A CONSUMER TEST OF CANNED, SEASONED SALAD TOMATOES

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Thomas S. Stephens and Bruce J. Lime

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Texas Agricultural Market Research and Development Center
Texas Agricultural Experiment Station, College Station
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A CONSUMER TEST OF CANNED, SEASONED SALAD TOMATOES

Robert L. Degner, John P. Nichols, Chan C. Connolly
Thomas S. Stephens and Bruce J. Lime *

INTRODUCTION

In the face of continually changing consumer tastes and preferences, new product development is a constant challenge to any industry. One of the functions of the United States Department of Agriculture (USDA) Regional Utilization Laboratories is to develop new uses for agricultural products and new forms of products from agricultural commodities which will benefit both the agricultural industry and ultimately consumers.

An essential part of this developmental process is the evaluation of consumer response to newly created products. Without adequate evaluation at various stages of the developmental process, much technical and scientific effort can be lost if the product does not conform to consumers' needs and desires.

Objectives

This project is designed to determine consumer acceptance of a canned, seasoned salad pack tomato product which has been developed by personnel of the USDA - Agricultural Research Service, Weslaco, Texas.

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The product is designed to be used as a substitute for fresh tomatoes in fresh salads. The product as tested is a one pound can (303 can) of sliced, medium sized salad tomatoes of the Chico variety which also contains a mildly seasoned oil and vinegar dressing. A technical description of the product and processing procedures is found in the Appendix.

Specifically, this study is designed to evaluate consumer acceptance of the salad pack tomato product in terms of taste, appearance, and general appeal. An attempt is also made to determine acceptable retail price levels relative to fresh tomato prices.

RESEARCH DESIGN AND PROCEDURE

Consumer Panel Selection

A consumer panel of 600 families was established in order to evaluate the canned salad pack tomato product. Dallas, Texas, and Columbus, Ohio, were selected as test cities because of their similarities with respect to racial composition, effective buying power, income distribution, and their diversified economic bases [4].

The sample of 300 families in each city was obtained by a random probability cluster sampling procedure. Thirty clusters were selected at random in each city; within each cluster 10 households were taken by starting at a systematically selected street address and taking adjacent households. Two call-backs were required before an alternate household could be obtained; alternates were houses directly across the street. Alternates were obtained for households that were found to be non-users of tomatoes. Non-users, that is those households not having used tomatoes

within the past year, were found to comprise less than one percent of the households originally contacted.

Respondents were classified into three broad household income categories. The low income group included respondents whose incomes were less than $5000 per year. The medium income group included those with incomes of $5000 to $15,000, and the high income group those with incomes of $15,000 or more. There were three age groups, as follows: less than 35 years, 35-54, and 55 years of age or older.

The basic characteristics of the sample of households drawn in Dallas corresponds reasonably well to published data; however, the Columbus sample contains a disproportionate number of higher income respondents due to interviewers' reluctance to go into known ghetto areas. The bias in income distribution may have caused slight differences in ratings which occurs between the two cities, but Chi-square analyses indicated little significant difference between the ratings by respondents in the two cities.

Consumer Response Measurement

A can of the product along with suggested uses and an evaluation form (see Appendix) was left with each cooperating household by an interviewer during the last week of November (1971). Only the homemaker, that is, the person in the household primarily responsible for food purchases and food preparation was requested to complete the evaluation forms. The completed evaluation forms were picked up by the interviewers after one week had elapsed. Approximately 285 usable evaluations were obtained from Dallas respondents and 250 from Columbus respondents.

Respondents' tastes and preferences were determined by using a nine point hedonic scale of the Peryam type [2]. Successive integers, one through nine, were assigned to the scale in order to convert the ratings to numerical scores.

Sourness, oiliness, and firmness were product characteristics rated on a scale where the midpoint, five, was "just right" and one and nine were extremes. The other characteristics evaluated were appearance, convenience, flavor, and quality. These characteristics were also rated on a nine point scale but for these, "one" was excellent and "nine" was poor.

Acceptable retail price levels were obtained by providing respondents with a series of fresh tomato prices and then asking them how much they were willing to pay for the canned salad tomatoes at each of the fresh tomato prices. Responses were completely unrestricted in that respondents were free to choose any price greater than zero.

RESULTS

Seven basic product characteristics were evaluated by the respondents using the nine point hedonic scale. These characteristics are sourness, oiliness, firmness, appearance, convenience, flavor, and overall quality.

Mean ratings for each of these characteristics were calculated using the numerical values assigned to the hedonic scales. A summary of the means is found in Table 1.

The distributions of respondents' evaluations were also examined. In order to make valid statistical tests on the distributions, it was necessary to condense the nine point scale into a three point scale to obtain an adequate number of responses in the various categories. The mid-range ratings on the nine point scale, that is 4-6, were combined into a "neutral"

Table 1. Mean Ratings for Tomatoes, Dallas, Columbus and Both Cities.

Product Characteristics	Dallas	Columbus	Both Cities
Sourness[a]	4.28	4.18	4.23
Oiliness[a]	3.79	3.92	3.85
Firmness[a]	5.88	6.10	5.98
Appearance[b]	3.12	3.54	3.31
Convenience[b]	2.39	2.63	2.50
Flavor[b]	3.87	4.48	4.16
Quality[b]	3.55	4.14	3.83

[a]These characteristics were rated on a nine point scale where 5 was "just right" and 1 was too sour, oily, or firm. A 9 indicated the other extreme.

[b]These characteristics were rated on a nine point scale where 1 was excellent and 9 was poor.

Source: Completed questionnaires, December, 1971.

category, and ratings 1-3 and 7-9 were combined to represent the extreme ratings for sourness, oiliness, and firmness. For the remaining characteristics, the resulting condensed categories were termed "good," "fair," and "poor." The percentage of respondents' evaluations in each category is also given below (Table 2).

The means and distributions of the ratings for the seven characteristics are also given for the combined data because Chi-square analyses indicated a statistically significant relationship between cities and characteristic ratings for only one of the seven characteristics; respondents in Columbus were more critical of flavor than were respondents in Dallas. A brief discussion of the evaluation of each characteristic follows.

Sourness, Oiliness, and Firmness

The mean ratings on these three characteristics can be compared to the mid-point rating of 5 which indicates "just right." It is significant to note that the mean ratings for these characteristics for both cities are quite similar and lie in the same direction from the "just right" rating.

Sourness. Respondents in both cities rated the product as being too sour. Mean ratings were 4.28 and 4.18 for Dallas and Columbus respectively. On the three point condensed scale, approximately 70 percent of the respondents in both cities were neutral, while 26 percent indicated that the product was too sour. The remaining 4 percent indicated that it was not sour enough (Table 2).

Table 2. Tomato Evaluations by Percent of Respondents for Dallas, Columbus and Both Cities, Combined.[a]

Product Characteristics	Dallas	Columbus	Both Cities
	- - - - - - - - percent - - - - - - - -		
Sourness			
Too sour	24.6	27.5	25.9
Neutral	72.3	67.7	70.2
Not sour enough	3.3	4.8	3.9
Oiliness			
Too oily	39.2	38.5	38.9
Neutral	58.6	57.5	58.1
Not oily enough	2.2	4.0	3.0
Firmness			
Too firm	4.3	1.6	3.0
Neutral	65.6	64.8	65.2
Not firm enough	30.2	33.6	31.8
Appearance			
Good	65.6	56.8	61.5
Fair	25.2	32.0	28.4
Poor	9.2	11.2	10.1
Convenience			
Good	78.1	71.3	74.9
Fair	14.9	21.9	18.2
Poor	7.1	6.8	6.9
Flavor*			
Good	52.6	42.0	47.7
Fair	27.3	33.2	30.1
Poor	20.0	24.8	22.2
Quality			
Good	56.7	45.1	51.3
Fair	27.1	34.3	30.5
Poor	16.2	20.6	18.2

[a]Percentages may not sum to 100 percent due to rounding error.

*An asterisk indicates differences in the distribution of ratings between the two cities using Chi-square analysis which is statistically significant at the 95 percent level of confidence.

Source: Completed questionnaires. Dallas and Columbus, December, 1971.

A larger proportion of the youngest age group in Dallas indicated that the product was too sour than did the two older age groups. However, there were no significant differences in the sourness ratings with respect to the different age groups in Columbus. Income differences were not significant in either city.

Oiliness. Respondents consistently rated the product as being too oily. Mean ratings for Dallas and Columbus were 3.79 and 3.92 respectively. While approximately 58 percent of the respondents in the two cities were neutral, 39 percent felt it was too oily and only 3 percent felt that it was not oily enough (Tables 1,2).

There was no statistically significant relationship between age and the oiliness ratings in either city; however, it appears that the younger age groups were more critical in their ratings on this characteristic. As to the oiliness ratings by income groups, the high income respondents in Dallas were more critical of oiliness, indicating that it was too oily. However, the ratings in Columbus by income groups were neither statistically significant nor consistent.

Firmness. The product was rated as being too soft by respondents in both cities. The mean ratings were 5.88 and 6.10 for Dallas and Columbus respectively. Approximately 65 percent of the respondents in both cities were neutral, 32 percent felt the product was too soft, and only 3 percent felt it was too firm. There were no statistically significant relationships among the ratings on the firmness with regard to age or income; however, a greater proportion of the younger age groups rated the product as being too soft than did the older groups.

Appearance, Convenience, Flavor, and Quality

Appearance, convenience, flavor, and quality were rated on a nine point scale where 1 was excellent and 9 was poor. While the mean ratings for each of the product characteristics can be directly compared to the "excellent" value of 1 as an indication of respondents' evaluation, it is useful to also compare the ratings of these four characteristics to each other. The means of all four characteristics were ranked identically in both cities. Convenience received the most favorable rating with an overall mean of 2.5, followed by appearance (3.3), overall quality (3.8), and flavor (4.2) (Table 1).

Appearance. Approximately 62 percent of all respondents rated appearance as "good," 28 percent "fair," and 10 percent "poor." Younger respondents were more critical of appearance than were older respondents. Approximately 52 percent of the youngest group rated appearance as good compared to 72 percent of the oldest. There was no apparent relationship between appearance ratings and income level. The serving temperature of the product appears to influence the appearance ratings, however. Those respondents who chilled the product prior to serving gave it higher ratings than those that did not (Appendix Table 2).

Convenience. All age groups rated the product very high with respect to convenience. Nearly 75 percent rated convenience as "good," 18 percent "fair," and only 7 percent "poor." There was no significant, consistent differences between age groups. While not statistically significant, the higher income groups in both cities tended to give the product higher ratings with respect to convenience than did the lower income groups.

Flavor. About 48 percent rated flavor as "good," while 30 percent rated it as "fair," and 22 percent rated it as "poor." The older age groups in both cities had a tendency to rate overall flavor of the product higher than did the younger age groups. There was no consistent, significant relationship between flavor ratings and income level.

While not statistically significant, those respondents who chilled the product prior to serving tended to rate flavor slightly higher than those who did not chill it.

Quality. Approximately 51 percent rated overall quality as "good," 31 percent as "fair," and 18 percent as "poor." Again, the older groups tended to rate the product higher than did the younger groups. There was no apparent relationship between the overall quality ratings and income levels in Dallas, although higher income groups rated it highest in Columbus. While not statistically significant, those respondents who served the product chilled also rated overall quality higher than those who served it at room temperature.

Demographic Variables

Two basic demographic variables, age and income level, were examined to determine whether there were any significant relationships between each of them and the ratings of the various product characteristics. Specific significant relationships between age and income and each product characteristic are found above. Emphasis here is on general observations involving the various age and income groups.

Age. The various age groups tended to rate the product similarly in respect to general evaluations. As an example, all age groups rated the product as being too sour. However, the younger respondents were usually more critical of the product than the older respondents. This was also the case for oiliness, firmness, appearance, flavor, and overall quality. There was no apparent relationship between age and the convenience ratings. As to the question of whether or not they would buy the product, there was no statistically significant relationship. However, the older age groups appeared to be somewhat more willing to purchase it, which is consistent with the product characteristic ratings of the age groups.

Income. There are few clear cut conclusions or generalizations that can be drawn from the relationships between income and the various ratings given the product characteristics. It does appear, however, that higher income groups were more critical of oiliness and firmness. On the other hand, higher income respondents generally rated convenience higher than the lower income respondents.

Propensity to Buy and Acceptable Price Levels

In order to ascertain respondent's general propensity to buy the product independently of the price level, respondents were asked "Disregarding price, would you or would you not purchase this product if it were available?" Respondents in Dallas were somewhat more favorably disposed to purchasing the product than those in Columbus. Approximately 59 percent in Dallas and 54 percent in Columbus indicated that they would purchase it, while the remaining 41 and 46 percent said they would not.

Then, in order to determine acceptable price levels for the product, those respondents indicating that they would purchase it were asked how much per can they were willing to pay relative to a number of fresh tomato prices ranging from 19 cents to 59 cents per pound. At the low fresh tomato price of 19 cents per pound, the average price respondents were willing to pay for the canned salad tomato product was 21 cents. As the price of fresh tomatoes increased, the price respondents were willing to pay for the canned tomatoes also increased, but at a lesser rate, so that at 59 cents per pound for fresh tomatoes, the average price respondents were willing to pay for the canned tomatoes was 44 cents per can (Table 3).

Respondent Comments

Sixty-two respondents made brief comments pertaining to the product on the back of their questionnaires. Most comments made by respondents reiterated their evaluations of the various characteristics, saying the product was too oily, too sour, etc. It is interesting to note that ten of the 62 comments specifically mentioned a dislike for the seasoning or dressing, with several expressing a preference to add their own dressing.

On the positive side, two favorable comments were made with respect to the dressing. Other favorable comments referred to the economy of not having to buy dressing separately and also the convenience afforded by the product. A complete listing of the comments is found in the Appendix.

Table 3. Indicated Relationships Between Canned Salad Tomato Prices and Fresh Tomato Prices.[a]

Given Fresh Tomato Price	Canned Salad Tomato Price	
	Mean	Standard Deviation
Cents Per Pound	Cents Per Can	Cents
19	21	8.04
29	28	8.57
39	34	10.33
49	39	12.32
59	44	15.64

[a]Respondents were asked how much they were willing to pay for the canned salad tomatoes given various fresh tomato prices.

Source: Completed questionnaires, December, 1971.

CONCLUSIONS

The canned seasoned salad pack tomato product has possibilities in fulfilling consumer needs and preferences for a salad ingredient.

Consumers were favorable to the concept of a canned salad tomato. Approximately 56 percent of the respondents in both cities indicated a willingness to purchase the product if it were available. Consumer ratings were especially high for convenience, with 75 percent rating convenience as good. However, other product characteristics apparently need some improvement.

Many respondents felt the product was too oily, too soft, and too sour. The most objectionable characteristic was oiliness, with nearly 40 percent of all respondents rating it too oily. Approximately 32 percent rated it as being too soft, and 26 percent thought it was too sour.

Compared to the rating given to convenience, the ratings given appearance, overall quality, and flavor are considerably lower; however, an appreciable number of respondents rated the characteristics as "good."

Further developmental work should focus on improving sourness, oiliness, and firmness; with improvement of these characteristics, consumer ratings on appearance, flavor, and quality will no doubt be improved. Such developmental work primarily involves technical considerations; however, the oiliness problem might be alleviated to some degree by simply asking consumers to gently shake the contents of the can before opening to disperse the oil so as to be less noticeable. Another solution would be the addition of an emulsifier such as food grade zantham gum to the flavored tomato juice

to disperse the oil throughout the cover solution. Ratings on sourness might be improved by reducing the ratio of tomatoes to lettuce in salads. While this is a difficult aspect to control, smaller cans of tomatoes might serve to do this. Also, suggesting tossed salads rather than serving the tomato slices on a lettuce leaf is recommended, since respondents serving tossed salads generally rated the product characteristics higher than those serving it sliced. A slight reduction in the amount of vinegar plus the substitution of a different food grade acid such as malic for citric could possibly reduce the sour sensation imparted by the flavoring ingredients. However, acid is required in the product to maintain a low pH in order to reduce the cooking time in the retort and thereby maintain firmness. Also, the problem of firmness and the related aspect of appearance may be approached from the standpoint of examining varietal differences of the tomatoes used.

As the product is presently formulated, it appears to have possibilities as a marketable product. Further improvement and subsequent evaluations will enhance the product's ability to satisfy important consumer needs and thereby improve its chances of becoming a viable, marketable product.

REFERENCES

[1] Brown, H. E., F. I. Meredith, Guadalupe Saldana, and Thomas S. Stephens, "Freeze Peeling Improves Quality of Tomatoes," Journal of Food Science, Vol. 35, 1970.

[2] Peryam, David R. and Francis J. Pilgrim, "Hedonic Scale Method of Measuring Food Preferences," Food Technology, Vol. II, p. 9-14, September 1957.

[3] Saldana, Guadalupe, Thomas S. Stephens, Harold E. Brown, and Francis P. Griffiths, "A Comparison of Peeling Methods to Improve Firmness in Canned Seasoned Salad Pack Tomatoes," Journal of the Rio Grande Valley Horticultural Society, Vol. 25, 1971.

[4] Sales Management, The Marketing Magazine: 1971 Survey of Buying Power, Sales Management, Inc., Vol. 107, No. 2, July 10, 1971.

[5] Stephens, Thomas S., Guadalupe Saladana, and Francis P. Griffiths, "Peeling Tomatoes by Submerging in a Hot Solution of Calcium Chloride," Journal of the Rio Grande Valley Horticultural Society, Vol. 21, 1967.

APPENDIX

Technical Description of the Canned, Seasoned Salad Pack Tomatoes and Processing Procedures

Product Analysis

Samples of the canned salad pack tomatoes prepared for the consumer panel tests were analyzed and the results are as follows:

Net weight: 453 g.
Drained weight: 285 g.
°Brix: 7.4
pH: 3.95
Titratable acidity: .91
Firmness, measured by an Allo-Kramer
Shear Press: 1.47 sq. in.
Calcium content: .0145%
Color, measured by a Gardner Color
Difference Meter, a/b ratio: 1.67

Processing Procedures

The tomatoes for this study were processed during the first week in June 1971 and were of the Chico variety. They were peeled by dipping 20 seconds in liquid nitrogen, thawing 30 seconds in tap water and removing the peel by hand. The peeled tomatoes were firmed by dipping 2 minutes in a 2% calcium lactate solution. After dipping in calcium lactate the tomatoes were rinsed with tap water, then sliced into approximately 3/8 inch thick slices. The seasoning ingredients listed below were added to the cans (407 x 303 plain tin) and the cans filled with 300 g. of sliced tomatoes. All cans were filled with hot tomato juice exhausted to a center-can-temperature of 160°F, closed and processed 18 minutes in boiling water, then cooled immediately in tap water.

The seasoning ingredients added to each can were:[a]

10 ml.	100 grain (10%) vinegar
0.2 g.	garlic powder
2.5 g.	salt
4.5 g.	seasoning (Strange No. 97588)
1.0 g.	citric acid
35.0 ml.	vegetable oil (Wesson)

Additional processing details are discussed by Stephens, et. al., in several recent publications [1, 3, 5].

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[a]Use of a company and/or product name does not imply approval or recommendation of the product to the exclusion of others which may also be suitable.

SUGGESTED USES FOR
SALAD TOMATOES

These canned tomatoes were developed for use as salad tomatoes. They contain a ready-mixed salad dressing and are ready to be used just as they come from the can. CHILL BEFORE SERVING.

Suggested Uses

Tossed salad: Shred a medium size head of lettuce and mix together with contents of can in a large salad bowl.

Individual salad: Arrange tomato slices on a lettuce leaf.

Please complete the attached rating form immediately after using the tomatoes.

OMB No. 40-S71097

Approval Expires June 30, 1972

Texas Agricultural Market Research
and Development Center
Texas A&M University
College Station, Texas

Household No._____

Address_____

Interviewer_____

SALAD TOMATO RATING FORM

1. Only the home maker should complete this form. Please answer these questions immediately after using the tomatoes.

   A. For what purpose did you use the tomatoes?_____

   _____

   B. Were the tomatoes chilled before using? (Check)

   Were ☐ Were Not ☐

2. Please rate this product for each of the characteristics shown below. (Check the scale with an "X" in the appropriate place. Please read each scale carefully. Note that the "best" rating for each is at the center of the scale.)

   A. Sourness (acidity, tartness)

   1 2 3 4 5 6 7 8 9

   Too sour — Just Right — Not sour enough

   B. Oil

   1 2 3 4 5 6 7 8 9

   Too oily — Just Right — Not oily enough

   C. Firmness

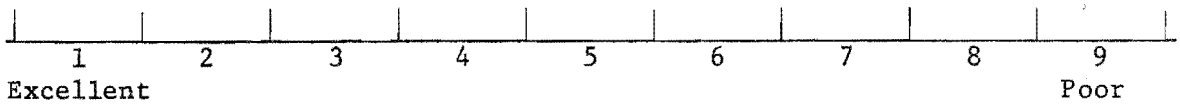
   1 2 3 4 5 6 7 8 9

   Too firm — Just Right — Too soft

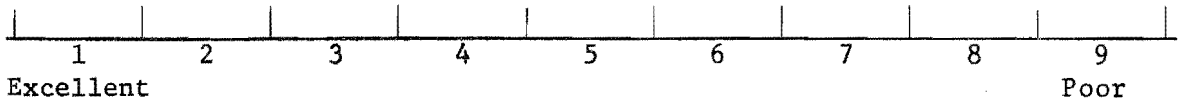
Please go to next page.

3. Please rate this product for each of the characteristics shown below. (Check the scale with an "X" in the appropriate place. Please read each scale carefully. Note that these scales differ from those used on the preceding page; these scales run from "Excellent" at one end to "Poor" at the other end.)

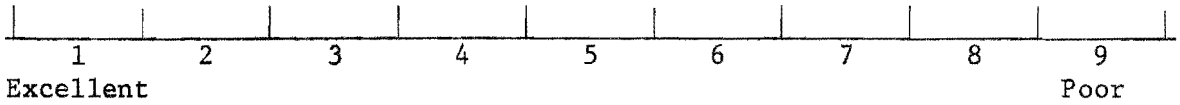
A. Appearance



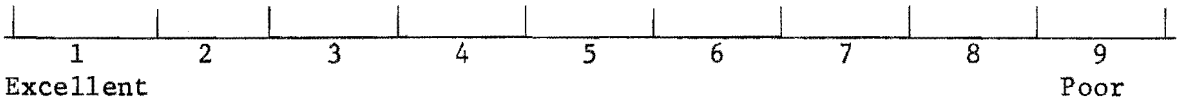
B. Convenience



C. Overall Flavor



D. Overall Quality



4. Disregarding price, would you or would you not purchase this product if it were available? (Check) Would ☐ Would Not ☐

5. If you would purchase this product, please indicate how much you would be willing to pay for the canned salad tomatoes. (This can represents approximately one pound of fresh tomatoes.) (Answer all parts.)

If fresh tomatoes are:

19¢ lb., I would pay ....._____¢ per can for canned salad tomatoes.

29¢ lb., I would pay ....._____¢ per can for canned salad tomatoes.

39¢ lb., I would pay ....._____¢ per can for canned salad tomatoes.

49¢ lb., I would pay ....._____¢ per can for canned salad tomatoes.

59¢ lb., I would pay ....._____¢ per can for canned salad tomatoes.

Appendix Table 1. Chi-square values for evaluations of product characteristics by age categories.

	Dallas	Columbus	Both Cities
Sourness	11.1972*	1.7895	5.5497
Oiliness	2.7049	0.7371	1.6430
Firmness	3.0384	5.8546	6.3519
Appearance	10.8233*	9.7571*	16.2880*
Convenience	2.7883	2.9838	3.2060
Flavor	10.4228*	3.7680	11.7503*
Quality	7.8654	10.3290*	13.3225*
Would you buy it?	1.4266	0.5623	1.9064

*Statistically significant at the .05 level.

Source: Completed questionnaires, Dallas and Columbus, December, 1971.

Appendix Table 2. Chi-square values for evaluations of product characteristics by income categories.

	Dallas	Columbus	Both Cities
Sourness	15.7630	8.8555	7.7444
Oiliness	9.7767*	3.8642	3.0458
Firmness	9.7574*	4.2649	5.9357
Appearance	2.6320	6.8673	2.5149
Convenience	5.0897	38.9627*	7.6636
Flavor	16.4836*	7.9210	7.9497
Quality	4.3335	14.2096*	8.6670
Would you buy it?	6.8880	5.2401	1.4053

*Statistically significant at the .05 level.

Source: Completed questionnaires, Dallas and Columbus, December, 1971.

Appendix Table 3. Chi-square values for evaluations of product characteristics by serving temperature.

	Dallas	Columbus	Both Cities
Sourness	0.5908	0.2018	0.6262
Oiliness	0.3547	2.4794	0.2471
Firmness	1.8910	0.9762	2.0608
Appearance	8.5902*	8.1321*	12.0758*
Convenience	N.A.	N.A.	N.A.
Flavor	2.0166	1.3712	0.3746
Quality	2.1894	1.6159	1.2464

*Statistically significant at the .05 level.

Source: Completed questionnaires, Dallas and Columbus, December, 1971.

Respondent Comments

The following comments were made by the respondents in Dallas and Columbus. All comments are direct quotes and editing was limited to spelling.

Dallas

We didn't like them. They were too oily and we didn't like the seasoning in them either.

I wouldn't pay any price. They were too oily and the seasoning in them wasn't good.

Because of no loss in the can tomatoes, I would be willing to pay 10¢ per pound more for the can.

Best ever tried. Very pleased with taste convenience of the product, etc. Would buy and keep on shelf constantly.

I would buy these canned tomatoes for their flavor and convenience, on occasion and would expect to pay a premium for the availability.

Perhaps this could be used in other ways. Needs salt.

I do not use much oil. For sauce perhaps as the tomatoes are, will say just right.

Would not buy at all.

Too watery, too greasy, too little amount tomatoes to bother with. Improve product to full can of quality salad makings and increase price as this is a luxury item in my estimation.

I tried adding sugar and stewing the tomatoes, but without the desired result.

They're wonderful.

I wouldn't get them. They were poor quality.

They were not worth anymore than 18¢, but even then I wouldn't buy them.

I tried it with sliced meat, it was very good.

I cannot say enough about the salad tomatoes. I would like to be able to buy this brand.

I would like to try these on rice, chicken, ground meat, squash and left-overs, also a base for dips, cheese spreads. They are tasty, storable, convenient and save buying a dressing. A wonderful idea.

On the question as to whether I would purchase this product, I answered that I would not. I really think, however with certain improvements that I would purchase this product because it would be convenient and a quick way to make a salad, and you wouldn't have to worry about tomatoes spoiling in the refrigerator.

I prefer fresh tomatoes. I did not like the salad dressing in it for salads. It would taste better with red beans or in tomato soup. They had a beautiful color. I seldom buy tomatoes, because we have tomatoes from May to November.

I think I would have liked the flavor better without the salad dressing being added. Maybe add salad dressing at time of use.

The tomatoes had a good color and taste, but too soft-mushy for a salad, good for stewed tomatoes - good seasoning.

I like the idea of canned salad tomatoes very much. I think the only objection I had was the oil.

Didn't like them at all.

These tomatoes are great, but the mixture they are in has too much vinegar and oil. It made our salad too oily.

These tomatoes seem to be packed in vinegar and if so, there is too much. For my own use, I prefer a firmer tomato and not this much oil. We do not use a salad dressing on our salads.

If tomatoes are firm, fresh and with good taste, I would purchase them (instead of canned.) Had sour smell. Would not buy.

Just for eating liked them very much.

They were too hot.

I did not like the salad tomatoes.

This is a good tasting food - would like to see it on the market so that we can buy and enjoy it.

We didn't eat the tomatoes because we didn't like the salad dressing they were canned in.

These tomatoes are really good. Just a shade too oily.

I don't feel it fair to judge. I just do not like vinegar and oil dressing. Neither does my family. Would not buy.

Liked the tomatoes, but not the dressing.

Delicious.

I would like to see two types on the market - just the tomatoes and dressing and tomatoes onions and dressing.

Columbus

I would rather have the whole tomato marinated in oil and vinegar and slice it myself. Perhaps this would help keep the tomatoes "together" better. I didn't like the appearance of the tomatoes, as all that was on each piece was just the outside pulp.

We do not care for canned tomatoes in salad, however I used the remainder of the can, draining off the dressing in lemon gelatin as an aspic and we thought it was very good.

Tasted rancid. Family wouldn't eat. Either the can was bad or the goods were. If the tomatoes had tasted all right, the idea is fine. The dressing and/or canning would have to improve greatly.

Taking into consideration that there is no waste to the canned tomatoes. I believe they would be worth a little more; also the salad dressing has been added. There is no muss and no fuss.

Smelled like cod liver oil.

Can't wait for them to be on the market. They are really good.

I didn't care for the tomatoes at all.

The taste was so bad, I could hardly keep from spitting it out.

Would not buy. Too much seasoning.

These would be delightful to use and even though they did not suit our (dressing) taste, they could be individually seasoned.

Too oily.

Smells a little funny.

Didn't like smell. Threw them out.

Tomatoes smelled and tasted spoiled to me, so I didn't eat it, but my husband and son insisted on eating them and they liked them very much. I hope to God I'm wrong.

Not fond of tomatoes.

Prefer to make own salad dressing and simply wouldn't buy this type of product at any price.

Definitely prefer fresh tomatoes.

Children would not eat them.

Would not buy. It took one can to make 4 salads.

Is it possible the can should be turned over a few times to mix any ingredients?

I really liked the tomatoes. I think they would probably be a bit too expensive to use, but they were really good. I hope they get on the market. I liked the flavor of the salad dressing mixed in.

We like tomatoes, but do not care for the salad dressing on the tomatoes.

Prefers to fresh tomatoes.

I wouldn't buy these at any price. We didn't like them.

Hates canned tomatoes. Did not like.

I would recommend, have a very pleasant taste. I used them in vegetable soup base. Has the right spicy flavor. I would buy them on the market at as much as 49¢ a can. Very satisfactory.