



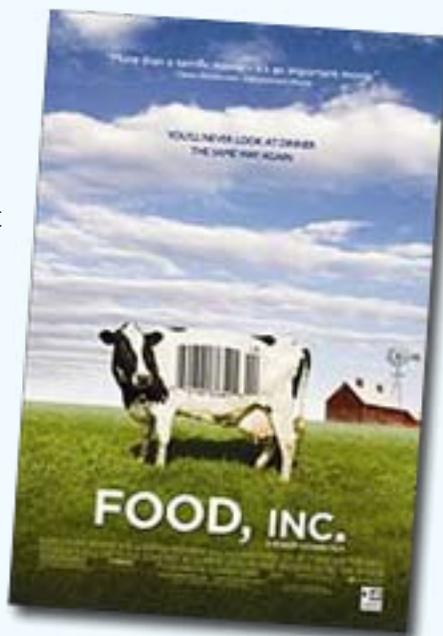
REAL TOMATOES

SINCE 1978

FOOD, INC. A "MUST SEE!" FILM
www.foodincmovie.com

Members of the Lucky's Real Tomato Team were fortunate to see the preview of this extraordinary film, FOOD, INC. We think that it is an absolute "must see" for anyone in the food business, for anyone who eats food and for anyone whose children and grandchildren eat food—in other words—ALL OF US!

As you know, Lucky's Real Tomatoes has partnered with and supported American family growers throughout our 30 year history. The quality of our product is a direct result of our mutual commitment with these farmers, to not compromise our standards of safety, security and cleanliness despite the economic challenges we all face. That's why, at Lucky's Real Tomatoes, we ship our tomatoes on our OWN trucks, by our OWN drivers, to our OWN facilities. We ARE our own food supply chain.



This film, FOOD, INC., by Robert Kenner, addresses the processes used in our nation's food supply industry, focusing on the industrialization of the production of food. The topics include the livelihood of the American Farmers, the safety of workers and our environment, the motive of profit over consumer health, the participation of the FDA and USDA and the numerous reasons for the e.coli outbreaks of the last decade. FOOD, INC. features revealing interviews, with experts Eric Schlosser (Fast Food Nation) and Michael Pollan (The Omnivore's Dilemma), that explain . . . without preaching . . . the alarming consequences of the present industrialization of the food chain production.

Please see this eye opening film! When you take the first bite of your next meal, and look into the faces of your family, you'll not only be opening your mouth—but your head and your heart as well!

*Respectfully Yours for safe, secure, clean, American Field-grown Tomatoes
Your Team at Lucky's Real Tomatoes.*

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