



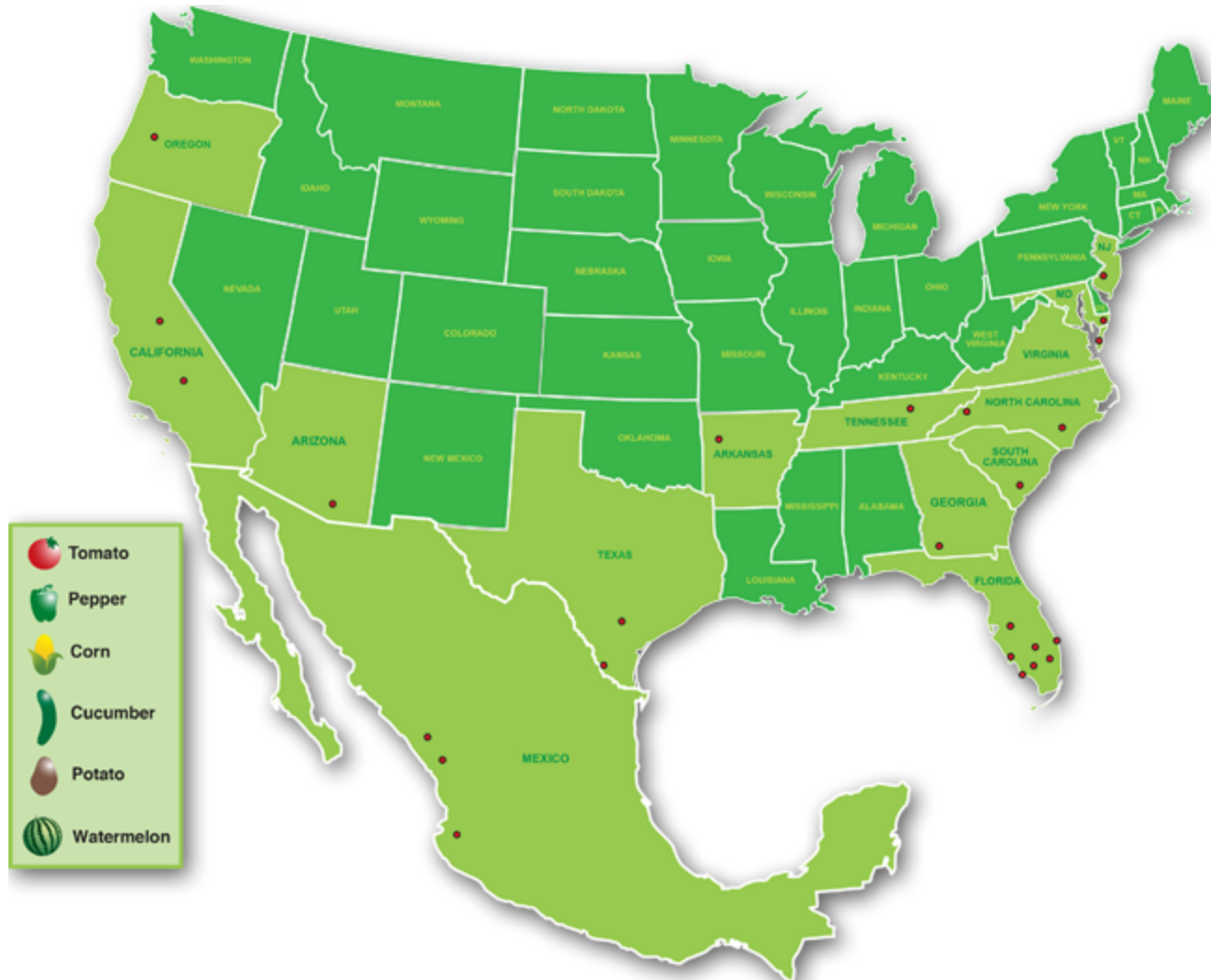
# Tomatoes

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- Company Overview
- Tomato Industry Overview
- Challenges/Opportunities
- Company Sustainability: What to do with our Culls?
- Agriculture Opportunities
- Questions for you...
- Questions for me...

- **Mission:** To be North America's most dependable source of fresh tomatoes
- Largest supplier of *field grown* tomatoes in North America
- "The largest tomato company that you've never heard of..."
- Vertical Integration:
  - R&D
  - Farming
  - Packing
  - Re-packing
  - Processing





# Tomato Industry Overview

- ***Tomatoes*** – a winter production crop in FL
- Harvested GREEN
- Hand-picked
- Hundreds of varieties designed/bred for different climates/disease pressure
- Major tomato varieties:
  - Round
  - Roma
  - Grape
  - Cherry
  - Heirloom





# Challenges/Opportunities

- Challenges/Opportunities:
  - Labor
  - Market Pressure
  - Market Variety
  - Water Restrictions
  - Costs
  - Food Safety
  - Sustainability



- Approx. Industry Standard - less than 50% of tomatoes grown – actually get sold...
- Over 50,000 tons of tomatoes are thrown away each year





# Company Sustainability: What to do with our Culls?

- We currently pay for disposal of tomatoes – dumped in cow pastures
- Opportunities:
  - Develop a “Value Added” use for our culls
  - Explore the use of bio-digestion as an option for the culls to either generate **electricity** or create **biofuel**
  - Perform a feasibility study on tomatoes
  - Look into efficiencies, logistics, material/capital requirements





# Considerations...

- What to do with tomato culls...
- Sustainability and business – challenges, obstacles, opportunities...
- Innovator's Solution
- Value added industry = Solutions provider



