

Research Report Update



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Study Reveals Steps to Increase Florida Tomato Sales

Top performing retailers were selected for the promotional study

The Florida Tomato Committee recently teamed up with the Perishables Group to conduct an in-depth promotional study to determine the best practices for Florida field tomatoes.

Ten top-performing retailers were selected in the Northeast and South regions. Performance data was compiled for field tomatoes and for the

tomato category over a two-year period during the Florida tomato season.

The comprehensive study analyzed the optimum price discount, promotion frequency, number of items in the promotion and type of promotion including feature advertisements and weekly ad mailers.

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Recommended Best Practices for Florida Round Tomato Promos:

1. Optimum discount level should be 31% - 40% for field tomato promotions

This discount level resulted in larger dollar sales lifts on the tomato category (7% increase) and field round tomatoes (21% increase).

While effective, the discount ranges of 41% to 50% should be used sparingly, as regular deep discount promotions can result in lower category dollars.

2. Run one to three field round tomato promotions per month during season

The promotions should include print ads and/or in-store price reductions (ISPRs) for maximum results. The total tomato category does best when at least one tomato item (from any subcategory) is on promotion each week.

April, May and November are the peak months for field-grown

tomato promotions so increase frequency during these months to maximize results.

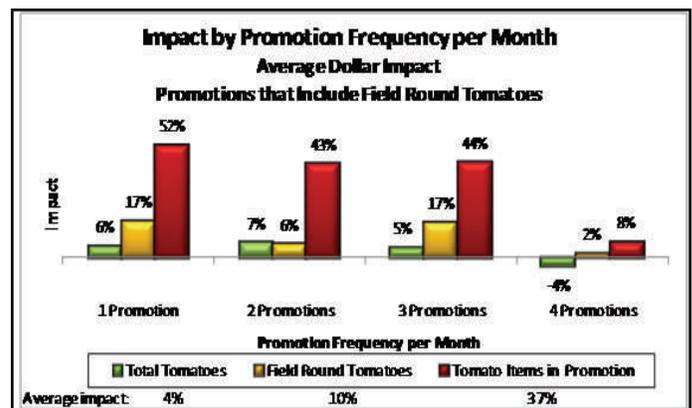


Figure 1: Perishables Group, Promotional Study

3. Promote field round tomatoes by themselves

In promotions that included field tomatoes only, the average dollar lift was 17% with a volume increase of 52%. Recommend promoting field tomatoes by themselves for the best results.

Packaged field-grown tomatoes perform well on promotions; make sure to promote packaged field-grown tomatoes as well as bulk.



For more information on the research study results or label information contact Samantha Winters, Florida Tomato Committee at: Samantha@floridatomatoes.org.

Trends & Recommendations

Recommended Promo Best Practices cont.

4. Promote field tomatoes separate from hothouse tomatoes

Keeping field and hothouse tomato promotions separate benefitted each item and the category.

5. Promote field-grown tomatoes on the back page of print ads

The back page of the print ad is the most effective location for field-grown tomatoes resulting in a 16% sales lift.

Promote multiple field tomato items on the same print ad page coupled with an in-store price reduction, or use in-store price reduction promotions only (resulted in a 21% lift for field tomatoes).

Tomatoes that were promoted in a print ad with “x for” pricing coupled with an in-store price reduction (loyalty card) resulted in high volume impacts on the tomato category.

Florida Tomatoes on Radio & Billboards



Beginning April 25—May 14, to help drive retail traffic, the FTC will be launching a radio commercial campaign with CBS network in several markets in the state of Florida and beyond.

The markets include:

- Tampa
- Orlando/Jacksonville
- Ft. Pierce/West Palm Beach
- Atlanta
- Charlotte
- Philadelphia/New Jersey

The campaign includes a mix of 60 second endorsements from radio personalities and 30 second ads and contest activities for a total of 627 commercials.

FTC will also have digital assets including banner ads on each market's radio station web sites to promote Florida tomatoes availability and the recipe contest.

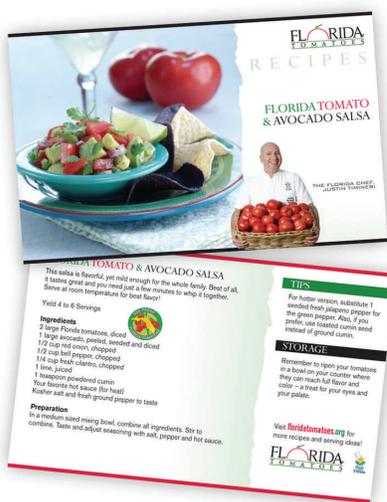
CBS Radio is also providing two billboards to position promotional messaging in Lakeland and Ft. Pierce, Florida. Billboards will be up for four weeks during the promotion.

Florida Tomato's Spring Activities: April, May & June are Peak Months for Promotions

Florida Tomato Committee is working to promote Florida tomato consumption through a variety of promotions this spring season including customized retail activities, radio support, media outreach and its new partnership with Florida Chef, Justin Timineri.

Some of FTC's customized promotions with retailers in the northeast and southeast include display contests, sales contests, demos, radio support, multiple displays and ad circulars. In addition to promotional posters and shelf cards, FTC is making tear-off recipe pads featuring Florida Chef Justin's "Florida Tomato Avocado and Salsa" and "Florida Tomato Caprese Salad" available to retail partners.

In early April, Florida Chef Justin Timineri taped a segment for the television program, *How to Do Florida*. Chef Justin created his Florida tomato black bean cakes for the show. The segment will air beginning end of May on the Florida tomato website as well as on broadcast stations throughout each major market in Florida and then again on the Sun sports channel each week beginning in October.



FTC's Avocado and Salsa recipe pads are an excellent Cinco de Mayo tie-in.

The Florida Tomato Committee is also circulating a full page color feature article to newspaper, magazine and online editors.

The online version contains several of Chef Justin's Florida tomato recipes, as well as an imbedded video of Chef Justin creating a Florida tomato caprese salad.