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Sommaire :

- A good quality product and good volume for the tomatoes
- Peppers from Florida
- Lower volume of English cucumbers to predict
- Red onions from Oregon
- Increase expected for transport
- Whiter inside for tomatoes
- A nice week for the convention in Cuba
- Groupe Tomapure wishes everyone a merry Christmas and a happy new year!

INFORMATION ON THE PRODUCTS:

TOMATOES:

Currently, the tomato market is at its lowest after Thanksgiving. Increases are anticipated during the month of December. Florida tomatoes are mainly from Immokalee, Naples and Ruskin. These areas have very good weather right now, so they offer us a good product quality and good volumes. Since these regions are not affected by hurricanes or heavy rains, they should not have a lack of products.



THE PEPPERS

We are receiving the peppers from Immokalee and Boca Raton, Florida. The quality is excellent and the price is at its lowest. We can expect higher prices during the month of December. We do not anticipate any shortage of product for the same reasons as tomatoes.



THE CUCUMBERS



It is expected that the volume of English cucumbers from greenhouses in Leamington will decline because of cool weather and a lack of sunshine. On the other side, the volumes of cucumbers from Mexico and Spain should help slow the rise in market prices.

THE ONIONS

We get them from Oregon and their quality is excellent.



THE TRANSPORT



We can expect higher prices for transport. The export to the United States is currently idle due to the economic crisis going on and the small difference in the exchange rate. Therefore fewer trucks are available for return to Canada. In addition, the holiday season causes a rise in demands.

WHY DO WE HAVE RED AND MATURE TOMATOES ON THE OUTSIDE BUT WHITISH AND YELLOWISH ON THE INSIDE?

Early in the fall season, when the pollination isn't complete due to high night time temperatures, tomatoes will fill in the areas that are normally gel and seed with the same type of tissue that you find in the fruit wall. This tissue sometimes remains white during fruit ripening, thus detracting from the internal appeal of the tomato. This becomes much less common as night time temperature regimes during flowering become more optimal for complete pollination (55-65 F). There is also considerable variation among tomato varieties with respect to expressing this condition. This can also happen to fruit setting under colder than optimal temperatures in the middle of the winter.



SUBWAY QUEBEC CONVENTION IN CUBA

From November 20th to 28th, the Subway Quebec convention was held in Cayo Santa Maria, Cuba. Tomapure participated in this annual meeting. Marc-Andre Larivee attended this conference during which he discussed projects and developments for 2011. It was an interesting week at all levels and as a bonus, fun and beautiful weather were at the rendezvous. An unforgettable week!

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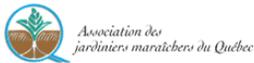
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OUR MISSION

Our company is specialized in food safety. Our mission is to offer our institutional and retail customers fresh, washed and ready-to-eat fruits and vegetables. We also suggest programs adapted to our clients' needs, including closely related products. We focus on Canadian markets and territories of the North-eastern United States. Conscious of current realities, we emphasize the use of ecological products at every level of our operations.

THE GROUPE TOMAPURE TEAM
WISHES YOU A MERRY CHRISTMAS
AND A HAPPY NEW YEAR!

As we approach this great time of celebration and sharing, the Goupe Tomapure team wants to wish you a merry christmas and a happy new year! HEALTH, PURITY and SAFE FOOD all year long!

