



TOMATO FOUNDATION
COMMUNICATIONS 2025



Introduction

The Tomato Foundation's **ProFlow** research program represents a greater and more significant scientific breakthrough for tomato products than lycopene.

The research has produced multiple peer-reviewed articles, which serve as evidence-based reference for a targeted communications campaign, intended to begin in Q1 and Q2 of 2025.

The true and proven blood health effects from the Water-Soluble Tomato Concentrate (WSTC) EFSA health claim make the Foundation's research fundamentally important to consumers everywhere.

Standard single servings of all traditional tomato products: juice, passata, puree, crushed and whole canned, contain higher levels of all blood-thinning bioactive compounds than a daily dose (3 capsules) of WSTC.

We have named the full list of bioactive compounds: Tomato Bioactives.

Of these Tomato Bioactives, polyphenols are highly significant and the Foundation has chosen to focus on them because polyphenols found in other foods are now frequently reported in mainstream media channels*.

Tomato polyphenols can be the gateway story to communicate the Foundation's research and its importance to the processing tomato industry, makers of tomato retail products and ultimately to consumers everywhere.

**Please see the press review at the end of this document highlighting focus on polyphenols in recent media articles.*

The Foundation's research has been published in the **International Journal of Food Sciences and Nutrition**, a highly respected, peer-reviewed journal.

The peer-reviewed article provides a powerful and compelling reference the Foundation can exploit, to communicate and grow the story of tomato products and functional nutrition.

Improved blood flow is a health benefit, connected to heart health, protection against stroke and thrombosis. It is simple to understand and relevant to the whole population.

The primary target languages are English, French and German as these relate to important export market territories.

- Consumers can apply the research to achieving their own health goals.
- The effect on retail purchase decision-making contributes to market growth.
- Spanish and Italian translations can also be made available.
- A new journal article is close to completion and others will follow.
- The Foundation will continue to reference this growing body of evidence.

Goals and Objectives

- To strategically publicise new Tomato Foundation research indicating that regular consumption of traditional tomato products contributes to improved blood flow.
- To highlight the anti-thrombosis effect, which is crucial for the prevention of cardiovascular diseases and many chronic conditions.
- To highlight the strong Vitamin E and Potassium data from the Foundation's research as an additional facet to the growing functional nutrition narrative around tomato products.
- To inform health-conscious consumers that are increasingly looking for functional foods that offer health benefits beyond basic nutrition.
- To design a campaign that will unite media voices and industry players around this important research breakthrough.
- To collectively enhance consumer awareness, demand, market growth and public health.

Campaign actions

- A.** The campaign aims to secure 24-48 published articles across key mainstream and specialised English, German, French language* media outlets in health, culinary, nutrition and medical sectors.
- B.** The campaign will motivate propagation of the research via tomato FMCG brands and retail channels and direct to consumer channels by producing and distributing engaging content targeted at customers.
- C.** The campaign will initiate direct conversion with the medical community, specifically medical professionals following the Lifestyle Medicine standard and already using functional nutrition in their surgeries.

**Other key market territories will be addressed depending on budget availability.*

Goal	Objective
Highlight our research in the mainstream media	Secure placement in 4-8 English/German/French mainstream media editions
Highlight our research in health and nutrition-specific channels	Secure placement in 10-20 English/German/French health and nutrition websites/blogs
Highlight our research in food-specific channels	Secure placement in 10-20 English/German/French food/plant-based websites/blogs
Showcase our research to medical professionals	Present our research to the BSLM and ELMO memberships
Showcase our research to the tomato products industry customer base	Engage industry involvement and create promotion content for sharing in industry channels
Showcase our research to relevant online communities	Engage targeted users with content for sharing on social media platforms
Grow media narrative to improve approaching funding sources for the human trials	Pitch public and private funding sources to fund human nutrition trials

The goal is to maximise active impressions and reach across online news websites, specialised websites and social media over the six months of the action.

Why ProFlow is Important

The **ProFlow** project's ultimate goal is to win an EFSA health claim for improved, optimised blood flow from consuming single standard portions of traditional tomato products.

The research to date has opened up a new field of scientific knowledge with tremendous value for the industry and for consumers.

It has been 100% successful.

The next step is to communicate that success.

A new consumer perspective will grow the value of all traditional tomato product categories.

Qualifying foods or food ingredients for health claims is extremely difficult to do.

EFSA and FDA rules suit pharmaceuticals more than food.

ProFlow has been designed to meet EFSA health claim dossier requirements, proving each step before taking the next one.

OATS: The well-publicised connection between oatmeal and cholesterol reduction is an example of how scientific research can transform a traditional food product into a 'health food', significantly boosting its market appeal. Raising overall consumer awareness and influencing dietary habits, more people incorporated oatmeal into their diets as part of a heart-healthy lifestyle. The FDA and EFSA endorsements legitimised the health claims and further influenced consumer choices, leading to a sustained increase in oatmeal consumption.

COCOA: Prior to a recent cocoa bean shortage, similar evidence-based connection between dark chocolate and health led to strong smart growth, outpacing the underlying chocolate confection market. This was achieved thanks to volume growth that was broad-based and supported by ongoing trends for health-boosting products. Once again, the science was legitimised by health claim endorsement, leading to a sustained increase in consumption.

ProFlow is designed to grow the overall market, and everyone's share of it.

Actions 2025

The narrative, press materials, infographics and short-form video content are based on peer-reviewed research.

Leveraging research that ties tomatoes to health benefits is timely and taps into existing consumer interests towards healthier eating and lifestyle choices.

Consumers are more likely to trust and consistently choose products that they perceive as contributing positively to their health and well-being.

Target Audience

Primary Audience: Health, culinary, nutrition and medical journalists and bloggers, nutritionists, general practitioners and cardiologists, plant-based diet advocates and influencers.

Secondary Audience: Individuals at risk for cardiovascular diseases and other chronic conditions, pregnant women, the elderly, and the general health-conscious public. Mediterranean diet, plant-based diet and traditional tomato product aficionados. Adults aged 25-70 with an interest in nutrition and well-being.

Key Messages

Primary Message:

"Tomato Products are a natural way to improve your blood health."

The campaign invites industry collaboration to create similar memorable messages.

Supporting Messages:

- *New research suggests tomato products' powerful anti-thrombosis properties, crucial in preventing cardiovascular diseases, strokes, and venous thromboembolisms.*
- *New research highlights levels of Vitamin E in servings of tomato products, important for healthy skin and eyes, cells and the immune system.*
- *New research highlights levels of Potassium in servings of tomato products, important for heart, blood pressure, cells, muscles and the nervous system.*

Emphasising the importance of healthy blood flow and the accessibility and ease of incorporating tomato products into daily diets.

Highlighting the potential for tomato products to be a game-changer for dietary recommendations, public health and preventive health strategies.

Emphasising the novel and credible nature of the research.

A. Media Campaign

Our targeted media campaign is designed to promote the Foundation's research findings through mainstream media, specialised websites, and influential blogs via compelling press materials and direct media pitching.

Tactics involve timely information release, use of visual content for simplification and narrative storytelling to foster engagement.

The campaign's success will be measured through media coverage analysis and the creation of a rolling press review.

Resources

4x TF. (1x English, 1x German, 1x French + 1x Lead/contact sourcing & Metrics evaluation).

Strategies

Targeted Media Relations:

- Develop a comprehensive media list targeting journalists and editors in the health, nutrition, and medical sectors, from national news media to specialised websites and blogs.
- Tailor pitches to emphasise the novel findings and their implications for preventive health.

Targeted Content Creation:

- Develop a press pitch that outlines the research findings in a compelling and accessible manner.
- Create engaging infographics and short animated videos illustrating how tomato products could benefit blood flow and heart health.

Tactics

Media Outreach:

- Pitch to top-tier health, nutrition and medical journalists. Offer exclusive insights.
- Communicate with health, nutrition and plant-based blogs and websites.

Evaluation Metrics

Media Coverage:

- Aim for 24-48 published articles in targeted publications.
- Monitor the extent and nature of coverage in online news sites and other targeted publications. 30 day impressions and reach (where possible).
- Evaluate the depth of coverage and alignment with key messages.

B. Social Campaign

The campaign exists in three parts:

- Via FMCG brands and retail social media channels
- Via specialised community social media channels
- Key food and diet influencers

Content targeted at medical professional, health and nutrition experts, health-conscious consumers and plant-based diet advocates.

Multimedia content (short-form video, infographics) to engage viewers more effectively.

Heightened engagement increases the share-ability of the content on social media, amplifying its reach.

Resources

3x TF. (Content creation, networking, digital outreach).

Strategies

Targeted Relations:

- Develop a comprehensive list of specialised communities in the health, nutrition and medicine areas of interest.
- Locate relevant 'high-worth' influencers for collaboration.

Interactive Digital Engagement:

- Utilise FMCG brands and retail channels and platforms like LinkedIn, X (Twitter), specialised community social media channels to engage with medical professionals, health/nutrition experts, plant-based diet advocates and health/nutrition enthusiasts.

Tactics

Social Media and Digital Campaign:

- Engage FMCG brands and retail channels to supercharge the conversation.
- Collaborate with health and nutrition influencers/vloggers for plant-based recipe videos incorporating tomato products.

Evaluation Metrics

Digital Engagement:

- Monitor engagement metrics (likes, shares, comments) and website traffic.

Expert Endorsement:

- Track the number and quality of endorsements or shares by medical professionals and health experts.

C. Medical professionals

In April, Dr. Luca Sandei of SSICA and TF founder David Sutherland will present the results, conclusions and future directions of the Foundation's research to the influential membership of the British Society of Lifestyle Medicine.

Following this, further presentations to the European Lifestyle Medicine Organization, the American College of Lifestyle Medicine, the American College of Preventive Medicine and the Lifestyle Medicine Global Alliance have been tabled.

Resources

2x TF. (Presentation and Networking).

Tactics

Expert Engagement:

- Partner with Lifestyle Medicine and patient advocacy groups for targeted content creation.
- Engage with medical professionals to share the research within their networks.
- Network with medical groups for funding source opportunities.

Budget

Estimated budget range: 65,000€ - 85,000€.

The budget includes costs for: all content production (inc. translation), digital marketing tools, media-pitching, networking, digital outreach and influencer partnerships.

Risk Management

Misinterpretation of Research: Provide clear, concise explanations and FAQs in all communications to ensure accurate representation of the research.

Media Indifference: Prepare diverse story angles, including patient stories and expert opinions, to maintain media interest.

Response Overload: Prepare a system response for handling high volumes of inquiries and engagement, ensuring timely and effective responses. This plan is designed to effectively communicate the groundbreaking findings about tomato products and their benefits for blood and cardiovascular health, leveraging targeted media relations, engaging content, and digital strategies to reach and educate both the medical community and the general public.

Press review

Media coverage of polyphenols has increased sharply in the last 24 months, with the majority focusing on new science and new health ideas. It demonstrates that polyphenols are now recognised by a mainstream audience and their health benefits are more desirable than ever before.

The Guardian: [Polyphenols: the natural chemicals that could give you a small waist, healthy heart and low blood pressure | Food science | The Guardian](#)

BBC: [Polyphenols explained, including the best food sources](#)

The i Paper: [Why health experts love polyphenols - and how to get more into your diet](#)

ABC.es: [Polifenoles - Las bayas como los arándanos, las frambuesas y las moras son particularmente ricas en polifenoles](#)

La Voz: [Nutrición. Polifenoles: qué son, para qué sirven y por qué los llaman los guardianes invisibles de la salud](#)

Christian Broadcasting Network: [From Coffee to Dark Chocolate, the Health Benefits of Polyphenols: 'Dramatic Anti-Cancer Effects' | CBN News](#)

Newsweek: [Scientists Reveal Foods With Ozempic-Like Action - Newsweek](#)

Daily Mail: [Diet guru Prof Tim Spector reveals the surprising health benefit of chocolate that means he eats it every day | Daily Mail Online](#)

Daily Express: [Eating dark chocolate 'helps lower obesity and diabetes risk' | express.co.uk](#)

Fox News: [Skin from grapes contain chemical used in red wine to boost brain, heart health | Fox News](#)

Marie Claire: [Ces composés présents dans le café "annuleraient" les dommages cognitifs créés par le stress - Marie Claire](#)

Chip.de: [Diese 7 Produkte enthalten besonders viele der gesunden Polyphenole - CHIP](#)

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