

Norway



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

COPENHAGEN, Denmark, March 22, 2024

/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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