



Monthly Editorial Calendar

2011-2012

January

New resolutions/game day celebrations

Health-promoting Florida tomatoes are a great start to the New Year! Enjoy a Florida tomato today for a better and healthier tomorrow!

Florida Tomato Committee culinary spokesperson, Florida Chef Justin, has game day menu recommendations including Spinach and Artichoke Stuffed Florida Tomatoes and many salsa recipes, floridatomaotes.org.



February

Valentine's Day – Tomatoes were once thought to be an aphrodisiac, called The Love Apple (poma amoris, pomme adore)

Heart of Winter, need to pump up the Vitamin C (tomatoes are high in vitamin C) to keep immune system strong.

President's Day - Thomas Jefferson grew tomatoes.

March

National Nutrition Month - Florida tomatoes are an excellent source of vitamin C and good source of vitamin A. Fresh tomatoes are fat-free, low in calories and sodium and contain the antioxidant, lycopene. Research shows that low fat diets rich in fruits and vegetables, that contain vitamin A and C, may reduce the risk of some cancers.

April

National Florida Tomato Month – fresh tomatoes are harvested from every growing district in Florida, great volume, great quality.

First Florida Tomato **Monthly Recipe contest kicks-off** for consumers/foodservice.

Tax Day Trivia – Although botanically, tomatoes are the fruit of the vine, the fruit was deemed a vegetable by the Supreme Court in 1893, for the purpose of levying a tariff. The fact that the tomato is usually eaten during the principal part of the meal, not dessert, was part of the logic used by the Court.

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May

Cinco de Mayo - Florida Tomato Committee has several exceptional fresh salsa recipes with photography available, including Florida Tomato Salsa, Florida Tomato and Avocado Salsa and Florida Tomato and Cucumber Salsa.

National Salad month – Warmer weather traditionally means lighter and healthier fare, and this is a perfect time to add more salads to the menu. Lettuce and tomatoes are consistently in the top three most purchased fresh vegetables in the supermarket and perfect together in a tossed salad. In fact, consumers cite using fresh Florida tomatoes in salads more than any other dish, second to sandwiches.

Memorial Day Weekend – Grilling out? Great hamburgers are even greater when topped with a slice of Florida tomato.

June

Prostate health awareness month – Eat a Florida tomato today to support prostate health. Enjoy a fresh tomato out of hand, just as you would an apple. It's a low calorie, nutritious snack. There is also an FDA-approved health claim for tomatoes' protection against prostate cancer: Very limited and preliminary and preliminary scientific research suggests that eating one-half to one cup of tomatoes and/or tomato sauce a week may reduce the risk of prostate cancer. FDA concludes that there is little scientific evidence supporting this claim.

July

Florida tomato growers are preparing fields/planting.

August

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September

Florida Tomato Committee will be accepting entries to its **My Most Delicious Dish consumer recipe contest** again. Simply upload your favorite fresh Florida tomato recipe at floridatomatoes.org, for a chance to win \$500. There will be monthly winners from October 2011 through June 2012.

October

Tomatoes were once thought to be poisonous orbs, not fit for consumption. When serving stuffed Florida tomatoes at your next dinner, remind your guests of this trivia, while acknowledging their supreme health benefits.

November

This Thanksgiving families may want to celebrate health and life and exchange nutrition (vitamins A and C, lycopene) as well as recipes. Florida tomato Fall harvesting is gearing up.

December

Florida growers wish you Happy Holidays and Good Health and offer their holiday-inspired festive red fresh tomatoes to share the health with family and friends. Peace.