



APRIL  
2018

## STOPPING SPRING SNEEZES

**TIME** lists the top 5 foods to help fight spring allergies. Can you guess what juicy red option makes the list?

“Fruity vegetables” like tomatoes are high in vitamin C and a good choice for the sneezing season. Studies show tomatoes can build your tolerance against asthma and respiratory issues. Vitamin C is an immune system booster and natural antihistamine, which suppresses swelling.

The antioxidant compound lycopene, in tomatoes, is also good for the body. A study from the University of Tel Aviv found that men who added 30 milligrams of lycopene to their daily diets improved their bodies’ ability to fight off asthma attacks by 45%. You can get lycopene not only from whole tomatoes, but also from tomato sauce and extract. Click here to read more about [5 Foods to Help Fight Spring Allergies](#).



## MILLENNIALS PREFER “ETHICAL” SNACKS

Survey says the millennial generation places the most value on where their food and drink comes from.

*Millennials are reportedly the largest living generation in U.S. history and have been said to represent \$10 trillion in lifetime buying power. Last month, Food & Wine conducted a survey titled "Ethics On the Go" which found that millennials hold their snacks to a higher standard compared to other consumer groups.*

It further found that while nearly all participants value responsible food and drink practices, consumers younger than 35 care the most. The survey asked 1,500 U.S. consumers about their thoughts on ethical sourcing and how those beliefs affect their snacking choices while on the go. An estimated 64% of consumers younger than 35 say that there aren't enough “ethical” snacks... [click to read more from Food Dive](#).



## RECIPE OF THE MONTH

### Tomato Cake with Tomato Glaze

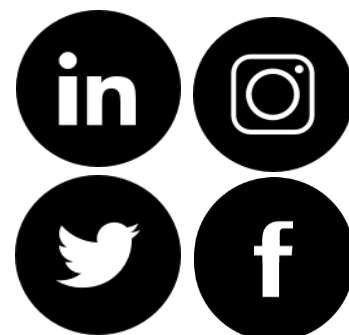
It’s a real thing! This new type of “fruit cake” might just be worth using to replace your favorite birthday dessert. You’ll need about 3 vine tomatoes and your usual cake ingredients, as well as a willingness to surprise your taste buds! Check out the recipe on our website, here:

<http://www.murphytomatoes.com/tomato-cake-w-tomato-glaze/>

*Recipe provided by: The Food Network.*

## FOLLOW US!

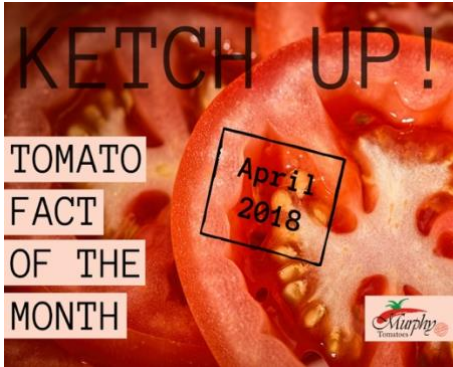
Murphy Tomatoes is now totally social! Click the icons below to follow along for all things 🍅 🍅.



# KETCH UP

## Tomato Fact of the Month

It took plant geneticists coming together from 14 different countries to get a grasp on a tomato's DNA. One conclusion they found? Tomatoes contain almost 32,000 genes – that's 7,000 more than a human!



# A FOOD COMPANY'S PLACE IN SOCIAL MEDIA

**From viral-worthy photos to placing an extra emphasis on customer and consumer reviews, the need for the food industry to pay attention to social trends is now.**

Take for example Starbuck's viral Unicorn Frappuccino. Representatives say it wasn't created to highlight the company's high-quality coffee or even accurately represent the company's brand voice. The eye-catching pink, blue and super sweet concoction was meant to grab attention and generate advertising far beyond what they paid for it.

Whether you're a company selling a food product or in the food service industry, packaging and visuals are becoming more important than ever before. And for restaurants and eateries, it's all about the experiences and environment that capture the loyalty of rising generations. Is your company consistently reevaluating the food industry's marketing trends? Learn more about what works on this Medium article: [How to leverage your food marketing with social media.](#)

# ALL ABOUT ROMA

The 101 on one of our signature tomatoes. →

A roma tomato is a paste tomato, and that variety usually means it will have a thicker fruit wall, fewer seeds and a denser but more grainy flesh. These tomatoes tend to be oblong in shape and heavy for their size. They also tend to be more firm than other varieties, which makes them ideal for pasta sauces.

Roma tomatoes are determinate, which means that the fruit ripens at one time, rather than continually through the season. While they can be eaten raw, they are at their best when they are cooked – and thoroughly enjoyed.



# SNAPSHOTS

The Murphy team and our friends at Handy Candy attended the Viva Fresh Produce Convention in San Antonio during the first week in April. Pictured below, L to R are two Handy Candy representatives, Gregg Wright our General Manager, and sales manager Bradley Corlew.

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