



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

- 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

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

- 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



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

- 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 downhome taste.

Featured shelf tags in canned fruits and vegetables include:

Good Source of Fiber

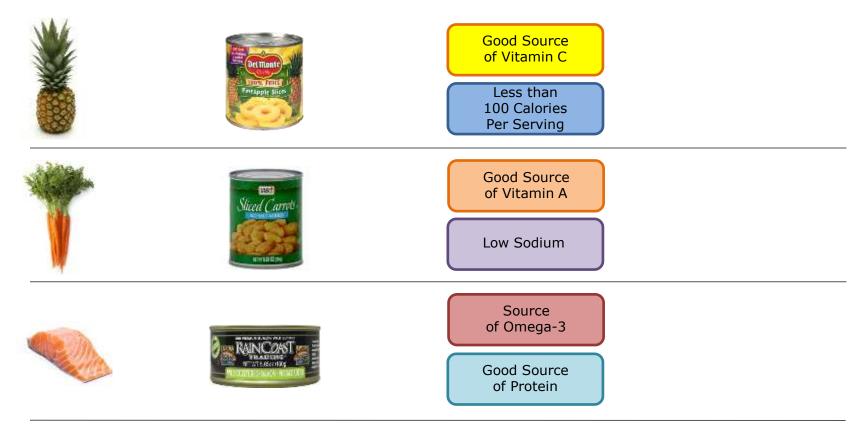
Low Sodium

Less than 100 Calories Per Serving



Cans Stack Up

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



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Canned Foods Contribute to Healthful Eating Habits

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

Successfully Manage Health with Canned Food Products

	Canned Vegetables	Canned Fruit	Canned Fish, Poultry & Meat	Canned Beans
Heart Health	 Good source of fiber Low sodium Low calorie 	 Good source of Vitamin C Less than 100 calories per serving 	 Source of Omega-3 Good source of calcium Lean/extra lean Low sodium 	 Good source of fiber Low sodium Heart Healthy
Diabetes Health	 Good source of fiber Low sodium Low calorie 	 Less than 100 calories per serving 	 Source of Omega-3 Good source of calcium Lean/extra lean Good source of protein Low sodium 	 Good source of fiber Good source of protein Low sodium
Weight Management	 Good source of fiber Low calorie 	 Less than 100 calories per serving 	 Lean/extra lean Good source of protein 	 Good source of fiber Good source protein

Nutrition for the Dollar

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

Insert Shelf Tag Program logo here









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

- 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 natures bounty, providing budgetfriendly choices throughout the seasons