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By Fruitnet.com Staff

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European Tomato Forum offers fresh impetus



Already very popular among consumers, tomatoes still have enormous untapped potential, say the event's organisers

Red, sweet, hearty – there are tomatoes for (almost) every taste. Tomatoes are highly popular with consumers and perhaps the most important product in the fruit and vegetable sector. Today there is a sometimes unbelievable variety of 50 or more different tomatoes – and this is appreciated by consumers. But resting on your laurels is not the way forward.

On the contrary, the sector requires further development and there are still questions to answer: Why is it successful? What can be optimised further? What does the consumer want? How many different tomato varieties should there be? How can the numerous possibilities in preparation and consumption be exploited?

These and other questions will be discussed at the annual [European Tomato Forum](#), which takes place on 1-2 June in Düsseldorf, Germany. “We want to give this strong sector fresh impetus,” comment the organisers, Fruchthandel

Magazine and AMI,” to highlight the success of a category that has developed so fantastically over the last 20 years, and to discuss trends and new ideas with European experts. On the day the stage will belong to the European tomato sector.”

The delegate list, which includes participants from all areas of the trade and in particular food retail, promises to provide interesting discussion partners, including seed producers who will present their new varieties. Retail managers will explain how they are shaping the category and why a broad product range is not only nice to have, but important for success.

The market will also be examined carefully, with analysis of data from various countries where tomatoes are sold and imported. We will pose questions such as: How does the flow of goods look? Which varieties are in demand? Which parts of the sector are in decline? What role does packaging play?

The European Tomato Forum 2017 offers a unique opportunity to make and maintain contacts in a very specific and focused way, incorporating as it does a get-together the evening before the event, as well as several networking breaks.

Simultaneous translation of the plenary session will be provided in German and English.

[The complete programme and all information on various sponsoring opportunities, as well as how to register, can be found here on the Fruchthandel website.](#)

Early bird tickets priced at €450 are available until 21 April, after which tickets will cost €550.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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