



Floragem
3742 Blue Bird Canyon Road, Vista, California 92084 USA

Oct 2005

VIVA! finds heirloom taste in new tomato

Vista, California — With a huge interest in helping reverse the trend to the un-tasty tomato – VIVA!® is pleased to bring to market Tomato ‘VIVA! Old Time Tasty’ – a selection of a new heirloom type tomato – with an exceptional taste.

What sets off this special tomato is the combination of the heirloom base coupled with modern disease resistance. Bred from a ‘Tomande’ type tomato, we have a medium fruit – to 7 oz – that is round with pronounced shoulders. Great for slicing, this plant was selected primarily for flavor – with a nod to an improved plant shape versus the older Tomande vines so popular as eating tomatoes in Italy today. We sacrificed a ‘pretty, round’ fruit for great taste. VIVA! Old Time Tasty may be one of the ugliest tomatoes in your garden but we guarantee it will be the best tasting! A vine type – and fruits in about 69 - 70 days from transplant. The growth habit is indeterminate, and fruit are borne in abundance over a long period. Resistant to Verticillium wilt, races 1 and 2 Fusarium wilt, and tomato mosaic virus.

Tomato ‘VIVA! Old Time Tasty’ is new in 2006 and will be available exclusively in The Home Depot stores in the U.S. and Canada when tomatoes are in season. VIVA! Veggies and Herbs are packaged in the consumer friendly VIVA! pot – with helpful planting information included right on the package. The vegetable and herb varieties are chosen by regional growers to be appropriate for each region of the country.

For recipes using herbs and vegetables go to www.vivagarden.com.

Floragem is a brand marketing company comprised of experienced growers and marketing professionals. The VIVA! program is a full line of flowers, vegetables and herb plants grown by the VIVA! grower network and sold exclusively to The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room of www.floragem.com.

For more information please contact Laurie Scullin at (352) 495-3375 or lscullin@floragem.com



Good size eating tomato
with great flavor