



Research Report Update

FLORIDA
TOMATOES

800 Trafalgar Court • Suite 300 • Maitland, Florida • Phone 407-660-1949 • FAX 407-660-1656

Top Reasons Why Consumers Buy Tomatoes: Flavor and Health

Preferences for Field Tomatoes Documented in Recent Research Study

About half of consumers surveyed in the produce department of select retailers this past May 2010, reported their primary reason for purchasing fresh tomatoes is the flavor.

In addition, nearly 40% identified health and nutrition as their top reason for purchasing fresh tomatoes.

These results are based on a consumer research study conducted by the Perishables Group on behalf of the Florida Tomato Committee. The study surveyed 1,500 tomato consumers in-store across four major U.S. retailers in the Southeast and

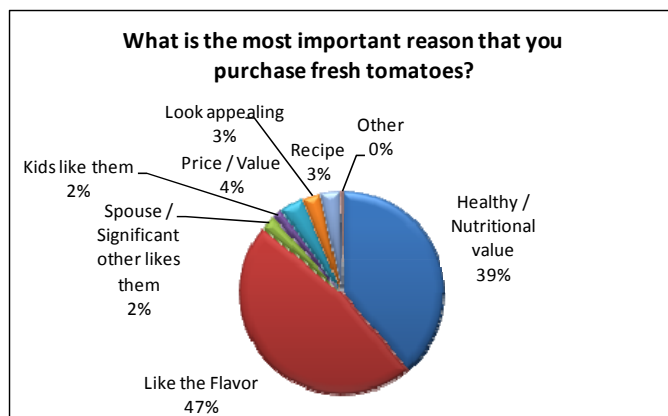


Figure 1: Perishables Group, Consumer Survey

Northeast. The goal of the study was to understand consumer attitudes and preferences for tomatoes and key purchase drivers.

Key facts regarding consumer purchase behavior:

Planned vs. Impulse Buys

- Tomato purchases are generally planned. Three-fourths of consumers know what type of tomato they will purchase before entering the store

Variety Preference

- Nearly 30% of consumers said round field-grown tomatoes

- are their favorite type of tomato
- A quarter said hothouse cluster tomatoes are their favorite, and 21% prefer Roma tomatoes
- Three-fourths of consumers overall chose their preferred tomato based on flavor

Field vs. Hothouse Tomatoes

- More than half of tomato consumers surveyed are aware that some tomatoes are field-grown and others are hot-house-grown
- Of those who are aware that there is a difference between the two, 70% stated they prefer the flavor of field tomatoes

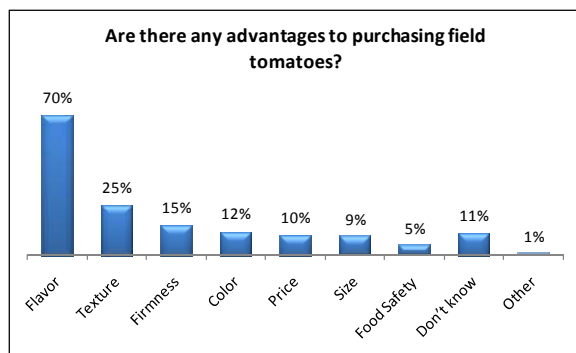


Figure 2: Perishables Group, Consumer Survey

Inside this Issue:

Preferences for USA Grown compared to Imports

Promotional Opportunities for Field Tomatoes

Consumer Research: Demographic Profile



For more information on the research study results or label information contact Samantha Winters Florida Tomato Committee 407-660-1949.

Trends & Recommendations

Consumers Surveyed Rate U.S.A. Grown tomatoes as appealing as Locally Grown

According to the 2010 research study, conducted by the Perishables Group, at least 60% of consumers surveyed said locally-grown, U.S.-grown and Florida-grown tomatoes are appealing or very appealing.

In another Perishables Group study, 77% of consumers chose USA grown tomatoes over imports.

USA and/or Florida-Grown POS signage from the Florida Tomato Committee is available and beneficial for Florida tomato merchandising displays, especially during peak season promotions. Our USA Grown Florida Tomatoes PLU label is available for Florida tomato suppliers and handlers to use with Florida field-grown tomatoes.

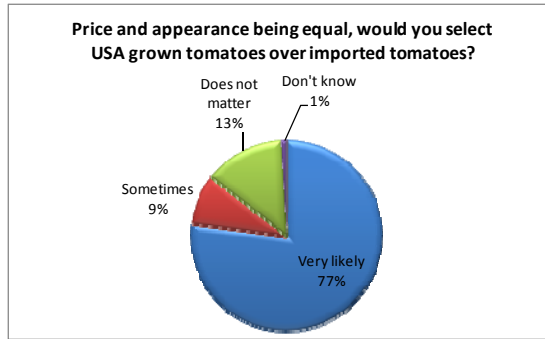


Figure 3: Perishables Group, Consumer Survey



Opportunity to Increase Promotional Activity of Field Tomatoes

Tomatoes are an important category ranking among the top 5 vegetable categories in the produce department. Most importantly, field tomatoes are the category's foundation – the key staple for planned purchases.

Recent consumer research from the Perishables Group indicates that:

- Consumers generally include their favorite tomato variety on their shopping list
- Yet, 60% of consumers surveyed would consider purchasing another type of tomato if it were on sale

Nationwide, field tomatoes account for about 20% of tomato category sales and volume; yet, nearly 30% of consumers said round field-grown tomatoes are their favorite type of tomato. Although,

consumers may be motivated by sale price they are also motivated by purchasing locally or USA grown produce compared to imports.

This provides an opportunity for retailers to increase promotional activity on field tomatoes from Florida to maximize sales and spur increased impulse purchases.

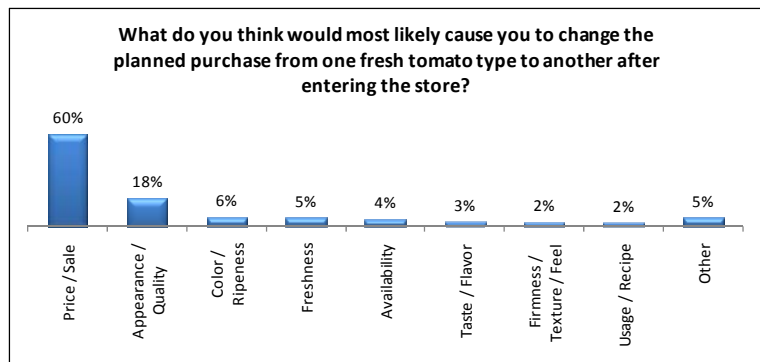


Figure 4: Perishables Group, Consumer Survey

2010 Consumer Research Demographic Profile

Consumers surveyed
1,500 tomato consumers

Household income
About a third of those surveyed earn between \$25,000 and \$75,000 per year

Household size
More than half of respondents reported having no children at home

Another 22% have two or more children under 18 in the home

Age
Shoppers of all ages were surveyed, with a third between the ages of 25 and 44

Ethnicity
The following ethnic groups were represented in the study: Caucasian, African American, Hispanic and Asian consumers

Gender
Seventy-percent of consumers surveyed were female