TASTI-LEE TOMATO MARKET IMPROVEMENT PROJECT
FY 2008

Florida is a major tomato supplier of the U.S. market from October to June, and in the winter months it supplies almost all tomatoes eaten by Americans. For many years the tomato industry was one of the largest revenue producing commodity groups in Florida however the last decade has witnessed declining crop values, reduced market share, and growing competition from Mexico.

A new fresh market tomato variety has been developed to be marketed and sold under the brand name Tasti-Lee™. The project goal was to develop a unified strategy for establishing Tasti-Lee™ tomatoes as an alternative tomato crop in Florida. Major project activities included developing estimates of market demand and acreage needed to support market demand; developing enterprise scenarios; and conducting consumer research in three U.S. test markets.

FINAL REPORT

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Tasti-Lee™ Tomato Market Improvement Project

SUBMITTED NOVEMBER 30, 2010 BY:

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AND

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Division of Marketing and Development

AND

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The University of Florida

Institute of Food and Agricultural Sciences (UF-IFAS)

Tasti-Lee™ on the vine

Abstract

A new tomato variety, Fla. 8153, to be marketed and sold under the brand name Tasti-Lee™, is a fresh market tomato hybrid that has been released for the premium tomato market. This variety offers positive prospects for improving consumer interest and assisting growers in search of a more profitable enterprise.

Tomatoes are one of the largest Florida commodity sectors, however, a combination of decreased consumer interest and reduced production has resulted in a gradual decline for the past several years. Competitive market place pressures have also pushed prices lower in recent years. Florida is a major domestic tomato supplier from October to June, and in the winter months it supplies almost all tomatoes eaten by Americans. Mexican exports contribute the rest. Mexico has a growing tomato industry and is exporting products to the United States. Lower cost for land, labor and other inputs make Mexico a major competitor with the Florida tomato industry.

Florida growers are constantly battling pathogens which destroy tomatoes. The pathogens attacking tomatoes can be classified into three major groups: fungi and fungal-like microbes, bacteria, and viruses. Many of the fungi attacking tomato reproduce by creating large numbers of spores. Some spores are airborne by wind or moisture and spread readily within and between fields. Hurricane activity has contributed to the problem by scattering the diseases in the wake of storms and destroying healthy crops.

FLORIDA TOMATOES

Acreage, fresh market production, and value, crop years 1996-97 through 2005-06[1/]

Crop year	Acreage		Yield per acre	Production [2/]	Dollars per carton	Total value [2/]
	Planted	Harvested				
	Acres		*25-lb cartons*	*1,000 cartons*		*1,000 dollars*
1996-97	37,500	37,300	1,468	54,750	8.08	442,410
1997-98	39,300	39,300	1,427	56,091	9.05	507,723
1998-99	43,400	43,400	1,427	61,922	7.50	464,244
1999-00	43,200	43,200	1,439	62,185	6.67	414,813
2000-01	43,800	43,800	1,373	60,152	9.26	557,023
2001-02	43,500	43,500	1,351	58,750	8.07	474,284
2002-03	43,300	43,000	1,320	56,760	9.70	550,572
2003-04	42,400	42,000	1,440	60,480	8.28	500,472
2004-05	45,200	42,000	1,480	62,160	12.95	804,972
2005-06	41,200	38,500	1,400	53,900	10.23	551,128

[1/] Includes round and plum or pear-shaped varieties, and U-Pic.
[2/] Fresh market only.

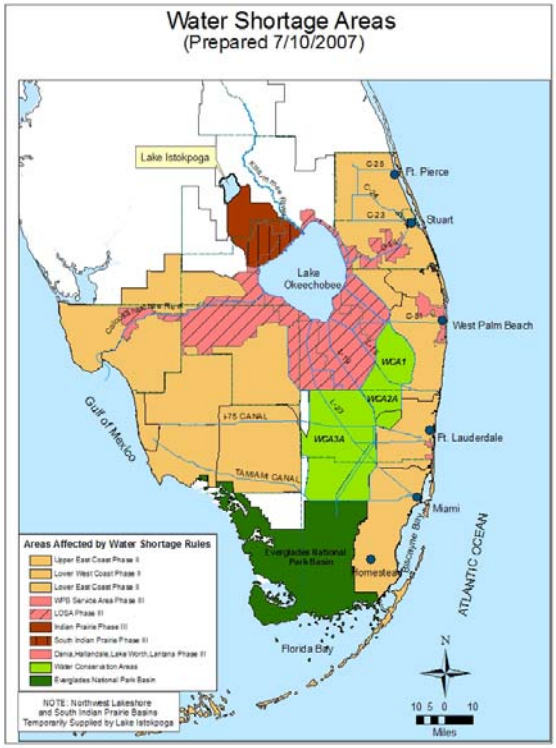
After 2004's record hurricane season, the U.S. consumer's appetite for tomatoes vanished with the record low production levels and high prices that resulted—averaging between $2.50 and $2.90 a pound; when they usually cost a $1 a pound. Then subsequent hurricanes made 2005 one of the worst years in recent memory for agriculture in Florida, which supplies more than half of the nation's fresh vegetables between November and February. When a large tomato crop was harvested in January 2006, there were few buyers, as consumers were put off by prices that had previously more than tripled. According to Florida growers, retail stores didn't lower prices fast enough to entice buyers once the tomato crop resumed normal production levels.

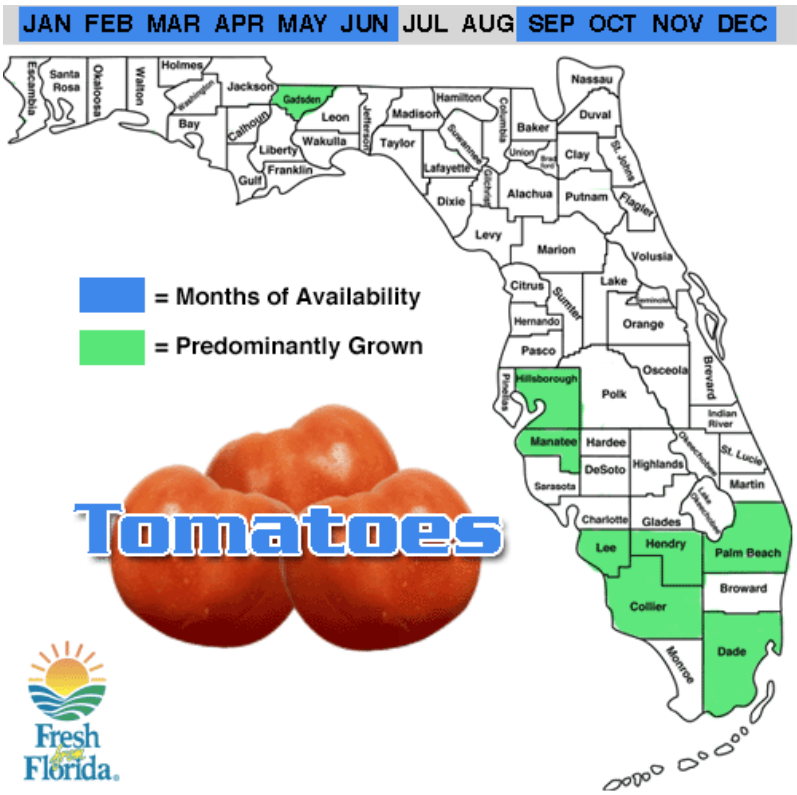
This two-year project examined the Tasti-Lee™ as an alternative tomato crop. A feasibility analysis was developed to identify the most economically feasible entry and marketing strategies for Tasti-Lee™ tomato production in Florida.

Background and Justification

For many years the tomato industry has been one of the largest revenue producing commodity groups in Florida. However the last decade has witnessed declining crop values and reduced

market share. With absolute certainty, the 2004 and 2005 hurricane seasons damaged Florida's tomato production capacity. Of the 41,200 acres of tomatoes planted in Florida, only 38,500 acres were harvested in the 2005-06 crop year. The storms accelerated an existing trend of economic and disease problems. Now drought conditions in the southern United States pose an additional threat to the tomato industry. As a result, according to Reggie Brown, Florida Tomato Committee spokesman, the 2007-08 tomato crop is predicted to be the smallest since 2003-04.





The 16.5 pounds of fresh tomatoes that the average American eats each year include about 4.6 pounds produced in Florida, seven pounds produced in other states, especially California, and 4.6 imported pounds, usually from Mexico. Mexico has a strengthening tomato industry. It has a lower land, labor and capital input cost. Even with transportation cost factored into delivered price, Mexico can put tomato products into the American market place at a lower cost. Florida and Mexico compete for less than half the year--for the five months between December and April--with the most severe competition in February-March. Most observers attribute Florida's falling share of the winter vegetable market to weather and to Mexico's "correct" technological choices.

Until the early 1990s, both Florida and Mexico produced mostly “mature green” tomatoes, which means that green tomatoes were picked into buckets, sorted and packed into cartons, and then gassed to turn them pink before being shipped to retail stores. However, Mexico began in the 1990s to plant "vine-ripe" tomato varieties that can be picked pink, and reportedly taste better than mature green tomatoes.

Successful management of diseases always has been a vital necessity in Florida tomato farming. The great majority of plant problems are caused by pathogenic microorganisms, such as wilt race, gray leafspot, bacterial soft rot, and graywall. These extremely tiny disease agents cause losses by attacking the tomato fruit directly, rendering them unfit for consumption or sufficiently detracting from the appearance to reduce consumer preference. These diseases also affect other plant parts by reducing plant vigor and carbohydrate production, resulting in subsequent yield and monetary losses.

One alternative tomato crop has been developed at the University of Florida. Tasti-Lee™ is a fresh market tomato hybrid that has been released for the premium tomato market. It has a high lycopene content and an attractive, deep red color due to the crimson gene. This hybrid has the ability to produce fruit with good flavor under a wide range of growing conditions. This feature, along with reliable yields of firm, marketable fruit attract repeat purchasing in the retail sector. Tasti-Lee™ has a determinate vine that provides good fruit cover. It has early to midseason maturity with a moderate level of heat-tolerance. Tasti-Lee™ performs well on the eastern seaboard allowing year-round production.

Tasti-Lee™ has been the subject of preliminary consumer preference testing in seven sensory panels where it has consistently scored as the most preferred group for overall flavor and has been rated significantly better than all commercially-grown tomatoes to which it has been compared in six of the seven. Participants in a consumer panel also rated Tasti-Lee™ significantly better in flavor than the grocery store tomato to which it was compared.

The Tasti-Lee™ tomato will compete in the premium market. While the entry cost and production cost are higher for the premium market, the anticipated returns justify the extra cost and efforts. The features and benefits will include: taste, aroma, quality, nutra-ceutical properties, and overall appearance. The Tasti-Lee™ does not have grade issues. It will be marketed as a blemish free tomato, ideal in taste as well as appearance.

Tasti-Lee™ is resistant to fusarium wilt races 1, 2 and 3, Verticillium wilt race and gray leafspot. Stem scar water uptake for Tasti-Lee™ indicates intermediate tolerance to bacterial soft rot. Tasti-Lee™ is tolerant of most common fruit disorders but has some susceptibility to graywall under conditions conducive to this disorder. Tasti-Lee™ has good tolerance to all types of fruit cracking and this has been evident in the high percentage of marketable fruit that was reported in the preliminary research.

Tasti-Lee™ is a special tomato variety developed by the University of Florida. Seed is produced and distributed exclusively by Bejo Seeds, Inc. Four seed companies bid to buy the rights to produce and distribute Tasti-Lee™ seeds in 2008. The university chose Bejo Seeds, Inc., a large, family-owned Dutch firm with offices around the world. Bejo specializes in cabbage, carrots and other cool-weather crops. Now the company is intensely engaged in competing in the tomato market in Florida, Georgia, and several other southeastern states. Commercial growers now have an equal chance to purchase the seed for production. Seed production is currently limited so the market will not be flooded with product that might create a price decline.

Project Goals and Objectives

The project goal was to develop a unified strategy for establishing Tasti-Lee™ tomatoes as an alternative tomato crop in Florida. Objectives to accomplish this goal were as follows:

1) To develop an estimate of market demand for Tasti-Lee™ tomatoes
2) To develop a state wide acreage estimate to support market demand
3) To develop enterprise scenarios to support the establishment of Tasti-Lee™ tomato acreage
4) To develop a marketing identity program for Florida's Tasti-Lee™ tomatoes that will promote sales and support the establishment of tomato enterprises.

Photo credit: J. Prezant for The Washington Post

Project Cooperator Roles

The Florida Department of Agriculture and Consumer Services (FDACS): FDACS is the lead agency for this project and took the lead in objectives 1, 3, and 4 and made substantive contributions to objective 2. These costs are included in the in-kind category. The Research and Grants Manager for FDACS is **Evelyn H. Harrison.** Mrs. Harrison was a Development Representative II with FDACS' Division of Marketing and Development when this project began. She wrote and supervised domestic and international marketing research projects, managed federal grants, and assisted with training and education opportunities for agri-business in crop insurance, risk management, marketing and finances. Mrs. Harrison was promoted in January 2010 and is currently serving as the Graphics Supervisor in FDACS' Bureau of Education and Communication. However, she continued to manage and monitor this project until its completion on August 30, 2010 and compiled the final report.

Michael Ryshouwer, an FDACS International Marketing Specialist in the Division of Marketing and Development, is the Assistant Research Manager for this project. Mr. Ryshouwer conducts research for Florida agricultural products and livestock, participates in international marketing retail campaigns, monitors crop production, and provides primary support and training for livestock data entry system. Mr. Ryshouwer's involvement in this project significantly expanded the capabilities of the marketing initiatives and provided valuable support as he assumed the role of an agricultural industry liaison on numerous occasions.

University of Florida - Institute of Food and Agricultural Sciences (UF-IFAS): UF-IFAS is a major contributor for this project and played an important role in objective 2, as well as contributing to objectives 1, 3 and 4. These costs are included in the in-kind category. **Dr. J.W. Scott,** Professor and Horticultural Scientist of the UF Gulf Coast Research and Education Center in Wimauma, Florida, led the Tasti-Lee™ breeding efforts for the University of Florida (UF). The knowledge concerning tomato production and biology Dr. Scott brought to the project was a key factor in the development of the research surveys. Dr. Scott also provided the connection between FDACS and Bejo.

Acreage, enterprise and economic forecasting were accomplished by **G.L. (Les) Harrison**, a UF-IFAS Regional Specialized Sustainable Agriculture and Technology Agent, who brought a wide variety of expertise to this project. Mr. Harrison is an agricultural economist, who assisted

by interviewing growers currently producing Tasti-Lee™ tomatoes, as well as those showing interest in beginning production of the Tasti-Lee™. He was also instrumental in the distribution of Tasti-Lee™ seedlings for test plots in the North Florida area. Other contributions included, but were not limited to: survey development and research implementation, UF-IFAS and agricultural industry liaison, photography, and Tasti-Lee™ educational seminars.

Bejo Seeds, Inc.:

Greg Styers is Bejo's Southeast Sales and Product Development Manager for the United States. **Elaine Sinniger** was a Sales and Marketing Manger for Bejo based in New York. Mrs. Sinniger worked closely with Mr. Styers and served as a direct point of contact with FDACS. When Mrs. Sinniger left Bejo in June 2010, **Jeff Trickett** replaced her and continued to work closely with FDACS to complete the project. The conclusion of the project was accomplished seamlessly with Mr. Trickett's involvement. Without this cooperative relationship and the professional support of these Bejo representatives, this complicated research project would have been nearly impossible to accomplish. Bejo picked and shipped field fresh Tasti-Lee™ tomatoes directly to each survey location for tasting. Bejo also provided seedling plants for field testing in north Florida. It is difficult to assign a value to the assistance provided by Bejo, nevertheless, an estimate of their contribution toward achieving all of the objectives has been included in the in-kind category.

Plan of Work

Photo credit: J. Prezant for The Washington Post

After initial planning and research began, an on site planning meeting was conducted in May 2009 with Dr. J.W. Scott at the University of Florida's Gulf Coast Research and Education Center outside Tampa in Wimauma, Florida. Dr. Scott (right) developed the Tasti-Lee™, a tomato variety intended to be ideal for commercial production and retail sale. G.L. Harrison (UF-IFASA) and Evelyn H. Harrison (FDACS) were in attendance. Topics of discussion included: information on tomatoes, cultural and propagation practices, economic development concepts, and consumer preferences for tomatoes. This meeting provided the input needed for the development of the survey instrument. Initially, two surveys were developed: a Blind Taste Test comparing Tasti-Lee™ to two other varieties and a Consumer Interest Survey. After consultation with Dr. Scott and later Bejo, the two surveys were combined into one and posted online on Survey Monkey for data collection and analysis.

Dr. Scott gave Tasti-Lee™ presentations in conjunction with this project at the following events:

August 27 2009 Extension Farm Field Day, West Florida REC
Free to the public; registration encouraged: 850-983-5216, ext. 113.

September 8 2009 Florida Tomato Food Safety Update, **Ritz-Carlton, Naples**
Pre-registration is encouraged to ensure enough handouts are available.
Free admission. Contact: adberry@ufl.edu

Also in attendance at these events were Whitworth Farms, the Florida Tomato Exchange, and other parties interested in Tasti-Lee™. Wegmans Grocery, a family-owned chain of 50 retail stores based in Rochester, NY, was one of the attendees and expressed interest in growing Tasti-Lee in greenhouses. Bejo was in the process of considering a trial with Wegmans to test Tasti-Lee™'s suitability for greenhouses, since it had only been field tested to date.

FDACS made contact with Elaine Sinniger (Bejo) in September 2009. Bejo offered to send a sample shipment of Tasti-Lee™ tomatoes from the experiment station field trials in Geneva, NY for pretest purposes. The shipment arrived at FDACS' Division of Marketing and Development offices in Tallahassee, FL in early October 2009. Small taste test samplings were conducted and a trial version of the online survey was administered. This "dry run" provided an opportunity to make revisions prior to the actual implementation of the survey in December 2010.

In November 2009, Elaine Sinniger (Bejo) and Greg Styers (Bejo) met with Evelyn Harrison (FDACS) and Michael Ryshouwer (FDAS) in Tallahassee, FL for further planning. They requested FDACS work closely with them so that this research project supplements Bejo's efforts to market Tasti-Lee™. In addition to the consumer survey research, they also requested assistance with the following, all of which are covered by the goals and objectives of the FSMIP grant funding this project:

- Branding and marketing Tasti-Lee™
- Improving the Tasti-Lee™ website
- Tasti-Lee™ logo design
- Tasti-Lee™ recipe development

A new logo (right) was designed by Vince Codrick of FDACS' Bureau of Education and Communication.

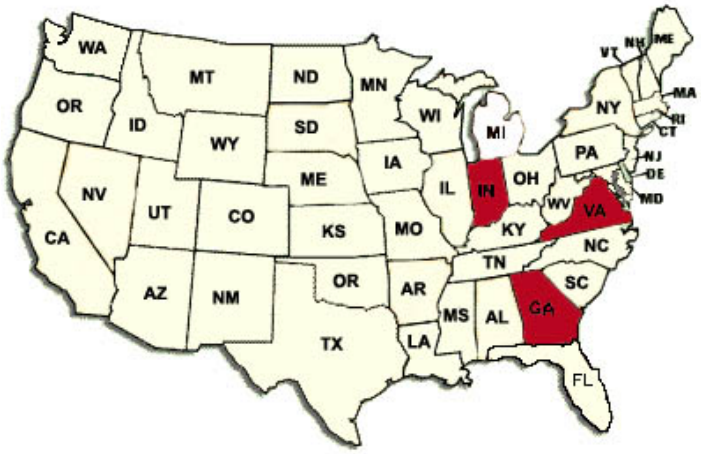
Recipes were developed by FDACS' Chef Justin Timineri. A recipe brochure was designed by Mike Wright of FDACS' Bureau of Education and Communication. (Please see Attachment A.)

PLU with new logo

Before leaving the meeting in Tallahassee, Mr. Styers and Ms. Sinniger arranged for Bejo to join the FDACS Florida Agricultural Promotional Campaign (FAPC) in order to receive additional marketing assistance for Tasti-Lee™. The Florida Agricultural Promotional Campaign (FAPC) is an identification and promotional program designed to boost the image of Florida agriculture and increase sales by helping consumers easily identify Florida agricultural products. Those participating in the program are authorized to use a variety of distinctive logos on their promotional materials so that consumers and buyers can easily identify Florida agricultural products. In addition, radio, television, print and billboard advertising is utilized to promote Florida agriculture and to create a positive image of the Florida farmer. The promotional campaign was authorized by the Florida Legislature in 1990. The Florida Department of Agriculture and Consumer Services was designated to implement the program, following guidelines established by an advisory council. The council is composed of producers, shippers, packers, retailers, commodity association representatives and a consumer and Department representative. (For more information: http://www.florida-agriculture.com/marketing/fapc.htm.)

In the meantime, quotes were solicited from three potential research companies and a company was selected based on expertise and cost effectiveness. (Please see Attachment B.) FDACS finalized a contract with the chosen company, Mid-Florida Marketing & Research, Inc. (MFMRI), in November 2009. (Please see Attachment C.) MFMRI has over 30 years examining consumer behavior, particularly in the foods sector. Research was initiated by FDACS and MFMRI in December 2009 by interviewing consumers in three major metropolitan areas where fresh tomatoes are currently shipped: Atlanta, Georgia; Richmond, Virginia; Indianapolis, Indiana. (Please see Attachment D.) These cities were chosen based on several factors in order to reflect the respective nation's population spectrum.

Geographic diversity was a consideration to account for any regional variations in preferences.



The personal income distribution of the city's citizens was another consideration.

US Census Bureau QuickFacts	***Atlanta, GA***	***Richmond, VA***	***Indianapolis, IN***
Population, 2003	423,019	194,729	783,438
Median household income	$34,770	$31,121	$40,051
Per capita income	$25,772	$20,337	$21,640
Retail sales per capita	$10,546	$9,112	$13,751

Racial diversity was considered to represent the approximate overall population.

US Census Bureau QuickFacts	***Atlanta, GA***	***Richmond, VA***	***Indianapolis, IN***
Population, 2003	423,019	194,729	783,438
White persons	33.2%	38.3%	69.1%
Black of African American	61.4%	57.2%	25.5%
Asian	1.9%	1.2%	1.4%
Hispanic or Latino	4.5%	2.6%	3.9%

The population's age distribution was the final factor. Previous research has indicated that age is an important determining factor for fresh vegetable purchases. Education and gender parameters are representative in these three cities and had the random samples' normal distribution.

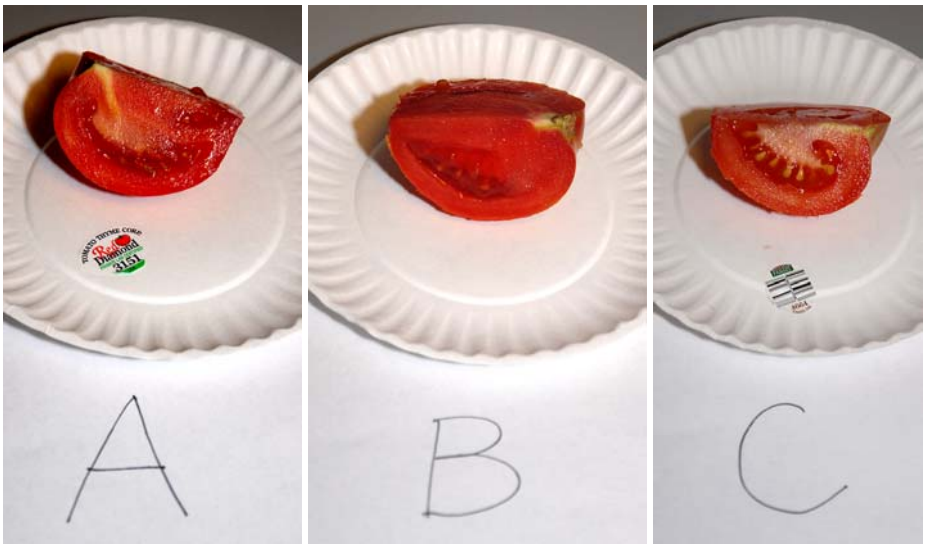
US Census Bureau QuickFacts	***Atlanta, GA***	***Richmond, VA***	***Indianapolis, IN***
Population, 2003	423,019	194,729	783,438
Persons under 5 years old	6.4%	6.3%	7.4%
Persons under 18 years old	22.3%	21.8%	25.7%
Persons 65+ years old	9.7%	13.2%	11.0%

One hundred total consumers were asked to participate in a blind taste test by sampling three different tomatoes (one was the Tasti-Lee™) and answer questions about that experience. Participants were those responsible for grocery shopping and decision making for their households. They were demographically diverse. Respondents were recruited from shoppers in malls located in each of the markets. A simple "screener" was used to recruit participants:

- Participants must be males and females over 18 years old.
- Participants must be able to speak, read and write in English.
- There are no ethnic restrictions.
- Participants cannot have any allergies to tomatoes.
- Participants would have eaten tomatoes within the past year.
- Participants must be willing to taste tomatoes to participate in the focus group.

Summary of Respondents' Profile	
Characteristic	Percentage
Most Frequently Purchased Fresh Vegetable – Tomatoes	49.1%
Satisfied or Very Satisfied with Vegetable Purchases	90.1
Satisfied or Very Satisfied with Tomato Purchases	79.6%
Favorite Tomato – Large Rounds in Peak Color	68.2%
Most Important Buying Characteristic – Flavor	63.3%
Second Most Important Buying Characteristic – Color	25.9%
Origin – Important to Most Important	31.5%
Grocery Shop Once A Week or More	90.3%
Shop in Supermarkets	96.7%
Vegetable Gardener	57%
Female	74.4%
Age 45 to 64	52.8%

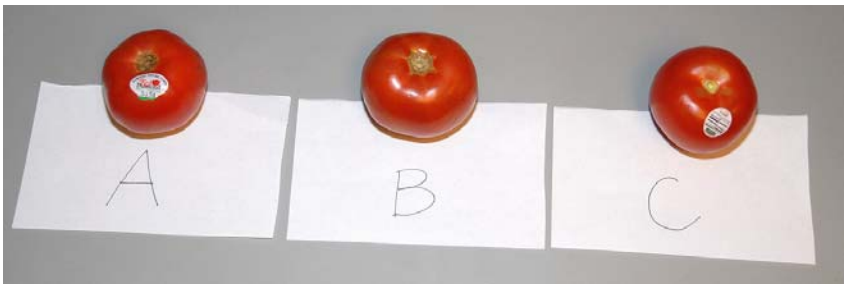
Respondents initially completed a questionnaire regarding their grocery and fresh produce purchasing habits, their use of various fresh produce, and knowledge of fresh produce from Florida, as well as other sources. Following completion of the survey, respondents tasted the three tomato samples, answering questions about each. Samples were identified to respondents only as Sample A, Sample B, and Sample C and presented for tasting in slices.



Sample A: *Cluster of tomatoes on the vine (TOV's, PLU #4664)*
Sample B: *Tasti-Lee™*
Sample C: *Bulk red round tomato (PLU #3151, FL)*

The responses were arrayed against standard demographic characteristics. Generally accepted statistical test were used to analyze the collective responses. Raw data from the surveys was provided to FDACS and UF-IFAS researchers and economists for analysis. The data was examined using generally accepted statistical analytical methods to identify market potential. Data was stratified using the demographic parameter described above. Study results were published online by FDACS and accessible to the public. (Please see Attachments E and F.)

Overall Rating of Test Tomatoes	
Best Rating	**Worst Rating**
Sample A (TOV) – 21%	**Sample A (TOV) – 38%**
Sample B (Tasti-Lee™) – 45%	Sample B (Tasti-Lee™) – 25%
Sample C (Bulk red round) – 34%	Sample C (Bulk red round) – 37%



Overall Rating of Test Tomatoes by 27 Respondents Who Identified Tomatoes as Their Favorite Vegetable	
Receiving Best Rating	
Sample A (standard shipping tomato)	8%
Sample B (Tasti-Lee™)	48%
Sample C (Stem Tomato)	44%

Tasti-Lee™'s favorite features were identified by respondents as:
Color – 35%
Flavor – 23%

In March of 2010, 1,300 Tasti-Lee™ seedlings were delivered to eleven UF-IFSA Extension Offices across north Florida for distribution to small farmers and specialty growers. These producers serve community markets and other local venues that cater to clients seeking the freshest possible produce. The growers were given a presentation on the Tasti-Lee™ tomato and instructed to provide feedback as part of the assessment process. An additional 2,000 seedling were distributed to the same Extension offices for additional testing April 29, 2010.

The Tasti-Lee™ seedlings provided by Bejo were distributed to Extension Agents across north tier counties of Florida. The agents, in turn, distributed the plants to small and intermediate sized growers within their respective counties. While this cultivar was developed specifically for south Florida production, the north Florida production results were acceptable for producers serving local market segments.

The summer of 2010 was the hottest and driest in recent memory. There were more than 90 days where the temperature exceeded 90 degrees and many areas were at least 12 inches short of rain during the same period. While several test growers reported a total failure of this Tasti-Lee™ cultivar, more than half reported satisfactory production for the determinant variety. Combined with the preferences shown in the consumer taste test, the market gardeners and small producers of north Florida have generally indicated an interest in the Tasti-Lee™ cultivar as a means of serving community markets and local sales venues with a true vine ripe tomato.

Tasti-Lee™ acreage, enterprise and economic forecasts were conducted by UF-IFAS agricultural economist G.L. Harrison. Generally accepted forecasting models were employed to estimate tomato acreage, market penetration and economic potential. According to Mr. Harrison, the acreage committed to this Tasti-Lee™ cultivar by Florida's growers will be influenced by two factors: consumer acceptance of a branded tomato and the recognition that

production protocols can be changed to a less capital intensive format. While logic dictates the ultimate acceptance of a better product which is less expensive to produce, there exists a methodology inertia that will resist change until overwhelming circumstances dictate the obvious.

In recent years Florida's tomato acreage has been reported by the USDA as between 32,000 and 35,000 acres for all tomatoes. Consumer acceptance research to date indicates a positive reception for the Tasti-Lee™ tomato cultivar. No doubt as market performance through repeat sales and improved net returns indicates a strong end user preference, mass market growers will increase acreage. Resistance to adapting this new Tasti-Lee™ cultivar and associated improvements will come from growers who have committed huge sums, most encumbered through a financial leverage, to current practices and techniques; in particular, picking mature greens and breakers which are gassed and shipped. Tasti-Lee™ is meant to ripen on the vine and no gassing is required. It remains firm even when fully ripe, so it's easy to handle and pack.

Traditionally, tomato breeders have bred for yield, disease resistance and shippability at the expense of flavor. As a result, tomatoes are one of the most purchased and yet the most disappointing to the customer. Consumers are insisting on better flavor, and Florida field growers are anxious to compete with the greenhouse tomato market, tomatoes on the vine (TOV), and retailers continually strive for a more satisfied customer. Tasti-Lee™ makes sense because growers can produce and easily deliver a premium product using established vine-ripe growing practices.

Photo credit: J. Prezant for The Washington Post

As the assets committed to current procedures are paid off and depreciated out, Tasti-Lee™ acreage will increase as long as consumer demand remains strong for this cultivar. The future resistance to utilization will come from improved varieties which mimic the ripening qualities and

appeal to well defined market segments. How quickly this occurs is problematic. Under current production and market conditions, Tasti-Lee™ acreage will begin modestly, somewhere in the range of 1,000 acres by 2015. As consumer demand, economic pressure and environmental regulations dictate changes, the acreage committed to Tasti-Lee™ production will increase.

Conclusion

While the research conducted during the two year course of this grant funded project was intensive and invaluable, it only scratches the surface. Even though this project officially ended in August 30, 2010, FDACS, UF-IFAS and Bejo have continued to work together to promote Tasti-Lee™ and tap into the positive market potential reflected by the research results associated with this project. As an FAPC member, Bejo (right) was able to participate in the 2010 Produce Marketing Association (PMA) Fresh Summit International Convention and Show in Orlando, FL. Plans are also underway for retail promotions and displays in major grocery store chains, such as Wegman's and Whole Foods.

Continuing research efforts by exploring more domestic and international markets will provide valuable data and develop a consumer interest base both inside and outside the United States. The Florida Department of Agriculture and Consumer Services plans to request further FSMIP funds for this additional research in order to verify the preliminary results presented in this report.

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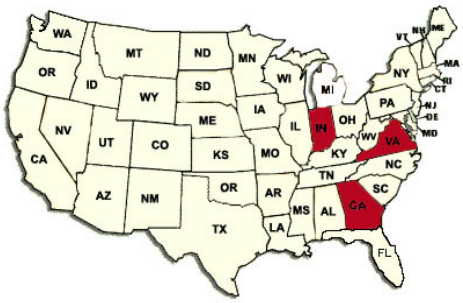
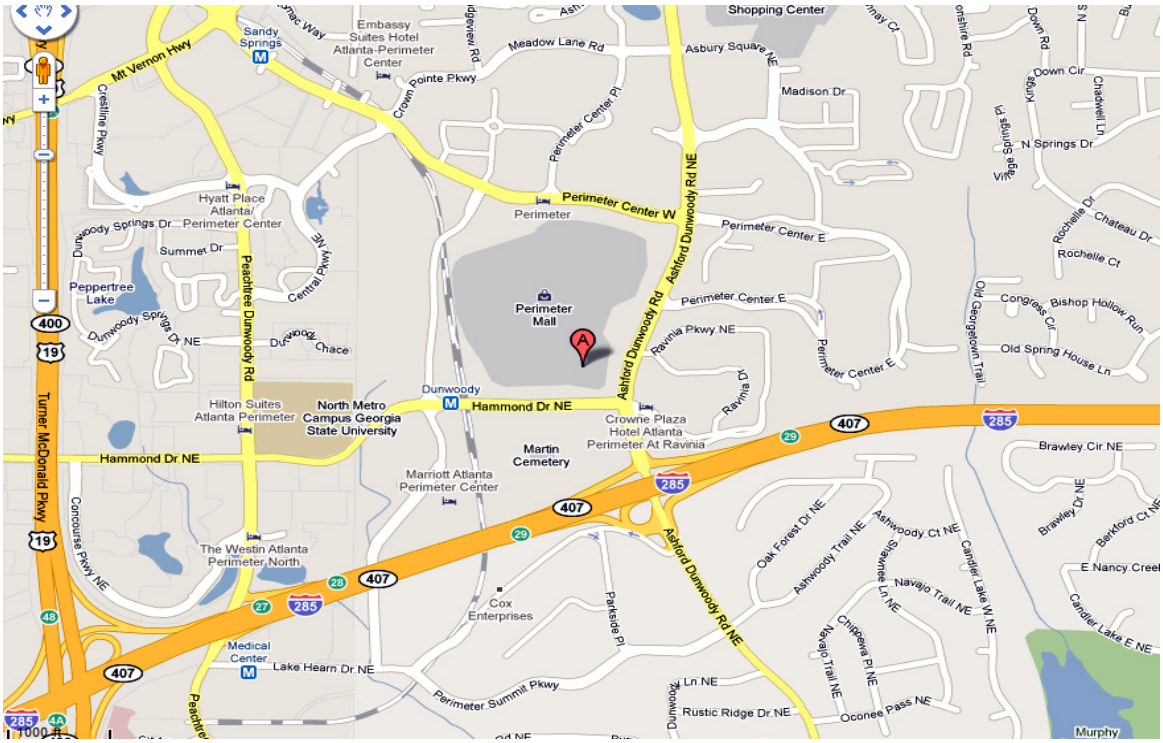
Attachments

Tasti-Lee Tomato Focus Group Research Schedule





Atlanta, Georgia

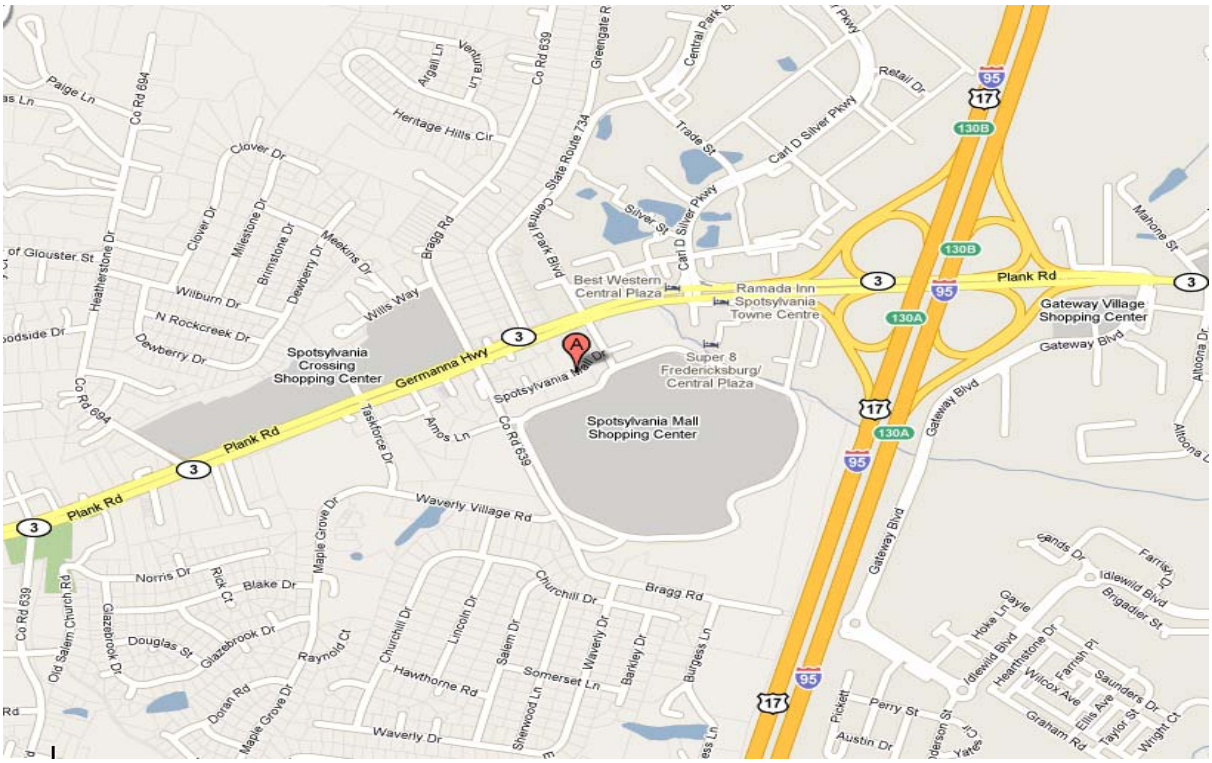
Date: Monday, December 14
Time: 10:00 AM to 2:00 PM (approximately)

Shipping address:
C&C Market Research / Perimeter Mall
4400 Ashford Dunwoody Rd #2670
Atlanta, GA, 30346
770-804-2260 - 770-804-2262 FAX
atlanta2@ccmarketresearch.com
Facility contact: Natasha Larson
MFMRI contact: Evelyn Fine

Recommended accommodations near facility:
Residence Inn Atlanta Perimeter Center
6096 Barfield Road / Atlanta, GA 30328
Phone: 404-252-5066 / Fax: 404-851-1723

Directions from Atlanta Hartsfield-Jackson International Airport to Facility: Depart N Terminal Pkwy. and take ramp right For I 85 North Toward Atlanta. Keep left to stay on I-85 North. Keep right onto SR 400/Turner McDonald Pkwy North. Bear left toward SR 400/Turner McDonald Pkwy North. At Exit 4a, Take ramp right For I-285 East/James E Billy Mckinney Hwy East toward Greenville/Augusta. At Exit 29, Take ramp right and follow signs for Ashford-Dunwoody Rd. Turn left onto Ashford Dunwoody Rd NE. Turn left onto Ravinia Dr. 4400 Ashford Dunwoody Dr.

Cooperators In Attendance:
FDACS: Evelyn H. Harrison
UF-IFAS: G.L. Harrison
Bejo: Elaine Sinniger



Richmond, Virginia

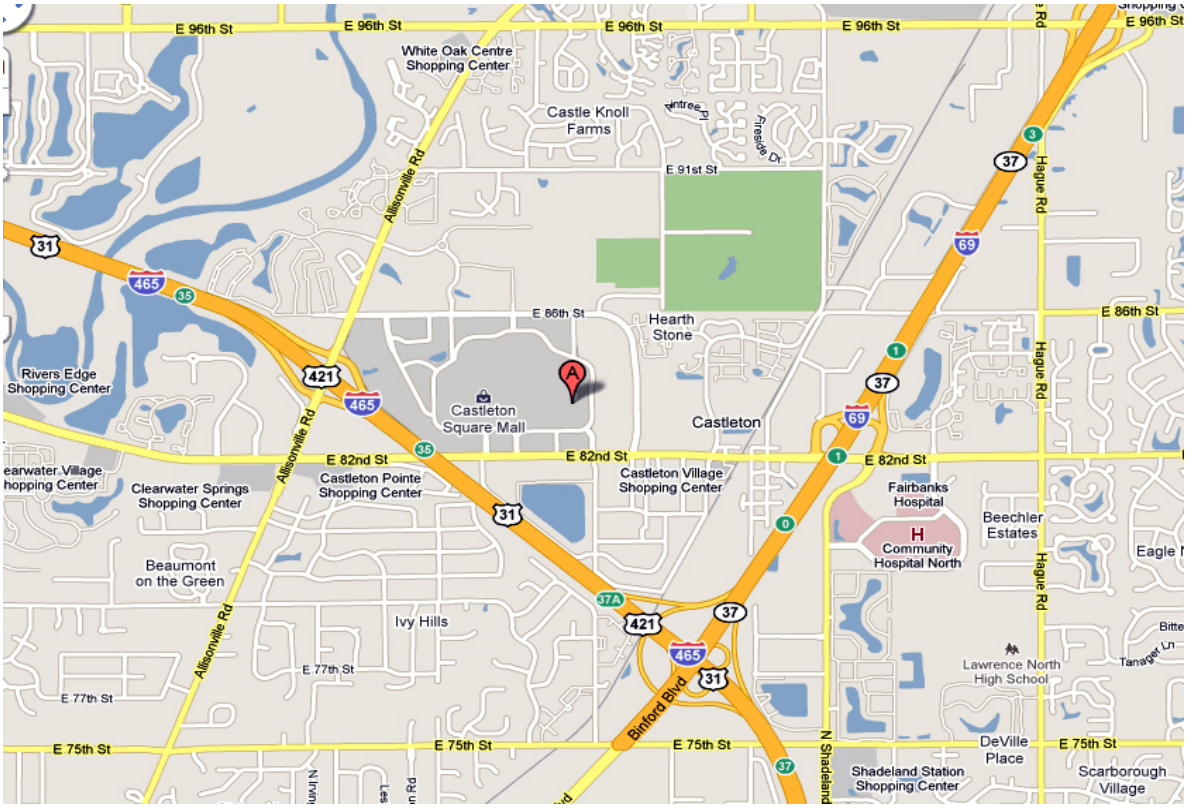
Date: Tuesday, December 15
Time: 1 PM to 5 PM (approximately)
And
Date: Wednesday, December 16
Time: 10 AM to 2 PM (approximately)

Cooperators In Attendance:
FDACS: Michael Ryshouwer
Bejo: Elaine Sinniger
MFMRI: Evelyn Fine

Facility shipping address:
C&C Market Research / Spotsylvania Mall
137 Spotsylvania Mall #510 / Fredericksburg, VA, 22407
Phone: 540-786-3376 / Fax: 540-786-3925 / email: dc@ccmarketresearch.com
Facility contact: Penny Flaherty
(*Please note, the facility is in Fredricksburg, but they recruit from Richmond.)

Directions From Washington Dulles International Airport to facility:
Depart Saarinen Circle. Keep right onto Dulles Airport Access Rd. Take ramp right for SR-28 South/Sully Road toward Centreville/Manassas. Take ramp left for I-66/Custis Memorial Pkwy East. At Exit 55, take ramp right for SR-7100 South/Fairfax County Pkwy/John F Jack Herrity Pkwy toward Springfield. Take ramp right and follow signs for Ox Road South/VA 123. Turn left onto SR-123 South/Ox Rd. Take ramp right for I-94 south toward Fredericksburg. At exit 130b, take ramp right for SR-3 West/ Plank Rd toward Culpeper. Turn left onto Mall Dr. Turn Left into Spotsylvania Mall.

Recommended accommodations near facility:
Courtyard Fredericksburg Historic District
620 Caroline Street
Fredericksburg, VA 22401 USA
Phone: 1-540-373-8300 / Fax: 1-540-373-8355



Indianapolis, Indiana

Date: Friday, December 18
Time: 10 AM to 2 PM (approximately)

Cooperators In Attendance:
FDACS: Michael Ryshouwer
Bejo: Elaine Sinniger
MFMRI: Evelyn Fine

Facility shipping address:
NAI/Opinions, Ltd. / Castleton Square Mall
6020 E. 82nd St.
Suite 304
Indianapolis, IN 46250
Facility contact: Jay Whetsai

Directions from Indianapolis Airport to facility:
Take I-465 to Exit 35. At Allisonville Road, turn left to go over highway.
Take right at 1st light, 86th St., and go approximately three stoplights.
Turn right into mall. Enter near Galyan's thru the food court. We are near Sears.
Please note: Store will have the “North American Insights” sign, not an “Opinions” sign.

Recommended accommodations near facility:
Indianapolis Marriott North
3645 River Crossing Parkway
Indianapolis, IN 46240 USA
Phone: 1-317-705-0000 | Fax: 1-317-819-1099

Consumer Interest Survey

1.

How often do you shop for fresh vegetables? (Choose one)

	Response Percent	Response Count
More than once a week	**52.7%**	**49**
Once a week	37.6%	35
Every two weeks	7.5%	7
Once a month or less	2.2%	2
Never (If this is your answer, you are not eligible to continue. Please log off.)	0.0%	0
	answered question	**93**
	skipped question	**0**

2.

Where do you buy most of your fresh vegetables?

	Response Percent	Response Count
Supermarkets / Grocery Stores	**96.7%**	**89**
Farm stands, farmers' markets, or other direct market outlet like Community Supported Agriculture (CSA)	3.3%	3
Membership markets (such as Sam's or Costco)	0.0%	0
Other (please specify)	0.0%	0
	answered question	**92**
	skipped question	**1**

3.

Do you ever have a vegetable garden to grow your own fresh vegetables?

	Response Percent	Response Count
Yes	57.0%	53
No	43.0%	40
answered question		93
skipped question		0

4.

Rank these fresh vegetables from 1 to 8 in order of the amount you purchased in the past year.

	1 - most purchased	2	3	4	5	6	7	8 - least purchased	Response Count
Bell Peppers	1.9% (1)	17.3% (9)	7.7% (4)	**28.8% (15)**	11.5% (6)	11.5% (6)	11.5% (6)	9.6% (5)	52
Cabbage	2.0% (1)	0.0% (0)	7.8% (4)	7.8% (4)	17.6% (9)	15.7% (8)	**27.5% (14)**	21.6% (11)	51
Cucumbers	6.3% (3)	8.3% (4)	**29.2% (14)**	12.5% (6)	10.4% (5)	14.6% (7)	10.4% (5)	8.3% (4)	48
Potatoes	23.5% (12)	**35.3% (18)**	9.8% (5)	5.9% (3)	13.7% (7)	7.8% (4)	2.0% (1)	2.0% (1)	51
Snap Beans	6.0% (3)	4.0% (2)	8.0% (4)	14.0% (7)	12.0% (6)	10.0% (5)	**24.0% (12)**	22.0% (11)	50
Squash	2.0% (1)	0.0% (0)	10.0% (5)	12.0% (6)	10.0% (5)	18.0% (9)	18.0% (9)	**30.0% (15)**	50
Sweet Corn	10.0% (5)	16.0% (8)	18.0% (9)	12.0% (6)	16.0% (8)	**20.0% (10)**	2.0% (1)	6.0% (3)	50
Tomatoes	**49.1% (27)**	21.8% (12)	10.9% (6)	9.1% (5)	7.3% (4)	0.0% (0)	1.8% (1)	0.0% (0)	55
answered question									61
skipped question									32

5.

The last time you made a purchase, how satisfied were you with your #1 fresh vegetable from the list in question 4? (Choose one)

	Response Percent	Response Count
Very satisfied	42.9%	39
Satisfied	**47.3%**	**43**
Somewhat satisfied	9.9%	9
Not satisfied	0.0%	0
Very unsatisfied	0.0%	0
Optional: Please explain your answer.		2
answered question		**91**
skipped question		**2**

Optional: Please explain your answer.		
1	homegrown were better	Dec 29, 2009 6:00 PM
2	tomatoes not fresh enough	Dec 29, 2009 7:18 PM

6.

The primary reason for not purchasing more fresh vegetables is:

	Response Percent	Response Count
Too much work to prepare	7.8%	7
Too costly	23.3%	21
Taste and quality are inconsistent	15.6%	14
Seasonal availability limits purchases	**41.1%**	**37**
Concern about food safety issues	4.4%	4
Concern about the safety of imported vegetables	3.3%	3
Other (please specify)	4.4%	4
	answered question	**90**
	skipped question	**3**

Other (please specify)		
1	CONVENIENCE	Dec 28, 2009 11:24 AM
2	GROW CAN MY OWN	Dec 29, 2009 1:09 AM
3	UNKNWN	Dec 29, 2009 3:15 AM
4	n/a	Dec 29, 2009 7:40 PM

7.

During the past year, have you purchased fresh tomatoes?	Response Percent	Response Count
Yes.	98.9%	90
No.	1.1%	1
If you answered No, please explain. Then skip to Question 9.		0
answered question		91
skipped question		2

8.

If Yes, where did you purchase most of your fresh tomatoes?	Response Percent	Response Count
Supermarkets / Grocery Stores	82.2%	74
Farm stands, farmers' markets, other direct market outlet like CSA	15.6%	14
Membership markets (such as Sam's or Costco)	0.0%	0
Other (please specify)	2.2%	2
answered question		90
skipped question		3

Other (please specify)		
1	MOTHERS GARDEN	Dec 29, 2009 2:11 AM
2	FRIEND GARDEN	Dec 29, 2009 3:10 AM

9.

What type of fresh tomatoes do you usually buy? (You may choose more than one.)

	Response Percent	Response Count
Grape	33.0%	29
Cherry	33.0%	29
Cocktail	2.3%	2
Large rounds – peak color and ready to use	**68.2%**	**60**
Mature Green or Pink (those that must ripen further before eating)	3.4%	3
On the vine (those with the stem still attached)	48.9%	43
Plum	23.9%	21
Other (please specify)	8.0%	7
	answered question	**88**
	skipped question	**5**

Other (please specify)		
1	don't buy	Dec 22, 2009 6:01 PM
2	HOME GROWN	Dec 29, 2009 2:26 AM
3	ROMA	Dec 29, 2009 2:40 AM
4	HEIRLOOM	Dec 29, 2009 3:21 AM
5	roma	Dec 29, 2009 6:01 PM
6	roma	Dec 29, 2009 6:10 PM
7	roma	Dec 29, 2009 7:44 PM

10.

How satisfied in general are you with your fresh tomato purchases?

	Response Percent	Response Count
Very satisfied	34.1%	30
Satisfied	**45.5%**	**40**
Somewhat satisfied	19.3%	17
Not satisfied	1.1%	1
Very unsatisfied	0.0%	0
Optional: Please explain your answer.		4
answered question		**88**
skipped question		**5**

Optional: Please explain your answer.		
1	don't buy	Dec 22, 2009 6:01 PM
2	not usually fresh	Dec 29, 2009 5:53 PM
3	homegrown are better	Dec 29, 2009 6:01 PM
4	I love tomatoes	Dec 29, 2009 7:18 PM

11.

Would you say you purchase more, about the same, or fewer fresh tomatoes today than you did a year ago?

	Response Percent	Response Count
More	23.1%	21
About the same	**64.8%**	**59**
Less	9.9%	9
Not sure	2.2%	2
Optional: Please explain your answer.		2
answered question		**91**
skipped question		**2**

Optional: Please explain your answer.		
1	I have a garden	Dec 29, 2009 3:50 PM
2	grew garden tomatoes	Dec 29, 2009 6:06 PM

12.

What do you expect to pay per pound for fresh tomatoes? (in U.S. dollars)	
	Response Count
	74
answered question	74
skipped question	19

	Response Text	
1	1.50	Dec 28, 2009 11:25 AM
2	1.00	Dec 28, 2009 8:46 PM
3	1.00	Dec 28, 2009 8:50 PM
4	1.99-2.50	Dec 28, 2009 8:53 PM
5	1.97	Dec 28, 2009 8:56 PM
6	1.99	Dec 28, 2009 8:59 PM
7	2.99	Dec 28, 2009 9:04 PM
8	1.79	Dec 28, 2009 9:06 PM
9	1.79-1.99	Dec 28, 2009 9:10 PM
10	1.29	Dec 28, 2009 9:13 PM
11	.53	Dec 28, 2009 9:16 PM
12	2.99	Dec 28, 2009 9:20 PM
13	1.89	Dec 28, 2009 9:22 PM
14	1.99	Dec 29, 2009 12:42 AM
15	2.49-2.99	Dec 29, 2009 12:48 AM
16	1.50	Dec 29, 2009 12:50 AM
17	1.20	Dec 29, 2009 12:54 AM
18	1.75	Dec 29, 2009 12:57 AM
19	3-5	Dec 29, 2009 1:01 AM
20	3.29	Dec 29, 2009 1:06 AM
21	4.00	Dec 29, 2009 1:09 AM
22	1.99	Dec 29, 2009 1:13 AM
23	2.19	Dec 29, 2009 1:19 AM
24	1.00	Dec 29, 2009 1:22 AM
25	1.00	Dec 29, 2009 1:24 AM
26	2.49	Dec 29, 2009 1:26 AM
27	1.50	Dec 29, 2009 1:29 AM
28	1.99-2.19	Dec 29, 2009 1:35 AM
29	1.44	Dec 29, 2009 1:40 AM
30	1.29	Dec 29, 2009 1:44 AM
31	1.50	Dec 29, 2009 1:51 AM
32	1.25	Dec 29, 2009 1:55 AM
33	1.00	Dec 29, 2009 1:58 AM
34	1.00	Dec 29, 2009 2:05 AM
35	1.00	Dec 29, 2009 2:08 AM
36	1.00	Dec 29, 2009 2:12 AM
37	1.50-2.00	Dec 29, 2009 2:15 AM
38	1.49	Dec 29, 2009 2:18 AM
39	1.99	Dec 29, 2009 2:22 AM
40	2.00	Dec 29, 2009 2:26 AM
41	1.99	Dec 29, 2009 2:29 AM
42	3.00	Dec 29, 2009 2:33 AM
43	.89-1.29	Dec 29, 2009 2:36 AM
44	.49	Dec 29, 2009 2:43 AM
45	1.50	Dec 29, 2009 2:49 AM
46	2.00	Dec 29, 2009 2:52 AM
47	2.00	Dec 29, 2009 2:59 AM
48	.70	Dec 29, 2009 3:12 AM
49	1-2.00	Dec 29, 2009 3:18 AM
50	1.00-1.99	Dec 29, 2009 3:21 AM
51	.25	Dec 29, 2009 2:59 PM
52	1.99	Dec 29, 2009 3:54 PM
53	2.00	Dec 29, 2009 3:58 PM
54	2.00	Dec 29, 2009 4:02 PM
55	3.00 - 4.00	Dec 29, 2009 4:10 PM
56	1.00	Dec 29, 2009 4:14 PM
57	1.00	Dec 29, 2009 4:17 PM
58	4.00	Dec 29, 2009 5:48 PM
59	1.29	Dec 29, 2009 5:54 PM
60	.69	Dec 29, 2009 5:57 PM
61	.99	Dec 29, 2009 6:01 PM
62	1.49	Dec 29, 2009 6:10 PM
63	.65	Dec 29, 2009 7:18 PM
64	don't pay attention to price	Dec 29, 2009 7:20 PM
65	1.19	Dec 29, 2009 7:23 PM
66	.60	Dec 29, 2009 7:27 PM
67	3.00	Dec 29, 2009 7:30 PM
68	2.50	Dec 29, 2009 7:33 PM
69	1.19	Dec 29, 2009 7:37 PM
70	.69	Dec 29, 2009 7:40 PM
71	no more than 2.00	Dec 29, 2009 7:47 PM
72	2.00 - 3.00	Dec 29, 2009 7:51 PM
73	.50	Dec 29, 2009 7:54 PM
74	.99	Dec 29, 2009 8:01 PM

13.

How important are these characteristics of the fresh tomatoes you purchase? Please rank all.

	1 - most important	2	3	4	5	6	7	8 - least important	Rating Average	Response Count
Aroma	0.0% (0)	5.9% (2)	11.8% (4)	23.5% (8)	17.6% (6)	2.9% (1)	11.8% (4)	**26.5% (9)**	5.41	34
Blemish Free	16.7% (5)	**20.0% (6)**	**20.0% (6)**	13.3% (4)	6.7% (2)	16.7% (5)	0.0% (0)	6.7% (2)	3.57	30
Color (red, yellow, orange, green, black, brown, etc.)	18.5% (5)	**25.9% (7)**	14.8% (4)	11.1% (3)	3.7% (1)	7.4% (2)	7.4% (2)	11.1% (3)	3.63	27
Firmness	12.0% (3)	16.0% (4)	**24.0% (6)**	16.0% (4)	20.0% (5)	4.0% (1)	8.0% (2)	0.0% (0)	3.60	25
Texture	6.9% (2)	20.7% (6)	17.2% (5)	13.8% (4)	**24.1% (7)**	6.9% (2)	6.9% (2)	3.4% (1)	3.93	29
Flavor	**63.3% (19)**	3.3% (1)	6.7% (2)	10.0% (3)	10.0% (3)	3.3% (1)	0.0% (0)	3.3% (1)	2.27	30
Size	0.0% (0)	10.3% (3)	6.9% (2)	10.3% (3)	6.9% (2)	**37.9% (11)**	24.1% (7)	3.4% (1)	5.41	29
Variety	0.0% (0)	6.7% (2)	10.0% (3)	3.3% (1)	0.0% (0)	13.3% (4)	26.7% (8)	**40.0% (12)**	6.43	30
								answered question		40
								skipped question		53

14.

How important is price?

	Response Percent	Response Count
Most important	21.3%	19
Important	**46.1%**	**41**
Somewhat important	27.0%	24
Not important	3.4%	3
Least important	2.2%	2
answered question		89
skipped question		4

15.

How important are the characteristics from Question 13? (aroma, blemish free, color, firmness, texture, flavor, size, variety)

	Response Percent	Response Count
Most important	**56.2%**	**50**
Important	39.3%	35
Somewhat important	4.5%	4
Not important	0.0%	0
Least important	0.0%	0
answered question		89
skipped question		4

16.

How important is origin? (i.e. CA, GA, SC, FL, local, imported)

	Response Percent	Response Count
Most important	11.2%	10
Important	21.3%	19
Somewhat important	**32.6%**	**29**
Not important	29.2%	26
Least important	5.6%	5
answered question		89
skipped question		4

17.

If you have a choice, which origin(s) do you prefer? Please list:	
	Response Count
	55
answered question	55
skipped question	38

	Response Text	
1	LOCAL	Dec 28, 2009 8:47 PM
2	VIRGINIA	Dec 28, 2009 8:50 PM
3	FL	Dec 28, 2009 9:02 PM
4	GA FL	Dec 28, 2009 9:07 PM
5	USA	Dec 28, 2009 9:14 PM
6	LOCAL	Dec 28, 2009 9:17 PM
7	SC FL	Dec 28, 2009 9:23 PM
8	LOCAL	Dec 29, 2009 12:58 AM
9	LOCAL	Dec 29, 2009 1:10 AM
10	IMPORTED	Dec 29, 2009 1:20 AM
11	SOUTHERN STATES	Dec 29, 2009 1:29 AM
12	USA	Dec 29, 2009 1:35 AM
13	USA	Dec 29, 2009 1:38 AM
14	INDIANA	Dec 29, 2009 1:44 AM
15	INDIANA	Dec 29, 2009 1:48 AM
16	LOCAL THEN USA	Dec 29, 2009 1:52 AM
17	FL	Dec 29, 2009 1:55 AM
18	FL IN	Dec 29, 2009 1:59 AM
19	NOT IMPORTED	Dec 29, 2009 2:02 AM
20	USA	Dec 29, 2009 2:06 AM
21	LOCAL	Dec 29, 2009 2:09 AM
22	GA	Dec 29, 2009 2:12 AM
23	USA	Dec 29, 2009 2:19 AM
24	CA FL	Dec 29, 2009 2:23 AM
25	LOCAL	Dec 29, 2009 2:26 AM
26	FL OR LOCAL	Dec 29, 2009 2:34 AM
27	FL HOME GROWN	Dec 29, 2009 2:37 AM
28	INdiana or FL	Dec 29, 2009 2:41 AM
29	USA HOMEGROWN	Dec 29, 2009 2:44 AM
30	FL GA CA	Dec 29, 2009 2:49 AM
31	GA	Dec 29, 2009 2:52 AM
32	IN	Dec 29, 2009 3:04 AM
33	HOME GROWN INDIANA	Dec 29, 2009 3:08 AM
34	LOCAL	Dec 29, 2009 3:10 AM
35	CA	Dec 29, 2009 3:18 AM
36	LOCAL S.C. FL	Dec 29, 2009 3:21 AM
37	GA	Dec 29, 2009 3:00 PM
38	US south or CA	Dec 29, 2009 3:50 PM
39	Fl	Dec 29, 2009 3:55 PM
40	Ga, Fl, local	Dec 29, 2009 3:59 PM
41	Fl	Dec 29, 2009 4:11 PM
42	fl	Dec 29, 2009 4:17 PM
43	ga	Dec 29, 2009 5:50 PM
44	ga	Dec 29, 2009 5:54 PM
45	ga	Dec 29, 2009 5:57 PM
46	local (ga)	Dec 29, 2009 6:02 PM
47	imported from Michigan	Dec 29, 2009 6:07 PM
48	Ca	Dec 29, 2009 6:10 PM
49	ga and fl	Dec 29, 2009 7:27 PM
50	ga, fl, sc and local	Dec 29, 2009 7:34 PM
51	ga	Dec 29, 2009 7:41 PM
52	local, less chemicals	Dec 29, 2009 7:47 PM
53	ga	Dec 29, 2009 7:55 PM
54	ga	Dec 29, 2009 7:58 PM
55	ga	Dec 29, 2009 8:02 PM

18.

When eating fresh tomatoes, what taste quality is most important to you? Please rank all.

	1 - most important	2	3	4	5	6 - least important	Rating Average	Response Count
Acidic	2.5% (1)	12.5% (5)	12.5% (5)	20.0% (8)	15.0% (6)	**37.5% (15)**	4.45	40
Fruity	10.3% (4)	15.4% (6)	12.8% (5)	**28.2% (11)**	25.6% (10)	7.7% (3)	3.67	39
Full, rich tomato flavor	**75.5% (37)**	10.2% (5)	6.1% (3)	6.1% (3)	2.0% (1)	0.0% (0)	1.49	49
Meaty	11.9% (5)	**31.0% (13)**	23.8% (10)	19.0% (8)	4.8% (2)	9.5% (4)	3.02	42
Sweet	8.1% (3)	27.0% (10)	**32.4% (12)**	18.9% (7)	8.1% (3)	5.4% (2)	3.08	37
Tart / Tangy	2.4% (1)	2.4% (1)	14.6% (6)	7.3% (3)	**39.0% (16)**	34.1% (14)	4.80	41
							answered question	**56**
							skipped question	**37**

19.

Rank the last fresh tomato you ate using this 10 point scale: (Choose one)

	Response Percent	Response Count
10 - juicy	**21.1%**	**19**
9	15.6%	14
8	20.0%	18
7	14.4%	13
6	12.2%	11
5 - moist	5.6%	5
4	5.6%	5
3	3.3%	3
2	0.0%	0
1 - dry	2.2%	2
	answered question	**90**
	skipped question	**3**

20.

How do you use fresh tomatoes? (Check all that apply.)

	Response Percent	Response Count
Eat fresh on its own (or with salt)	67.4%	60
In salads	**91.0%**	**81**
In sandwiches	85.4%	76
In tacos	78.7%	70
In bruchetta	22.5%	20
Cook with (for example, in spaghetti sauce or soups)	62.9%	56
Other (please specify)	10.1%	9
answered question		**89**
skipped question		**4**

Other (please specify)		
1	don't like	Dec 22, 2009 6:02 PM
2	SALSA	Dec 29, 2009 1:10 AM
3	SALSA	Dec 29, 2009 1:14 AM
4	STUFFED	Dec 29, 2009 3:22 AM
5	with eggs	Dec 29, 2009 3:51 PM
6	in salsa	Dec 29, 2009 6:03 PM
7	salsa	Dec 29, 2009 6:11 PM
8	meatloaf, lasagna	Dec 29, 2009 7:48 PM
9	soups, curries	Dec 29, 2009 7:59 PM

21.

The primary reason for not purchasing more fresh tomatoes is:

	Response Percent	Response Count
Too much work to prepare	3.4%	3
Too costly	22.7%	20
Taste and quality are inconsistent	18.2%	16
Seasonal availability limits purchases	**36.4%**	**32**
Concern about food safety issues	3.4%	3
Concern about the safety of imported vegetables	3.4%	3
Other (please specify)	12.5%	11
	answered question	**88**
	skipped question	**5**

Other (please specify)		
1	don't like	Dec 22, 2009 6:02 PM
2	DO NOT EAT OFTEN	Dec 28, 2009 11:27 AM
3	OWN GARDEN	Dec 29, 2009 1:10 AM
4	I BUY ALL I NEED	Dec 29, 2009 1:14 AM
5	I ALWAYS HAVE TOMATOES	Dec 29, 2009 2:38 AM
6	LIMITED USE	Dec 29, 2009 3:13 AM
7	n/a	Dec 29, 2009 5:58 PM
8	prefer homegrown	Dec 29, 2009 6:03 PM
9	I buy them weekly	Dec 29, 2009 7:21 PM
10	no comment given	Dec 29, 2009 7:41 PM
11	can't keep for long	Dec 29, 2009 7:59 PM

22.

Age:

	Response Percent	Response Count
Under 25	0.0%	0
25-44	39.3%	35
45-64	**52.8%**	**47**
65-74	5.6%	5
75 or older	2.2%	2
	answered question	**89**
	skipped question	**4**

23.

Sex:

	Response Percent	Response Count
Male	25.6%	22
Female	**74.4%**	**64**
	answered question	**86**
	skipped question	**7**

24.

What is the highest level of schooling you have completed? (Choose one)	Response Percent	Response Count
Some high school	5.6%	5
Completed high school	24.7%	22
Come college	**33.7%**	**30**
Completed college	29.2%	26
More advanced degrees	6.7%	6
answered question		**89**
skipped question		**4**

25.

What is your present employment status? (Choose one)	Response Percent	Response Count
Employed full-time	28.9%	24
Employed part-time	27.7%	23
Not employed	**43.4%**	**36**
answered question		**83**
skipped question		**10**

26.

How many of these members are in your household? (Please specify.)

	Response Percent	Response Count
Children under 10	36.3%	29
Children ages 11 to 17	28.8%	23
Adults 18 and older	**95.0%**	**76**
	answered question	**80**
	skipped question	**13**

27.

What was your household income (before taxes)? (Choose one)

	Response Percent	Response Count
Under $20,000	11.8%	10
$20,001 - $50,000	**41.2%**	**35**
$50,001 - $100,000	34.1%	29
$100,001 - $150,000	9.4%	8
Over $150,000	3.5%	3
	answered question	**85**
	skipped question	**8**

28.

City and State are required. Completing further contact information is optional.

	Response Percent	Response Count
Name:	93.4%	85
Company:	1.1%	1
Address:	8.8%	8
Address 2:	1.1%	1
City/Town:	**100.0%**	**91**
State:	**100.0%**	**91**
ZIP/Postal Code:	11.0%	10
Country:	0.0%	0
Email Address:	1.1%	1
Phone Number:	50.5%	46
	answered question	**91**
	skipped question	**2**

29.

Please check all that apply:

	Response Percent	Response Count
I would like more information on fresh Florida produce.	45.1%	32
I would like more information on fresh Florida tomatoes.	36.6%	26
I would like to be placed on the Fresh from Florida mailing list.	35.2%	25
I would be interested in participating in future research projects.	**88.7%**	**63**
	answered question	**71**
	skipped question	**22**

Attachment F:

Tasti-Lee Taste Test Survey December 2009

1.

Age:

	Response Percent	Response Count
Under 25	3.2%	3
25-44	40.9%	38
45-64	**48.4%**	**45**
65-74	5.4%	5
75 or older	2.2%	2
answered question		93
skipped question		2

2.

Sex:

	Response Percent	Response Count
Male	27.8%	25
Female	**72.2%**	**65**
answered question		90
skipped question		5

3.

What is the highest level of schooling you have completed? (Choose one.)

	Response Percent	Response Count
Some high school	6.5%	6
Completed high school	24.7%	23
Some college	**31.2%**	**29**
Completed college	**31.2%**	**29**
More advanced degrees	6.5%	6
	answered question	**93**
	skipped question	**2**

4.

How many members are in your household?

	Response Percent	Response Count
Children under 10	47.1%	40
Children ages 11-17	35.3%	30
Adults 18 and older	**92.9%**	**79**
	answered question	**85**
	skipped question	**10**

5.

What was your household income (before taxes)? (Choose one.)

	Response Percent	Response Count
Under $20,000	13.3%	12
$20,001 - $50,000	**38.9%**	**35**
$50,001 - $100,000	34.4%	31
$100,001 - $150,000	10.0%	9
Over $150,000	3.3%	3
	answered question	**90**
	skipped question	**5**

6.

How often do you eat fresh tomatoes?

	Response Percent	Response Count
Several times a week	**65.2%**	**60**
Once a week	22.8%	21
Once or twice a month	9.8%	9
Less than once a month	2.2%	2
Never (If this is your answer, you are not eligible to continue. Please log off.)	0.0%	0
	Optional: Please explain your answer	0
	answered question	**92**
	skipped question	**3**

7.

I eat fresh tomatoes for: (You may choose more than one.)

	Response Percent	Response Count
Breakfast	29.7%	27
Lunch	85.7%	78
Dinner/Supper	**95.6%**	**87**
Snacks	33.0%	30
answered question		**91**
skipped question		**4**

8.

How do you use fresh tomatoes? Please check all that apply.

	Response Percent	Response Count
Eat fresh on its own (or with salt)	68.5%	63
In salads	**97.8%**	**90**
In sandwiches	90.2%	83
In tacos	80.4%	74
In bruchetta	21.7%	20
Cook with (for example, in spaghetti sauce or soups)	71.7%	66
Other (please specify)	7.6%	7
answered question		**92**
skipped question		**3**

Other (please specify)		
1	meatloaf and lasagna	Dec 20, 2009 9:08 PM
2	some canned	Dec 27, 2009 9:21 PM
3	homemade salsa	Dec 27, 2009 9:36 PM
4	fresh salsa	Dec 27, 2009 9:45 PM
5	soups, curries, chillies	Dec 30, 2009 1:11 AM
6	in salsa	Dec 30, 2009 1:29 AM
7	salsa and something else I can't read	Dec 30, 2009 1:36 AM

9.

What do you like best about fresh tomatoes? (You may choose more than one.)	Response Percent	Response Count
Flavor	**93.5%**	**86**
Aroma	42.4%	39
Texture	57.6%	53
Easy to prepare	43.5%	40
Better in recipes	38.0%	35
Health benefits	66.3%	61
Easy to take with you	14.1%	13
Easy to find	20.7%	19
Size	26.1%	24
Other (please specify)	0.0%	0
answered question		**92**
skipped question		**3**

10.

What is your favorite fresh vegetable?	Response Percent	Response Count
Cabbage	8.5%	7
Carrots	6.1%	5
Cauliflower	0.0%	0
Celery	0.0%	0
Cucumbers	8.5%	7
Bell Peppers	1.2%	1
Eggplant	0.0%	0
Lettuce	2.4%	2
Potatoes	13.4%	11
Radishes	1.2%	1
Snap Beans	3.7%	3
Squash	3.7%	3
Sweet Corn	12.2%	10
Tomatoes	**36.6%**	**30**
Other (please specify)	2.4%	2
answered question		**82**
skipped question		**13**

Other (please specify)		
1	broccoli	Dec 28, 2009 1:38 AM
2	spinach	Dec 30, 2009 1:16 AM

11.

What do you like best about your favorite vegetable? (You may choose more than one.)

	Response Percent	Response Count
Flavor	**82.6%**	**76**
Aroma	28.3%	26
Easy to prepare	47.8%	44
Better in recipes	27.2%	25
Health benefits	45.7%	42
Easy to take with you	16.3%	15
Easy to find	16.3%	15
Other (please specify)	1.1%	1
	answered question	**92**
	skipped question	**3**

Other (please specify)		
1	texture	Dec 30, 2009 1:12 AM

12.

How would you rate Sample A overall?

	Response Percent	Response Count
1 - Excellent	14.1%	13
2 - Good	37.0%	34
3 - OK	**38.0%**	**35**
4 - Bad	10.9%	10
5 - Terrible	0.0%	0
Optional: Please explain your answer		9
answered question		**92**
skipped question		**3**

Optional: Please explain your answer		
1	very firm	Dec 27, 2009 9:33 PM
2	not sweet	Dec 27, 2009 10:00 PM
3	good in flavor but a little crunchy but excellent choice for salads	Dec 27, 2009 10:07 PM
4	a little too firm	Dec 27, 2009 10:24 PM
5	NO TASTE	Dec 27, 2009 11:28 PM
6	NO TASTE	Dec 27, 2009 11:45 PM
7	SWEET BUT TOO MEATY	Dec 27, 2009 11:48 PM
8	sour and too soft	Dec 30, 2009 1:27 AM
9	a little too tangy	Dec 30, 2009 1:31 AM

13.

How would you rate Sample A as compared to other fresh tomatoes that you have eaten?

	Response Percent	Response Count
1 - Excellent	12.9%	12
2 - Good	32.3%	30
3 - OK	**37.6%**	**35**
4 - Bad	16.1%	15
5 - Terrible	1.1%	1
Optional: Please explain your answer		3
answered question		**93**
skipped question		**2**

Optional: Please explain your answer		
1	freshness is good	Dec 27, 2009 10:07 PM
2	good color and taste	Dec 27, 2009 10:24 PM
3	I have purchased other tomatoes and this one isn't firm and it tates sour	Dec 30, 2009 1:27 AM

14.

How would you rate Sample A when compared to your favorite vegetable?

	Response Percent	Response Count
1 - Excellent	11.0%	10
2 - Good	30.8%	28
3 - OK	**39.6%**	**36**
4 - Bad	17.6%	16
5 - Terrible	1.1%	1
Optional: Please explain your answer		4
answered question		**91**
skipped question		**4**

Optional: Please explain your answer		
1	a little firmer but not too seedy	Dec 27, 2009 10:24 PM
2	NO TASTE	Dec 27, 2009 11:28 PM
3	TOO HARD	Dec 27, 2009 11:45 PM
4	prefer my fav vegetable	Dec 30, 2009 1:31 AM

15.

The feature I like best about Sample A is:

	Response Percent	Response Count
Flavor	26.4%	24
Color	**29.7%**	**27**
Texture	15.4%	14
Size	3.3%	3
Acidity	3.3%	3
Health Benefits	7.7%	7
Juiciness	4.4%	4
Sweetness	2.2%	2
Aroma	3.3%	3
Other (please specify)	4.4%	4
	answered question	**91**
	skipped question	**4**

Other (please specify)		
1	NOTHING	Dec 27, 2009 11:38 PM
2	NOTHING	Dec 27, 2009 11:45 PM
3	?	Dec 28, 2009 1:18 AM
4	nothing	Dec 28, 2009 1:31 AM

16.

The other features I like about Sample A are (check no more than 3):

	Response Percent	Response Count
Flavor	32.6%	30
Color	**37.0%**	**34**
Texture	21.7%	20
Size	20.7%	19
Acidity	8.7%	8
Health benefits	20.7%	19
Juiciness	22.8%	21
Sweetness	8.7%	8
Aroma	8.7%	8
Other (please specify)	7.6%	7
	answered question	**92**
	skipped question	**3**

Other (please specify)		
1	NOTHING	Dec 27, 2009 11:38 PM
2	DID NOT LIKE IT	Dec 27, 2009 11:45 PM
3	I DO NOT LIKE THIS TOMATO	Dec 28, 2009 12:35 AM
4	NONE	Dec 28, 2009 12:38 AM
5	MEATY	Dec 28, 2009 12:41 AM
6	none	Dec 28, 2009 1:15 AM
7	nothing	Dec 30, 2009 1:27 AM

17.

I would eat Sample A for: (Choose all that apply)

	Response Percent	Response Count
Breakfast	26.4%	24
Lunch	59.3%	54
Dinner/Supper	**64.8%**	**59**
Snacks	27.5%	25
Never	16.5%	15
Optional: Please explain your answer		5
answered question		**91**
skipped question		**4**

Optional: Please explain your answer		
1	too firm	Dec 27, 2009 9:33 PM
2	for salad and sandwiches	Dec 27, 2009 10:24 PM
3	soups	Dec 30, 2009 1:12 AM
4	in salad	Dec 30, 2009 1:31 AM
5	to cook with	Dec 30, 2009 1:37 AM

18.

How often would you like to have Sample A to eat?

	Response Percent	Response Count
Several times a week	**35.6%**	**32**
Once a week	28.9%	26
Once or twice a month	5.6%	5
Less than once a month	15.6%	14
Never	14.4%	13
Optional: Please explain your answer		3
answered question		**90**
skipped question		**5**

Optional: Please explain your answer		
1	possibly more	Dec 20, 2009 9:14 PM
2	don't like firmness	Dec 27, 2009 9:33 PM
3	it tastes bad	Dec 30, 2009 1:27 AM

19.

How would you rate Sample B overall?

	Response Percent	Response Count
1 - Excellent	22.2%	20
2 - Good	**48.9%**	**44**
3 - OK	21.1%	19
4 - Bad	6.7%	6
5 - Terrible	1.1%	1
Optional: Please explain your answer		5
answered question		**90**
skipped question		**5**

Optional: Please explain your answer		
1	had rich color, sweet flavor	Dec 27, 2009 9:34 PM
2	lacks flavor	Dec 27, 2009 9:41 PM
3	too soft	Dec 27, 2009 10:08 PM
4	seem like vine ripe	Dec 27, 2009 10:25 PM
5	more tangy but great	Dec 30, 2009 2:32 PM

20.

How would you rate Sample B as compared to other fresh tomatoes that you have eaten?

	Response Percent	Response Count
1 - Excellent	21.7%	20
2 - Good	**47.8%**	**44**
3 - OK	20.7%	19
4 - Bad	9.8%	9
5 - Terrible	0.0%	0
Optional: Please explain your answer		5
answered question		**92**
skipped question		**3**

Optional: Please explain your answer		
1	it had no tomato taste	Dec 27, 2009 9:29 PM
2	sweeter flavor	Dec 27, 2009 9:34 PM
3	too mushy	Dec 27, 2009 10:08 PM
4	good flavor	Dec 27, 2009 10:25 PM
5	tangy and real juuicy	Dec 30, 2009 2:32 PM

21.

How would you rate Sample B when compared to your favorite vegetable?

	Response Percent	Response Count
1 - Excellent	17.4%	16
2 - Good	**43.5%**	**40**
3 - OK	26.1%	24
4 - Bad	12.0%	11
5 - Terrible	1.1%	1
Optional: Please explain your answer		1
answered question		**92**
skipped question		**3**

Optional: Please explain your answer		
1	still love my green beans	Dec 30, 2009 2:32 PM

22.

The feature I like best about Sample B is:

	Response Percent	Response Count
Flavor	23.5%	20
Color	**36.5%**	**31**
Texture	15.3%	13
Size	4.7%	4
Acidity	0.0%	0
Health Benefits	2.4%	2
Juiciness	12.9%	11
Sweetness	2.4%	2
Aroma	1.2%	1
Other (please specify)	1.2%	1
	answered question	**85**
	skipped question	**10**

Other (please specify)		
1	too soft	Dec 27, 2009 10:18 PM

23.

The other features I like about Sample B are (check no more than 3):

	Response Percent	Response Count
Flavor	39.6%	36
Color	44.0%	40
Texture	29.7%	27
Size	15.4%	14
Acidity	7.7%	7
Health benefits	22.0%	20
Juiciness	**46.2%**	**42**
Sweetness	14.3%	13
Aroma	12.1%	11
Other (please specify)	2.2%	2
	answered question	**91**
	skipped question	**4**

Other (please specify)		
1	too soft	Dec 27, 2009 10:18 PM
2	more ripe	Dec 30, 2009 2:28 PM

24.

I would eat Sample B for: (Choose all that apply)

	Response Percent	Response Count
Breakfast	31.2%	29
Lunch	69.9%	65
Dinner/Supper	**77.4%**	**72**
Snacks	34.4%	32
Never	8.6%	8
Optional: Please explain your answer		4
answered question		**93**
skipped question		**2**

Optional: Please explain your answer		
1	seldom	Dec 20, 2009 9:21 PM
2	good all around	Dec 27, 2009 10:25 PM
3	TOO SOFT AND JUICY	Dec 28, 2009 12:12 AM
4	TOO MUSHY	Dec 28, 2009 12:32 AM

25.

How often would you like to have Sample B to eat?

	Response Percent	Response Count
Several times a week	**52.2%**	**48**
Once a week	28.3%	26
Once or twice a month	5.4%	5
Less than once a month	8.7%	8
Never	5.4%	5
Optional: Please explain your answer		2
answered question		**92**
skipped question		**3**

Optional: Please explain your answer		
1	seldom	Dec 20, 2009 9:21 PM
2	good tasting	Dec 27, 2009 10:25 PM

26.

How would you rate Sample C overall?

	Response Percent	Response Count
1 - Excellent	28.1%	25
2 - Good	**33.7%**	**30**
3 - OK	22.5%	20
4 - Bad	7.9%	7
5 - Terrible	7.9%	7
Optional: Please explain your answer		3
answered question		**89**
skipped question		**6**

Optional: Please explain your answer		
1	not as sweet but juicy.	Dec 15, 2009 6:32 PM
2	not as sweet but juicy	Dec 27, 2009 9:14 PM
3	a little seedy	Dec 27, 2009 10:26 PM

27.

How would you rate Sample C as compared to other fresh tomatoes that you have eaten?

	Response Percent	Response Count
1 - Excellent	26.1%	24
2 - Good	**34.8%**	**32**
3 - OK	20.7%	19
4 - Bad	9.8%	9
5 - Terrible	8.7%	8
Optional: Please explain your answer		4
answered question		**92**
skipped question		**3**

Optional: Please explain your answer		
1	more tart	Dec 20, 2009 9:16 PM
2	softer than i like	Dec 27, 2009 10:26 PM
3	b tastes better	Dec 30, 2009 1:28 AM
4	not as flavorful and less aroma	Dec 30, 2009 2:33 PM

28.

How would you rate Sample C when compared to your favorite vegetable?	Response Percent	Response Count
1 - Excellent	19.6%	18
2 - Good	**35.9%**	**33**
3 - OK	25.0%	23
4 - Bad	12.0%	11
5 - Terrible	7.6%	7
Optional: Please explain your answer		0
answered question		**92**
skipped question		**3**

29.

The feature I like best about Sample C is:	Response Percent	Response Count
Flavor	**32.6%**	**28**
Color	3.5%	3
Texture	14.0%	12
Size	4.7%	4
Acidity	4.7%	4
Health Benefits	8.1%	7
Juiciness	18.6%	16
Sweetness	7.0%	6
Aroma	0.0%	0
Other (please specify)	7.0%	6
answered question		**86**
skipped question		**9**

Other (please specify)		
1	firmness	Dec 20, 2009 3:06 PM
2	NOTHING	Dec 27, 2009 11:30 PM
3	toojuicy, pale	Dec 28, 2009 1:13 AM
4	nothing	Dec 28, 2009 1:24 AM
5	nothing	Dec 30, 2009 1:21 AM
6	nothing	Dec 30, 2009 1:28 AM

30.

The other features I like about Sample C are (check no more than 3):

	Response Percent	Response Count
Flavor	30.3%	27
Color	33.7%	30
Texture	**41.6%**	**37**
Size	13.5%	12
Acidity	14.6%	13
Health benefits	13.5%	12
Juiciness	34.8%	31
Sweetness	11.2%	10
Aroma	11.2%	10
Other (please specify)	9.0%	8
	answered question	**89**
	skipped question	**6**

Other (please specify)		
1	firmness	Dec 20, 2009 3:06 PM
2	not very tasty	Dec 27, 2009 9:51 PM
3	NOTHING	Dec 27, 2009 11:30 PM
4	NOTHING	Dec 28, 2009 1:08 AM
5	none	Dec 28, 2009 1:13 AM
6	nothing	Dec 28, 2009 1:24 AM
7	nothing	Dec 30, 2009 1:21 AM
8	texture was firm	Dec 30, 2009 1:28 AM

31.

I would eat Sample C for: (Choose all that apply)

	Response Percent	Response Count
Breakfast	35.2%	32
Lunch	64.8%	59
Dinner/Supper	**69.2%**	**63**
Snacks	34.1%	31
Never	18.7%	17
Optional: Please explain your answer		1
	answered question	**91**
	skipped question	**4**

Optional: Please explain your answer		
1	use only in spaghetti	Dec 30, 2009 1:14 AM

32.

How often would you like to have Sample C to eat?

	Response Percent	Response Count
Several times a week	**45.2%**	**42**
Once a week	20.4%	19
Once or twice a month	10.8%	10
Less than once a month	5.4%	5
Never	18.3%	17
Optional: Please explain your answer		0
answered question		**93**
skipped question		**2**

33.

This is my opinion of the three tomato samples:

	1 - Best	2 - Average	3 - Worst	Rating Average	Response Count
Sample A	20.4% (19)	**43.0% (40)**	36.6% (34)	2.16	93
Sample B	**44.9% (40)**	32.6% (29)	22.5% (20)	1.78	89
Sample C	**38.2% (34)**	24.7% (22)	37.1% (33)	1.99	89
Optional: Please explain your answer					7
answered question					**93**
skipped question					**2**

Optional: Please explain your answer		
1	some sweeter, some little acidy, tart.	Dec 15, 2009 6:33 PM
2	some sweeter, some little acidy, tart (c)	Dec 27, 2009 9:15 PM
3	a taste texture all great b about average to the above c bad color texture everything	Dec 27, 2009 9:51 PM
4	NONE WERE THE PERFECT TOMATO	Dec 28, 2009 12:20 AM
5	A & C were too sour	Dec 30, 2009 1:29 AM
6	sample b had a good sweet taste	Dec 30, 2009 1:34 AM
7	c was really tasty	Dec 30, 2009 2:38 PM

Tasti-Lee™

Health • Flavor • Freshness

Superior flavor, health benefits, and appealing rich red color inside and out! Naturally vine-ripened by Mother Nature, Tasti-Lee™ will delight with true tomato flavor and dense, juicy, red slices. Delicious!

Fresh from Florida®

www.tasti-lee.com

(Cut cards out along dotted lines.)

Yogurt Chicken Salad in Tasti – Lee™ Tomato Crowns Yield 4 Servings

Ingredients

4 medium sized Fresh Florida Tasti – Lee™ tomatoes
1/2 cup plain low fat yogurt
2 cups chicken, cooked, shredded and chilled
1/4 cup flat leaf parsley, chopped
1/2 cup celery, small diced
1/2 cup carrots, small diced
1 lemon, juiced
1 small onion, small diced
Kosher salt and fresh ground pepper to taste

Preparation

Rinse tomatoes under cold running water and pat dry with clean paper towels. With a sharp serrated knife, slice off the top part of the tomato that was attached to the vine. Turn the tomato over and make 4 to 5 slices almost all the way down being careful not to slice all the way through the tomato. Set tomatoes aside.

In a medium sized mixing bowl combine all ingredients except the tomatoes. Taste chicken salad and adjust seasoning with the kosher salt and fresh ground pepper. Using a fork, separate the sliced tomatoes open and fill with chicken salad. Serve chilled.

(Cut cards out along dotted lines.)

Tasti – Lee™ Tomato Salad with Mozzarella, Arugula and Prosciutto Yield 4 Servings

Ingredients

2 large Tasti – Lee™ tomatoes 1/4 pound prosciutto ham, sliced thin (the thinner the better)
1/2 pound fresh mozzarella cheese
1/2 pound Florida arugula (or your favorite greens)

Vinaigrette Ingredients

1/3 cup olive oil
2 tablespoon apple cider vinegar
1 tablespoon Florida honey
2 tablespoon chopped fresh basil
1 clove garlic, minced
Kosher salt and fresh ground pepper to taste

Preparation for vinaigrette

In a medium sized mixing bowl, whisk together the olive oil, vinegar, honey, basil, and garlic until completely emulsified. Taste and adjust seasoning with kosher salt and fresh ground pepper. Set aside.

Preparation for salad

Rinse tomatoes under cold running water and pat dry with clean paper towels. Slice off the top of each tomato with a serrated knife. Cut tomatoes into even wedges and set aside. Slice the fresh mozzarella into a size that will fit under the tomato wedges. Lay a slice of prosciutto down on a clean work surface. Place a slice of mozzarella on top of the prosciutto, and then a tomato wedge on top of that. Roll the prosciutto up around the mozzarella and tomato. Repeat this process until all tomato-mozzarella wedges are rolled up. In a medium sized mixing bowl, add the arugula and slowly add small amounts of the vinaigrette until the greens are dressed enough for your taste, leaving some vinaigrette for garnish. Plate up th salad by evenly distributing the dressed greens onto each plate. Arrange the rolled tomato wedges in a neat fashion around the greens. Drizzle leftover vinaigrette over each plate for garnish. Serve chilled.

Hot Artichoke Dip Stuffed Tasti – Lee™ Tomatoes Yield 4 Servings

Ingredients

4 medium sized Fresh Florida Tasti – Lee™ tomatoes
1 (8 ounce) package low-fat cream cheese, softened
1/4 cup low-fat mayonnaise
1/2 cup Parmesan or Romano cheese, grated
1 lemon, juiced
1 clove garlic, minced
1 tablespoon fresh basil
Kosher salt and fresh ground pepper to taste
1 can low sodium artichoke hearts, drained and chopped fine
1 cup fresh spinach, chopped
1/4 cup mozzarella cheese, shredded

Preparation

Preheat oven to 375 degrees. In a medium sized mixing bowl, combine cream cheese, mayonnaise, Parmesan cheese, garlic and fresh basil. Stir in chopped artichoke hearts and spinach. Taste mixture and adjust seasoning with lemon juice, kosher salt and fresh ground pepper. Set stuffing mixture aside.

Rinse tomatoes under cold running water and pat dry with clean paper towels. Slice off the top of each tomato with a serrated knife. Using a spoon, scoop out 1/3 of the insides of the tomato. Fill the tomatoes back up with the stuffing mixture. Top each stuffed tomato with the shredded mozzarella. Place stuffed tomatoes in a baking dish and put them into the pre heated oven. Bake for 10 to 15 minutes or until bubbly and golden brown. Remove from oven and let cool slightly. Serve warm with tortilla chips or crisp flatbreads.

Arugula and Mozzarella Spiked Tasti – Lee™ Tomatoes with Basil Vinaigrette

Yield 4 Servings

Ingredients

4 medium sized Florida Tasti - Lee™ tomatoes
1 pound fresh mozzarella cheese
1 bunch fresh Florida arugula (or basil)

Vinaigrette Ingredients

1/3 cup olive oil
2 tablespoon apple cider vinegar
1 tablespoon Florida honey
2 tablespoon chopped fresh basil
1 clove garlic, minced
Kosher salt and fresh ground pepper to taste

Preparation for vinaigrette

In a medium sized mixing bowl, whisk together the olive oil, vinegar, honey, basil, and garlic until completely emulsified. Taste and adjust seasoning with kosher salt and fresh ground pepper.

Preparation for tomato

Rinse tomatoes under cold running water and pat dry with clean paper towels. With a sharp serrated knife, slice off the top part of the tomato that was attached to the vine. With the cut surface down, make five cuts vertically down the tomato being careful not to cut all the way down. Set aside sliced tomatoes. Cut mozzarella into 20 even slices that will fit into the slices made in the tomatoes. Try to fit one piece of mozzarella into a tomato to see what size you will need to cut all of them. Pick out 20 nice leaves of arugula or basil. To assemble, insert arugula and mozzarella evenly into each slice of the tomatoes. To finish, arrange stuffed tomatoes on a plate and garnish with basil vinaigrette. Season tomatoes with kosher salt and fresh ground pepper to taste. Serve room temperature.

What makes Tasti-Lee™ different?

Health

Higher lycopene - up to 40% more: contains antioxidants and gives Tasti-Lee™ rich healthy color inside and out!

Flavor

Great, true tomato flavor. Tastes like summer! Deep red flesh, high in sugar, makes for delicious eating. Try it for yourself!

Freshness

Vine-ripened by Mother Nature; flavorful flesh is great for salad and sandwich slices, chopped into salsa and sauces, either fresh or cooked!

Tasti-Lee™ serving suggestions:

- Tasti-Lee™ makes a beautiful, healthy and delicious ingredient in a caprese salad with fresh mozzarella, whole basil leaves, a drizzle of olive oil and coarse salt.
- Chop Tasti-Lee™ and add color and flavor to a healthy salsa of onions, peppers, tomatoes and cilantro.
- Cooks wonderfully! Make a fresh tomato sauce with just Tasti-Lee™, onions, olive oil, salt and Italian seasoning. Quick and delicious!
- Use Tasti-Lee's™ striking flavor and color in a light, healthy bruschetta – no more bland tomatoes!

"Tasti-Lee™: we'll leave it on the vine for you!"

Tasti-Lee™ is a special tomato variety developed by the University of Florida: seed is produced and distributed exclusively by Bejo Seeds, Inc.
For more information, contact:

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(Cut cards out along dotted lines.)

Yogurt Chicken Salad in Tasti-Lee™ Tomato Crowns

Hot Artichoke Dip Stuffed Tasti-Lee™ Tomatoes

Tasti-Lee™ Tomato Salad with Mozzarella, Arugula and Prosciutto

Arugula and Mozzarella Spiked Tasti-Lee™ Tomatoes with Basil Vinaigrette