



# Tomato Pomace

*Now available direct from the source.*



# Excellence through commitment.

Years of dedication to quality, customer service, and technological innovations have enabled us to become the industry leader and process over 30% of California's processed tomato tonnage. We are solely owned by the company's founder, Chris Rufer, who began hauling tomatoes as a one-truck owner operator in 1970. Our connection to these humble roots maintains our drive to perform and our entrepreneurial spirit.

## Committed to partnership.

Our customers are our partners. We work with our customers to develop new products, implement technology advancements, and improve processes. We share information and encourage the free exchange of ideas. Our commitment to our customers is to deliver their specified quality with excellent customer service at a price that helps them compete effectively.



## Sustainable pricing through innovation and scale.

Through continuous efforts to expand our operations, improve quality, and increase efficiency, Morning Star strives to lower the cost of production and create sustainable pricing through new and innovative technology, economies of scale, and vertical integration.

## California premium tomatoes.

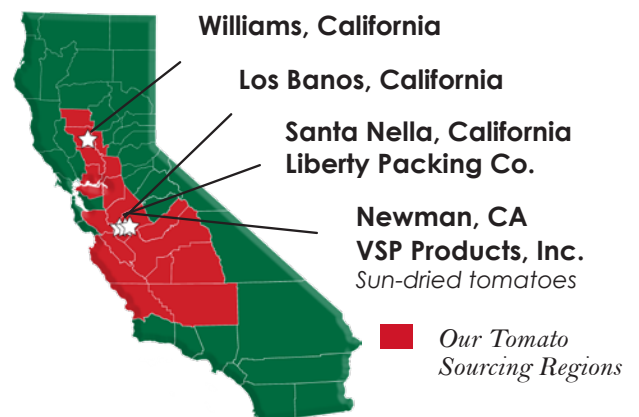
Our red and ripe tomatoes, picked at the peak of season, are grown throughout California's Central Valley, the world's most prolific tomato growing region.

## Consistently reliable quality.

Our three factories' unique locations allow us to mitigate our risk of crop failure or inclement weather by sourcing tomatoes from 15 out of the 16 counties in California that grow tomatoes. We contract with over 100 growers in California in order to ensure the quality and quantity of our tomatoes.

## Field-to-factory freshness.

We harvest and haul all our own tomatoes from the field to the factory. Our trailers are the largest available, which allows us to bring in the freshest tomatoes around the clock in fewer loads and process and pack them within 4 hours of harvesting.





# Simplifying the supply chain.

Always looking to vertically integrate and improve the tomato industry, Morning Star is now selling its tomato pomace direct to the buyer, eliminating the unnecessary delays and higher overhead of traditional supply-chain processes.



## Advanced traceability offering.

As the manufacturer and supplier, we have the ability to provide a higher degree of traceability to our customers, at their request.

## Single point of contact.

With Morning Star, your sales representative is your business partner and single point of contact for every function. Whether you want to check out a different pomace option, sample different tomato ingredient products, create a custom blend, or schedule a delivery, you'll call one person. We guarantee 100 percent customer service satisfaction.

## Quick and efficient deliveries.

Our products ship direct from our warehouse, cutting out the middle-man and affording us the flexibility to ship through a multitude of channels.

## Boosting your bottom line.

Ordering directly from the producer. Faster communications. Enhanced product delivery. And a single supply-chain facilitator. This all translates to a more efficient operation on your side. With fewer overhead costs and a competitive product price sure to boost your bottom line.

## R&D development.

Through advanced processing operations and onsite laboratories, Morning Star has the capability to work with our buyers to create custom blend products. Higher protein, higher fiber, higher binding capacity products at your fingertips.



## SUSTAINABILITY STATEMENT.

Our goal is to ensure a healthy environment. In partnership with our suppliers, we use economically viable practices to protect sensitive areas; improve air, water, and soil quality; protect wildlife resources; and conserve non-renewable mineral resources. We reduce waste and pollution through technological innovation; conserve energy; and limit our use of water, pesticides, and nutrient inputs to those biologically required for a successful crop.



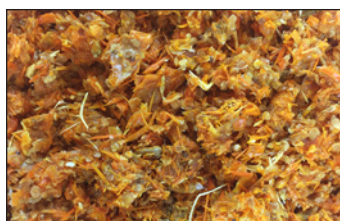
# Our products.

In addition to traditional tomato ingredient products, we also offer tomato pomace, high-fiber tomato pulp, and sundried tomatoes all in various packaging options.

## Tomato Pomace

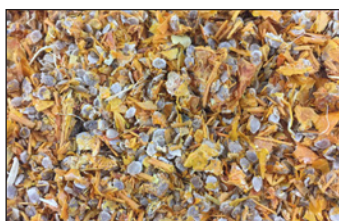
### Wet

65% moisture (avg.)  
Unaltered/directly off  
the factory line.  
*Unique to Morning Star.*



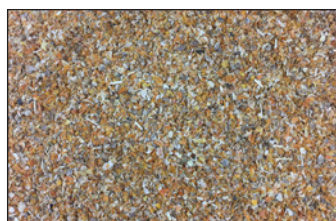
### Dry

<10% moisture (avg.)  
Sun-dried.  
Shelf stable.



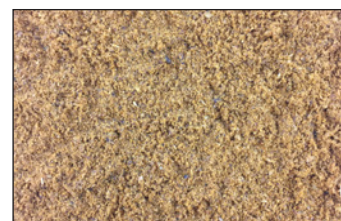
### Ground

<10% moisture (avg.)  
Dry pomace ground  
via hammermill  
to customer  
specifications.



### Extruded

<10% moisture (avg.)  
Ground pomace  
processed through a  
high shear extruder.  
*Provides kill step.*



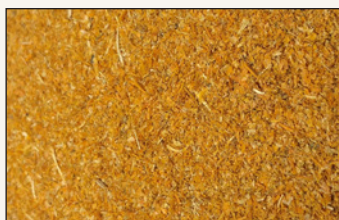
### Extruder Fines

<10% moisture (avg.)  
Extruded pomace put  
through a dryer cooler  
directly after extrusion.



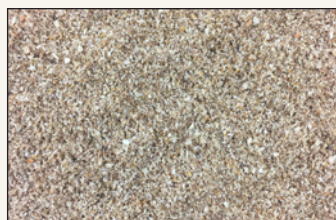
### Seed Fines (Hairs)

Fines are mechanically  
separated during the  
seed cleaning process.  
*Unique to Morning Star.*



### Seed Meal

Tomato seed that is  
dried, cleaned, and  
cold pressed of oil.  
*Unique to Morning Star.*



### Unique qualities:

High in protein.  
High binding capacity.  
Blend supplement.

### Custom blend options.

Blend of products to meet customer  
specifications concerning nutrition, particle  
size, and microanalysis.

### Pomace packaging options.

Bulk: trailer size load (domestic only)  
Totes: domestic and international  
Custom: please call to discuss

### Additional tomato products offered.

Tomato paste (hot and cold break)  
Diced tomatoes (conventional and fire roasted)  
Ground tomatoes in puree  
Concentrated crushed tomatoes  
Tomato puree (1.07)  
Valley Sun: Sun-dried tomatoes (CA & Mediterranean)  
Paradiso branded foodservice products (see website)

### Packaging options.

300 gallon aseptic bag-in-box  
55 gallon aseptic fiber or steel drum  
  
Totes and 25 lb & 30 lb bag-in-box  
#10 pouch (6 pouches/case)



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