



October 2022

Spotlight on tomatoes: Opportunities and challenges in store

Did you know that tomatoes are among the world's most popular vegetable crops? EU farmers alone produce around 17 million metric tons every year. COVID-19 has been an important driver of this thriving market: global retail sales of fresh tomatoes rose 17.6% in 2020, as people were forced to eat at home.

At Hazera, tomatoes have a special place in our heart, and we offer hundreds of different varieties to farmers worldwide. Below, **Alejandro Szechtman, Portfolio Marketing Director Tomato**, sheds light on the challenges and opportunities facing the tomato sector today.

Changing consumer tastes

Key to the popularity of tomatoes is the range of options available. Right now, we see rising demand for convenient snack tomatoes. Smaller tomatoes require more harvesting labor, which can be a challenge given today's tough economic climate and tight labor market.

Meanwhile, consumers are increasingly 'buying local' to help the environment. But growing Mediterranean-quality fruits in northern Europe, for example, hasn't always been easy. Now, thanks to Hazera's experience and in-depth R&D, tastier tomatoes are available for more of the year. In parallel, we're working with exporters to develop varieties with a longer transport life.

Automation opportunities

As manual labor declines in the tomato sector, we're seeing farmers turn to automated, digitalized solutions to make production easier and faster. The resulting energy, cost, and resource efficiencies are extremely welcome in an industry where profits are often unpredictable.

Automation is therefore an exciting area for investment, and we at Hazera are always working on R&D to make the dream solutions of the future a reality for the growers who need them.

Addressing the impact of climate change

A hotter climate will negatively affect plant growth and increase the risk of disease, making it harder to meet growing global demand.

Hazera is working on solutions to help farmers prevent and overcome the effects of climate change. Not only are we breeding more adaptable varieties with higher drought and heat tolerance, but we're also collaborating with growers to design and implement technologies to save water during irrigation.

Meeting your tomato needs

At Hazera, we're world leaders in tomatoes, with a huge portfolio of varieties available. We draw on our decades of knowledge and experience to support growers around the globe to make their operations sustainable, so consumers can continue to enjoy top-quality tomatoes for many years to come.

Looking for answers or advice about tomato production? [Contact us](#) today!