

Aylmer Peas

reach your table

FRESHER

than any "fresh" vegetable
you can buy!



A personal pledge by
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Director of Research,
Quality Control and
Agricultural Research,
Canadian Canners Limited.

"For over 35 years, it has been my duty to guard the flavour and nutritional value of Aylmer Foods. From planting of seed to packing of harvest, Aylmer Foods are watched over by experts using the most modern growing and canning methods known.

"I personally know the high standards of quality maintained in selecting Aylmer vegetables and fruits. Every day, I see the care with which Aylmer experts process these foods. That's why I can make this pledge:

"When you buy and serve any Aylmer Food, you can depend on it to be the finest of its kind in flavour, quality and nutritional value."

Just Sweet



FACTS ABOUT FRESHNESS

FRESH VEGETABLES are important in your family's diet. They supply minerals, protein, vitamins—all vital to good health, growth and energy.

But up to 65% of the vitamin C content of "fresh" vegetables can be lost before you serve them! Much of the Vitamin B1 in green, leafy vegetables goes "down the drain" in home cooking; mineral content is wasted in the same way.

"Freshness" means that vegetables are as close as possible to their natural growing state, in flavour, texture and nutrition value. So "fresh" vegetables, by the time they reach your table, may not be really "fresh" at all.

What happens to freshness with "fresh" peas?



From the moment peas are harvested, flavour and texture start to change. "Fugitive" food values are destroyed by exposure to light and air in handling, in the store, in your home.

Cooking in an open saucepan, overcooking, draining of the juices—all these impair the original nutritive "freshness". That's why home-cooked peas fall you in not supplying the full measure of natural freshness you expect of them.

How modern Aylmer canning safeguards freshness



Natural nutritive "freshness" and flavour are protected by three vital steps in the Aylmer pea-canning process.

1. Start with QUALITY Peas! Aylmer Peas are grown from Aylmer's own premium-quality seed, under Aylmer field supervision, by selected growers. Harvesting time is decided by heat and moisture records and daily tenderness tests. The peas are harvested at the precise moment of perfect flavour and nutrition. (Did you know that, if peas are harvested just 2 hours too late, their sugar content is already turning to starch?)

2. Can Them FAST to Protect Freshness! Aylmer operates canneries in the heart of Canada's pea-growing areas, so fresh-picked peas are never more than minutes away from the factory. Aylmer Peas can be harvested, cleaned, graded, sealed and cooked in less than two hours!

3. Seal BEFORE Cooking! Aylmer Peas are pressure-cooked in sealed, sterilized tins, away from air that "kidnaps" their mineral and vitamin content. Cooking time is scientifically controlled, another important nutritional safeguard.

Use Aylmer peas to help with your meal-planning



Nutrition and flavour make Aylmer Peas an excellent addition to your family's regular diet. Convenience is important too... Aylmer Peas fit so quickly and easily into so many of your favourite menus.

Casseroles, dishes, salads, stews, omelettes—all these are made more delicious, more easily, with Aylmer Peas. Yes, you enjoy all the benefits of a truly fresh vegetable—with none of the fuss—by serving sweet, tasty, nourishing Aylmer Peas often!

HOW TO GET THE FULL NUTRITIVE VALUE OF AYLMER PEAS

Since Aylmer Peas are already pressure-cooked in the tin, they need no further cooking in the home. In fact, the shorter the heating time, the better they taste—and the better they are for you!

Aylmer nutrition experts recommend this method for preparing Aylmer Peas for the table: open the tin, pour the liquid into a saucepan and boil it quickly, then add the peas and heat only until they are hot enough for serving.

This way you protect the natural nutritive freshness of Aylmer Peas by serving them as soon as possible after opening.

AYLMER FOODS
CANADIAN CANNERS LIMITED

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