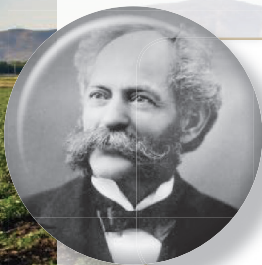


HEINZ

HEINZ HERITAGE

Henry John Heinz, our founder, was very much the product of his parents, and the lessons he learned from them echo down into the character of the H.J. Heinz Company today. His parents taught him thrift rather than greed; avoid even the slightest waste of material, time or opportunity; and respect for every person. Individually, the principles Henry Heinz instilled in his company can seem simple and almost quaint. Taken together though, they're an all-too-rare combination in today's business world.



"To improve the quality of a food product on the shelf, you must first improve the quality of the produce in the ground."

- Henry John Heinz

GROWN NOT MADE™

Our Ketchup begins with our very own Heinz® proprietary seeds produced by the HeinzSeed program. Our partners at HeinzSeed use only traditional breeding techniques. Years of trial and error have resulted in a tomato with extraordinarily flavorful taste, thick texture and firm flesh – compliments of Mother Nature.

All this research has also resulted in tomatoes that are good for the environment. We can produce more tomatoes with the same or less water and fertilizer. We also have been able to improve disease resistance so our growers can reduce their use of pesticides.

Consumers can rest assured that each tomato in Heinz® Ketchup, from seed to vine to table, can be chronicled through a code on the package.



HEINZ

ACTIVATION IDEAS:

- 1** Work with parent organizations (PTA/PTO) to distribute on parent night or at parent/teacher conferences or to key members in the community to demonstrate the quality of your program's products.
- 2** Distribute seed packets to the person(s) responsible for the school/district **garden and/or greenhouse**.
- 3** Distribute seed packets to teachers (math, science, etc.) for use in **classroom learning** – use your discretion in selecting the right teacher based on your unique district dynamic.
- 4** Distribute seed packets to appropriate student groups for education purposes – **"Environmental" or "Green" Club, Future Farmers of America, Home Economics**.
- 5** Promote growing tomatoes as part of your school's **Earth Day activities**.



www.heinzfoodservice.com
www.heinzketchup.com

