



Cans Get You  
**COOKING**<sup>™</sup>

**Freshness, Flavor,  
Nutrition & Convenience  
Guaranteed**

When you have the **Can** and  
**[insert word]** on-hand

Insert Shelf Tag  
Program logo here

Insert Company  
logo here

# The [insert program name here] Program

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- Based on claims defined by the Food and Drug Administration
- All products in program must meet general nutrition criteria.
- Highlight key nutrition attributes in every department of the grocery store.
  - Canned beans: good source of fiber, good source of protein
  - Canned vegetables: low sodium, low calorie
  - Canned fruit: less than 100 calories per serving, good source of vitamin A
- Help you make “better for you” choices while grocery shopping.
- Look for tags on the shelf next to the product.

Insert example Shelf Tag from your company

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Insert Shelf Tag Program logo here

Insert Company logo here

# Canned Foods: A Key Ingredient for Delicious, Healthful, Homemade Meals

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- Canning technology seals in freshness, flavor and nutrition without a lot of preservatives or additives.
- Cans preserve fruits and vegetables for use throughout the year.
- Canned food products help cut meal preparation time without sacrificing quality.
- Canned products and the [insert your program name here] Program align for healthful eating habits.

# Convenience is in the can

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## Time-Consuming Option

- Sort beans; remove any that are discolored.
- Soak beans in water overnight.
- Rinse beans.
- Place in pot and cover with water.  
Cook until soft.
- Drain and rinse.
- Cool.
- **Total prep time: 12 hours**

Good Source  
of Fiber

Good Source  
of Protein

Low Sodium



## Time-Efficient Option

- Open can.
- Drain.
- **Total prep time: 12 seconds**

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Insert Shelf Tag Program logo here

Insert Company logo here

# Sealed in flavor & quality to create satisfying meals for family and friends

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- Canned tomatoes offer favorite ethnic flavors like basil, garlic & oregano; red pepper & fennel; and green chilies.
- Flavor and fiber in pinto beans with jalapenos make any meal come to life.
- Mexican-style corn: a new twist on an old favorite.
- Stir fry vegetables: just add chicken or beef.
- Bring a taste of the tropics to breakfast smoothies with tropical fruit salad.
- Seasoned mustard greens for that down-home taste.



Featured shelf tags in canned fruits and vegetables include:

Good Source  
of Fiber

Low Sodium

Less than  
100 Calories  
Per Serving

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Insert Shelf Tag Program logo here

Insert Company logo here

# Cans Stack Up

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Convenience, quality, flavor and nutrition – locked in with an iron-clad seal.



Good Source  
of Vitamin C

Less than  
100 Calories  
Per Serving



Good Source  
of Vitamin A

Low Sodium



Source  
of Omega-3

Good Source  
of Protein

Insert Shelf Tag Program logo here

Insert Company logo here

# Canned Foods Contribute to Healthful Eating Habits

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## Canned Fruit

- Vitamin A & C
- Less than 100 calories
- No sugar added
- Meets the sweet craving
- Fills half your plate
- Naturally fat free

## Canned Vegetables

- Fiber
- Vitamin A & C
- Low calorie/less than 100 calories
- Low sodium/ no salt added
- Fills half your plate
- Naturally fat free

## Canned Proteins

- Fiber
- Potassium
- Vegetarian/Flexitarian
- Lean protein
- Low sodium/ no salt added
- Omega-3
- Calcium

Insert example Shelf Tag from your company

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Insert Shelf Tag Program logo here

Insert Company logo here

# Successfully Manage Health with Canned Food Products

	<b>Canned Vegetables</b>	<b>Canned Fruit</b>	<b>Canned Fish, Poultry &amp; Meat</b>	<b>Canned Beans</b>
<b>Heart Health</b>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Low sodium</li> <li>• Low calorie</li> </ul>	<ul style="list-style-type: none"> <li>• Good source of Vitamin C</li> <li>• Less than 100 calories per serving</li> </ul>	<ul style="list-style-type: none"> <li>• Source of Omega-3</li> <li>• Good source of calcium</li> <li>• Lean/extra lean</li> <li>• Low sodium</li> </ul>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Low sodium</li> <li>• Heart Healthy</li> </ul>
<b>Diabetes Health</b>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Low sodium</li> <li>• Low calorie</li> </ul>	<ul style="list-style-type: none"> <li>• Less than 100 calories per serving</li> </ul>	<ul style="list-style-type: none"> <li>• Source of Omega-3</li> <li>• Good source of calcium</li> <li>• Lean/extra lean</li> <li>• Good source of protein</li> <li>• Low sodium</li> </ul>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Good source of protein</li> <li>• Low sodium</li> </ul>
<b>Weight Management</b>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Low calorie</li> </ul>	<ul style="list-style-type: none"> <li>• Less than 100 calories per serving</li> </ul>	<ul style="list-style-type: none"> <li>• Lean/extra lean</li> <li>• Good source of protein</li> </ul>	<ul style="list-style-type: none"> <li>• Good source of fiber</li> <li>• Good source protein</li> </ul>

Insert Shelf Tag Program logo here

Insert Company logo here



# Nutrition for the Dollar

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## Salmon

- Attributes: Source of Omega-3; Good source of protein; Good source of calcium for canned salmon
- Canned salmon cost per ounce=\$0.29
- Fresh salmon cost per ounce=\$1.10



## Spinach

- Attributes: Good source of calcium, Vitamins A & C; Low calorie; Low sodium
- Canned spinach cost per cup=\$0.84
- Fresh spinach cost per cup=\$3.92



## Green Beans

- Attributes: Low calorie; Low sodium; Sensible carbs
- Canned green beans cost per cup=\$0.67
- Fresh green beans cost per cup=\$3.23



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Insert Shelf Tag Program logo here

Insert Company logo here

# Key CANcepts: The [insert program name here] Program and Canned Foods

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- Cans seal in freshness, flavor *and nutrition*
  - Canned foods score the same as fresh when no salt, sugar or other ingredients are added
  - Shelf tags showcase the nutrients for healthy living contributed by canned vegetables, fruits and proteins
  - Canning technology preserves foods, meeting your needs for *clean labels*
- Cans provide convenience and confidence for creating satisfying meals
  - Our [insert program name here] Program guides you to healthier ingredients to increase the nutrition in family favorite meals
  - Cans cut meal prep without sacrificing quality
  - Canning preserves nature's bounty, providing budget-friendly choices throughout the seasons