

TBRT 2011 South America Overview



- ❑ Tomato seed market is estimated to about US \$ 50 million
 - Brazil, Chile and Argentina account for about 70%

- ❑ Indeterminate round constitutes the bulk of the market at more than half of the tomato seed sales

- ❑ Determinate saladette is about 10 % of the market
 - Primarily in Venezuela, Peru and Argentina
- ❑ Determinate round follows closely in importance
 - concentrated primarily in Chile and Argentina

- ❑ Perceived trends in new products
 - Begomovirus resistance
 - Fusarium wilt race 3