

2008 HOTTEST TOMATO Competition

Presented by REACH International

The following designations were decided upon by an expert panel of judges, based on several criteria on a scale of 0 to 10. Tomatoes were judged based on Appearance (color, size, shape, freedom from physiological disorders and decay), firmness, texture, dry matter, organoleptic (flavour) qualities, Taste Panel (watery fruit, firmness, texture, flavour, fruitiness, acidity), and Visual Panel (Colour, fruit shape, fruit cracking, gold specks, puffiness) and then a final overall rating.

Thanks to our qualified judges, the following companies have the opportunity to differentiate their commodities in the marketplace, giving them a significant edge over their competition:

For Most Pledges Raised for the Registered Canadian charity, REACH International, **The Tomato Master Jacket goes to Fausto Amicone, AMCO Produce.**

The People's Choice Award

- voted on by average Tomato Festival visitors, and representing the vote of the average consumer

Tomato # 11 CNK Farms Specialty Tomato Bella Sweets (strawberry tomato) Distributed by Mucci Pac

2nd place - Mastronardi Champagne Cocktail

3rd place tie -

Pure Foods 'Oriana' - orange cocktail ; and Mucci Farms 'Rosso Bruno' - brown beefsteak



Felicia Chibante
Erie Shores Growers Ltd.



Ed Verbeke - C.N.K. Farms
Distributes through Mucci Pac



The Tomato Master Jacket goes to AMCO Produce

Fausto Amicone, AMCO Produce
wearing the Tomato Master Jacket



And the winner is...

--- **Best Overall Hothouse Tomato in the Tomato Capitol of Canada (and the Greenhouse Capitol of North America)**

Tomato # 31 MASTRONARDI PRODUCE CHAMPAGNE COCKTAIL TOMATO

-- **Best Hothouse Specialty in the Tomato Capitol of Canada (and the Greenhouse Capitol of North America)**

Tomato # 31 Mastronardi Produce Champagne Cocktail Tomato

-- **Best Hothouse Roma in the Tomato Capitol of Canada (and the Greenhouse Capitol of North America)**

Tomato # 13 Pure Hothouse Foods Roma Tomato

-- **Best Hothouse Beefsteak in the Tomato Capitol of Canada (and the Greenhouse Capitol of North America)**

Tomato # 5 Mastronardi Produce Beefsteak Tomato

-- **Best Hothouse Cluster in the Tomato Capitol of Canada (and the Greenhouse Capitol of North America)**

Tomato # 18 Erie Shores Cluster Tomato



Giuseppe Rubino,
Sunset/Mastronardi Produce



Ken Paglione,
Pure Hothouse Foods Inc.



Art Barron, President of R.E.A.CH. International



Giuseppe Rubino,
Sunset/Mastronardi Produce

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Thank You!

Thank You To Our Official Judges:

Rob Butler: District Manager for No Frills Western Ontario, part of the Loblaws/Superstore/Zehrs/NoFrills group of companies

Xiuming Hao Research Scientist: AAFC - Agriculture and Agri-Food Canada - Harrow, ON

Scott Makey:
H. J. Heinz Agriculture Manager, Leamington.

Sarah Baldo, Co-op Student, OMAFRA - Harrow, ON
Ontario Ministry of Agriculture, Food, & Rural Affairs
for *Shalin Khosla, Greenhouse Vegetable Specialist*

And to our People's Choice judges, consisting of average consumers who took their judging very seriously



Xiuming Hao Rob Butler Scott Makey



Sara Baldo



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We ask all our participants to show your appreciation by patronizing these fine establishments.

Thank You! You are making a difference!



Judith, is a sponsored student from the same REACH project area in Kampala, Uganda, in Africa, and now attends St. Clair College, Windsor. We met Judith and her sister through our relationship with St. Clair College. The girls believe in the work that REACH is doing in their home town and although their sponsors are private individuals, Judith and her sister now volunteer for REACH International!



www.reachint.org | www.hottesttomato.com

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- NAPLES PIZZA
- PICCOLO'S ITALIAN RESTAURANT
- GREENHOUSE CANADA MAGAZINE

Thank You!