

Co. offers first certified sustainable canned tomato products

Neil Jones Food Company wins Food Alliance certification

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The Neil Jones Food Company (NJFC) has introduced six new organic canned tomato products which have been certified as sustainable by Food Alliance.

Vancouver, Wash.-based NJFC sells its tomato products under the San Benito Organic brand and operates three processing facilities in Washington and California.

The canned tomato products – already certified organic by CCOF - are the first to bear the Food Alliance seal of approval.

Food Alliance, located in Portland, Ore., is a nonprofit that has certified 384 farms, ranches and food processors in 27 states for sustainable agricultural and production practices such as safe and fair working conditions, reduction of pesticide use and toxicity, healthy and humane care for livestock, no genetically modified crops or livestock and no hormones or non-therapeutic antibiotics.

The certification requires continuous improvement in social and environmental management practices.

Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, are allowed to use the non-profit's green eco-label to claim social and environmental responsibility, which differentiates products and can strength brands.

"We decided to get Food Alliance Certified to show our consumers we are truly dedicated to producing socially and environmentally responsible food products," said Cindy Cerri, NJFC's national foodservice sales director. "Food Alliance is a recognized and respected organization and their sustainability standards are unparalleled. Certification was a great fit for our San Benito brand of organic tomato products."

Products that will now carry the Food Alliance Certified seal include Organic Whole Peeled Tomatoes in Juice, Organic 3/4" Diced Tomatoes in Juice, Organic Fully Prepared Pizza Sauce, Organic Tomato Puree, Organic Tomato Sauce and Organic Tomato Paste.

Privately owned NJFC's organic farm, G&J Farms, has also been certified by Food Alliance.

The company also produces custom sauces, Northwest fruits, cranberry sauces and juice concentrates and is a major supplier to the retail, foodservice and industrial segments of the food industry.

Product packaging includes cans in all key sizes, 55 gallon drums, pails, 300 gallon bins and hot fill pouches in sizes from 4 oz to 190+ oz.

"By becoming Food Alliance Certified, the Neil Jones Food Company and G&J Farms join a growing cadre of progressive businesses that have proven their commitment to greater responsibility, transparency, and accountability in the food system," said Scott Exo. "Consumers and commercial food buyers should strive to support food businesses that back up their sustainability claims through credible third-party certifications like Food Alliance."