

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 Hothouse Foods Inc. '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!

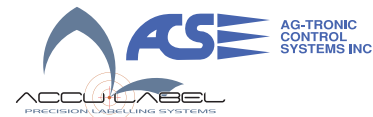


www.reachint.org | www.hottesttomato.com

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ROW SPONSORS:



Liftow



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- THERMO ENERGY SYSTEMS
- FESTIVAL TENTS
- GRODAN INC.

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- JAZ MARKETING & DESIGN
- BARTEL GREENHOUSE SYSTEMS
- ROMA CLUB OF LEAMINGTON
- LAKESIDE BAKERY DELI CAFE
- NAPLES PIZZA
- PICCOLO'S ITALIAN RESTAURANT
- GREENHOUSE CANADA MAGAZINE

Thank You!