



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

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VIVA! introduces its Tomato Stars!

Vista, California — We are pleased to add two new tomatoes in 2006 to the VIVA! program – the award winning Tomato ‘Bush Champion’ and the fun to love modern heirloom, Tomato ‘VIVA! Old Time Tasty’.

What do you get when you cross an AAS winner with a special selection for the 2005 Ball Centennial Collection – then throw into the mix one of the finer modern era tomatoes? – ‘Bush Champion’ is the determinate form of the popular vine ‘Champion’ – giving us an exceptionally early, round fruit on compact plants. A great selection for large containers or small space gardens. The productive 24” plants yield plenty of high-quality 9-12oz fruit and can be grown staked or left to trail. - 65 days - VF1 & 2 also resists Gray Leaf Spot and Alternaria

Our other new tomato is the exclusive Tomato ‘VIVA! Old Time Tasty’ – a modern heirloom with medium sized 7 oz round fruit with pronounced shoulders. Great for slicing, this plant was selected primarily for flavor – and is similar to the Tomande varieties that are so popular 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! VIVA! Old Time Tasty is a vine type – and fruits in about 69 - 70 days from transplant. 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.

The VIVA! program will continue to showcase Tomatoes ‘HealthKick’ and ‘Sugary’. ‘HealthKick’ is our high in lycopene patio tomato that gets about 24” tall, has small dark red fruit and is good for you! Tomato ‘Sugary’ is another AAS winner and is a very sweet cherry grape indeterminate vine. If you only have room for one cherry tomato, ‘Sugary’ is a must-have variety.

All four of these fine tomato varieties will be available in The Home Depot stores in the US and Canada while 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 so they are 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



Cherry style 'Sugary' – the only cherry you will ever need



Tomato 'Healthkick' with dark red fruit



New AAS winner 'Bush Champion' – excellent round fruit