Ford looking at using tomato fibres in its cars

It might seem that tomatoes and cars have nothing in common. But researchers at Ford Motor Company and H.J. Heinz Company see the possibility of an innovative union.

Researchers at Ford and Heinz are investigating the use of tomato fibres in developing sustainable, composite materials for use in vehicle manufacturing.

Specifically, dried tomato skins could become the wiring

brackets in a Ford vehicle or the storage bin a Ford customer uses to hold coins and other small objects.

"We are exploring whether this food processing byproduct makes sense for an
automotive application," said
Ellen Lee, plastics research
technical specialist for Ford
Motor Company. "Our goal
is to develop a strong, lightweight material that meets
our vehicle requirements,
while at the same time reduc-

It might seem that tomabrackets in a Ford vehicle or ing our overall environmental looking for innovative ways to sand cars have nothing the storage bin a Ford customing the storage bin a Ford custo

Nearly two years ago, Ford began collaborating with Heinz, The Coca-Cola Company, Nike Inc. and Procter & Gamble to accelerate development of a 100 per cent plant-based plastic to be used to make everything from fabric to packaging and with a lower environmental impact than petroleum-based packaging materials currently in use.

At Heinz, researchers were

looking for innovative ways to recycle and repurpose peels, stems and seeds from the more than two million tons of tomatoes the company uses annually to produce its best-selling product: Heinz Ketchup. Leaders at Heinz turned to Ford.

"We are delighted that the technology has been validated," said Vidhu Nagpal, associate director, packaging R&D for Heinz. "Although we are in the very early stages of re-

search, and many questions remain, we are excited about the possibilities this could produce for both Heinz and Ford, and the advancement of sustainable 100% plant-based plastics."

Ford's commitment to reduce, reuse and recycle is part of the company's global sustainability strategy to lessen its environmental footprint while accelerating development of fuel-efficient vehicle technology worldwide.

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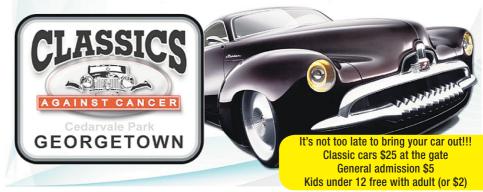
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"What's happening at the show:

7:30 Gates Open For Cars 8:00-10:30 Pancake Breakfast (Free for all participants) 8:30 - 3:00 Gates Open To Public

9:00 - 12:00 Car Judging

9:00 Master Of Ceremonies Begins - Stage 10:00 Live Music "Time Trip" Begins - Stage 10:30 - 3:00 CSCC Exotics & Sports Car

> Showcase Display 2:00 Trophy Presentations

Other Show Features:

- Hundreds of Classic & Sports Cars
 - Dozens of display and vendors
 - Lots of Drive-in Style Food
 - Kids Activity Area with Mickey,

Minnie & Minions, Face Painting & Balloons

- Kids & Classics Boat Museum Display
- Halton Hills Biodiversity & Birds Of Prey Demo
 - Live Music by "Time Trip"
- Halton Hills Fire Department Classic Truck