food?

A6: BPA, or Bisphenol A, can be a hot-button issue for some, but it is important to note that its use in food packaging, including in the linings of some steel food cans, has been approved and re-affirmed by the U.S. Food and Drug Administration. Linings of canned foods serve an important role, creating a barrier between the metal and the food contained inside to maintain the safety, quality and nutritional value of these products.
Canned Food Myths – Busted! Fact Sheet

Canned foods tend to get a bad rap and shoppers often are advised to avoid or limit purchases from the center aisles of their local food market. But the truth is canned foods offer great nutrition, value and convenience. The Canned Food Myths – Busted! Fact Sheet, available on Mealtime.org, explores common misperceptions identified in a consumer survey and sheds light on the truth about canned foods.

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About Canned Food Alliance

The Canned Food Alliance, a National Strategic Partner of the U.S. Department of Agriculture’s Center for Nutrition Policy and Promotion, is a consortium of steelmakers, can manufacturers, food processors and affiliate members. For more information about canned food research, facts, resources, the canning process, family mealtime solutions, recipes that use canned foods and more, visit Mealtime.org.

About Mealtime.org

Mealtime.org, the Website for the Canned Food Alliance, is home to canned food research, free and shareable resources, information about the canning process, family mealtime tips and recipes that use canned food.

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