



By Maura Maxwell

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NatureFresh to bring Tomberry to North America



The Ontario-based grower said the variety is a perfect fit for its rapidly expanding snacking offer

NatureFresh Farms has signed a deal with Eminent Seeds to become the exclusive North American marketer of the Dutch seed specialist's proprietary Tomberry tomatoes.

Dubbed the world's smallest tomato, The Tomberry is about 0.5-1cm in diameter with an average fruit weight of 1-2g, making it ideal for snacking.

"Not only does the Tomberry deliver in flavour, it brings a new look and ingredient to the culinary world of food service," NatureFresh said. "These attractive berries are very versatile in the use of salads, hot dishes, and visually appealing."

The company will begin growing the variety at its Leamington, Ontario greenhouse from spring 2018 and plans to expand production over the next few years as the snacking tomato category grows to meet consumer demands.

Matt Quiring, NatureFresh's executive retail sales manager, said the tomato has already caught the eye of retailers.

"The snacking trend in North America has exploded and we continue to search for new items that will help grow our snacking category," he said.

"This pearl-sized fruit's unique size is something hard to miss and even more difficult to pass by without picking up.

"Once a consumer tries them, we are confident that they will be coming back for more. Visually, it is candy to their eyes. From a sensory standpoint, we can back that up."

NatureFresh Farms' owner and president Peter Quiring said the variety was a perfect fit for the company's TOMZ snacking category and brand strategy.

"We want to grow and market the best tasting tomatoes, peppers, and cucumbers and we are excited to offer

this for the first time from our Leamington Ontario greenhouse starting next spring.

"Our research team works hard at identifying these new varieties that taste exceptional, and we look forward to the new opportunities they provide for future consumers."