

Norway



Revealing the Distinction: Regular Canned Tomatoes vs. Organic with Red Gold Tomatoes from Europe, your Organic and Sustainable Choice

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/PRNewswire/ -- As part of its
commitment to transparency and
culinary excellence, ANICAV highlights
the differences between regular and
superior quality organic canned
.tomatoes from Europe



Regular Canned Tomatoes: Produced using conventional farming methods, they may lack the flavour and nutritional purity that discerning consumers seek.

Organic Canned Tomatoes: In contrast, organic canned tomatoes are cultivated using sustainable practices. They are free from synthetic pesticides and fertilisers, enhancing the purity of the product. This meticulous approach ensures that every can embodies the true essence of the fruit, enriching culinary creations with an unparalleled depth of flavour and quality.

Nutritional Profile: EU organic canned tomatoes are rich in essential vitamins, minerals, and antioxidants, offering a heightened nutritional profile. The use of organic farming methods contributes

to their purity, making them a preferred
.choice for health-conscious individuals

Sustainability and Environmental
Impact: By choosing organic canned
tomatoes from Europe and Italy,
consumers actively support sustainable
agricultural practices and the
environment. Organic farming
prioritises soil health, biodiversity, and
natural resource conservation, aligning
with the ethos of responsible
.stewardship of the earth

ANICAV members are dedicated to"
providing consumers with products that
reflect their commitment to quality,
flavour, and sustainability," says Giovanni
De Angelis, General Director at ANICAV.
"Our organic canned tomatoes embody
the pinnacle of taste and nutritional
excellence, making them a preferred
choice for those who value the true
essence of premium, sustainable
".ingredients

As discerning consumers seek natural
options that elevate their cookery, the

distinction between regular and organic
canned tomatoes becomes evident.

With these insights, ANICAV invites
consumers to make conscious choices
that enrich their well-being and the
.planet

ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold from Europe is the name of
the EU (European Union) programme to
raise awareness about EU preserved
(canned) organic tomatoes 100% Made
.in Europe

ANICAV - the Italian Association of
Canned Vegetable Industries - has 100
members, of which 90
transform/process tomatoes. They
account for over 60% of all the
processed tomatoes in Italy, and nearly
all of the whole peeled tomatoes
produced in the world (including the
internationally renowned San Marzano
.DOP)

For more information about Red Gold
from Europe, **follow us on**

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