



TOMATOES AND KETCHUP

LESSON PLAN

Grades 10-12

SUBJECT:

English

OBJECTIVES:

Students will learn to write in a persuasive manner, using facts to back up their position.

Background:

Eating tomatoes and tomato-based foods has been shown to greatly reduce the risk of several diseases, including various forms of cancers.

According to www.lycopene.org:

- Research shows that lycopene in tomatoes can be absorbed more efficiently by the body if processed into juice, sauce, paste and ketchup.
- The chemical form of lycopene found in tomatoes is converted by the temperature changes involved in processing to make it more easily absorbed by the body.
- In the body, lycopene is deposited in the liver, lungs, prostate gland, colon and skin. Its concentration in body tissues tends to be higher than all other carotenoids. Regular high consumption of fruits and vegetables is recommended as part of healthy eating.

Instructions:

Pretend your teacher is the editor of a local newspaper. Write a mock editorial article or letter to the editor on the benefits of eating a diet rich in fruits and vegetables.



WWW.KETCHUPCREATIVITY.COM



TOMATOES AND KETCHUP

FUN FACTS

Grades 10-12



1 Tomatoes are rich in vitamins A, C, E, potassium and fiber – all of which are very important to your health. It also contains a significant amount of lycopene, beta-carotene, magnesium, iron, phosphorous, potassium, riboflavin, sodium and thiamine.

2 More than 85 percent of lycopene in our diets come from 10 foods – nine of which are tomatoes or processed tomato products like ketchup, salsa, tomato soup and spaghetti sauce.

3 While riding a train in New York City in 1896, Henry Heinz saw a sign advertising 21 styles of shoes, which he thought was clever. Although Heinz was manufacturing more than 60 products at the time, Henry thought 57 was a lucky number. So, he began using the slogan “57 Varieties” in all his advertising. Today the company has more than 5,700 products around the globe, but still uses the magic number of “57.”

4 The average person eats almost 90 pounds of tomatoes and tomato products every year.

5 The word ketchup originally was used for a lot of different sauces, including those made from walnuts, beans and anchovies. Now, most people think of ketchup as tomato ketchup.



6 Are tomatoes a fruit or a vegetable? The answer is both! It's a fruit because it has a sweet pulp with seeds on the inside. It's a vegetable because it grows on a vine and most fruit grows on trees. The U.S. Supreme Court ruled in 1893 that it's a vegetable.

7 In 1869, Henry J. Heinz and L. Clarence Noble started Heinz & Noble. The first product was Henry's mother's horseradish. The company started making ketchup in 1876.



WWW.KETCHUPCREATIVITY.COM

TOMATOES AND KETCHUP

FUN FACTS

Grades 10-12



- 8 Baskin Robbins tried to make ketchup ice cream once, but stopped production because they didn't think it would sell.
- 9 October is National Tomato Month.
- 10 An average American eats enough ketchup each year to fill three bottles.
- 11 Ninety-seven percent of American homes have ketchup in their kitchen.
- 12 More than 650 million Heinz® ketchup bottles are sold annually around the world in more than 140 countries.
- 13 The top five tomato-producing countries of the world, in order, are the United States, China, Turkey, Italy and India.
- 14 A University of California at Davis survey ranks the tomato as the single-most important vegetable of Western diets in terms of vitamins and minerals.
- 15 Tomato ketchup has a high acid content and therefore does not need to be refrigerated after opening. People tend to keep it refrigerated to preserve its taste and bright red color longer.
- 16 Four tablespoons of ketchup has as many nutrients as a whole medium ripe tomato.
- 17 Tomatoes are grown in approximately 35 million backyard gardens in the United States.
- 18 Within the United States, the top five states that produce the most fresh market field-grown tomatoes are Florida, California, Georgia, Virginia and Tennessee.
- 19 The United States harvested 443,700 acres of tomatoes in 2007.



WWW.KETCHUPCREATIVITY.COM