

[FRESH TIP]

NO. 617

Storage Tip for Retailers

Greenhouse tomatoes should be stored in temperatures between 60-65°F (15.6-18.3°C).

Greenhouse tomatoes are ethylene producers. This means they should be kept away from ethylene sensitive produce.

Greenhouse tomatoes have a storage life of 7 to 14 days for off the vine tomatoes and up to 21 days for tomatoes-on-the-vine.

Greenhouse tomatoes require high humidity, at a level of 85-90%.

Handle tomatoes with care as they can bruise easily causing them to spoil quickly.

Greenhouse tomatoes should not be stored in refrigerated displays as it will change their texture and decrease the flavour. Display at room temperature.

Troubleshooting Tips for Retailers

Problem: Uneven Colour Development | Indication of exposure to high temperatures

Fix: Do not store tomatoes in temperatures above 86°F (30°C)

Problem: Bruising | Indication of improper handling

Fix: Handle tomatoes with care; do not drop shipping containers on the floor

Problem: Softening; loss of flavor, failure to mature/ripen | Indication of chill injury

Fix: Do not store tomatoes in temperatures below 50°F (10°C)

Problem: Decay | Indication of moisture accumulation

Fix: Store containers off the floor to keep them from getting damp, maintain moderate air circulation and inspect tomatoes daily during storage

Note: Moisture accumulation on or in storage containers may promote decay



Retail Promotional Ideas

Flavour & shelf-life determine repeat sales.

Avoid dumping tomatoes on the display as consumers buy based on appearance and firmness.

Offer a variety of types so consumers can buy the appropriate tomatoes for their recipe needs. Did you know Ontario Grown tomatoes have more than 20 sku's available to meet your consumer's every need?

Position tomatoes next to Ontario Grown Seedless Cucumbers. Both are often used together in salads and side dishes. Visit ogvg.com for recipe ideas. Ask us for recipe display cards that can be used on your display and to distribute to consumers.

Displays can be either on an island or rack. Did you know Ontario Grown Greenhouse tomatoes come in more than just red? Consider using tomatoes to brighten up your produce area by displaying orange, pink, yellow, brown and other varieties.

Keep the stem on as long as possible. This is where most of the aroma comes from.

Display tomatoes no more than one layer deep and place stem-end up to avoid bruising.

Consider displaying tomatoes on a grass or rubber mat to avoid bruising.

Promote bite-size tomatoes as a quick healthy snack for kids. Place adjacent to mini & cocktail cucumbers for delicious back-to-school lunch options.

Red ripe tomatoes will hold at room temperature for two to three days.

Packing tomatoes in overwrapped trays can save time, weighing them at the checkout line. Also display tomatoes in bulk.

Let consumers know that tomatoes can be ripened at home by placing them on a counter in a bowl or inside a brown paper bag for a few days. Tomatoes should be ripened stem side up to avoid bruising.

Use signs to educate customers that tomatoes should NOT be refrigerated. Refrigeration stops the ripening process and does not allow the full flavour to come through.

For recipe ideas please visit ogvg.com



ONTARIO GREENHOUSE
VEGETABLE GROWERS

