

The Fresh Market CA & Baja - MX

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Syngenta

CALIFORNIA FRESH TOMATOES

- Market declining... perhaps 25,000 – 30,000 a
- Cool weather delayed season.
- Water seems to have been in good supply, especially in Northern CA...
- Good prices perhaps due to low supply
- TSWV continues to be an issue depending on the areas.
- Competitive varieties from most players: HM, Takii, Monsanto, SYT, BHN, Sakata, Nunhems,
- Interesting promotion from Subway.

Here some propaganda...



Courtesy California Tomato Farmers

Subway's three-month promotion, "Home Grown Flavor: California Goodness" relies on tomatoes from California Tomato Farmers, Fresno.

The promotion runs through September and includes in-store signs underscoring the tomatoes' California origin and offers examples to customers of how CTF "Live(s) Green."

"This is a natural fit for us," Ed Beckman, CTF chief executive officer, said in the release. "Like Subway, our growers are committed to helping the environment whenever possible — by using drip irrigation to conserve water, adopting solar power

for clean energy, and by using cover crops to preserve the quality of our soil."

The cooperative's members represent nearly 80% of fresh tomatoes produced in California.

During summer Subway uses tomatoes, peppers, cucumbers, lettuces, baby spinach and red onions from California through much of the U.S. and Canada.

"Although the Subway brand benefits from the efficiencies of a centralized distribution network, we know our customers are increasingly interested in locally sourced products that help support local businesses as well as reduce the carbon footprint of the supply chain," Tina Fitzgerald, director of produce and corporate responsibility, said in the release.

"Knowing this, our nonprofit, franchisee-owned, Independent Purchasing Cooperative tries to incorporate locally sourced products where possible provided they meet our stringent specifications and are cost-effective."

BAJA CA

- Net-houses growing, ground planted mostly.
- Indeterminate is growing; saladette is larger market, but beef is also very important.
- Determinate: basically Saladette, no beef.
- TSWV and F3 as main diseases, especially North; Psyllids in OF. South Baja: add TY.
- Very competitive: Enza, HM, BHN, Monsanto, Nunhems, Vilmorin, SYT, Sakata,