About Red Tomato

Red Tomato's mission is connecting farmers and consumers through marketing, trade and education, and through a passionate belief that a locally-based, family farm, fair trade, ecological food system is the way to a better tomato.

Red Tomato markets fresh fruit and vegetables from family farms in the northeast and southeast US to supermarkets and other customers throughout New England. We manage all the steps necessary to bring fresh, high-quality apples, strawberries, peaches, lettuce, and other produce from more than 30 family farmers in the Northeast. In summer, we also have sweet, juicy watermelon grown by the Federation of Southern Cooperatives, a cooperative of African American family farmers in the Southeast.

Red Tomato is committed to:

- Fresh, top quality fruits and vegetables.
- Local and regional produce at the peak of the season.
- Family farms and thriving rural communities.
- Ecological farming practices.
- Fair and ethical trade with farmers and customers.

Our growers' most vital ally is consumer demand for savory, fresh, local, safe, whole foods grown to nourish people, our soils, water, and wildlife. Since 1998, Red Tomato has sold over $3.75 million in produce in more than 300 supermarkets, cooperatives, college campuses, and restaurants serving millions of consumers, primarily in the Northeast.

Red Tomato also provides consulting for sustainable food and agriculture efforts nationwide, and is a founding partner in the fair trade banana company, Oké USA.

Red Tomato Retail Support

Red Tomato provides promotional and merchandising support including Eco Apple tote bags, baskets and other Red Tomato brand packaging, in-store tastings, farmer posters, and point-of-sale cards which highlight our family farms.

Consumer Education and Outreach

As part of our nutrition education partnership, Red Tomato has reached thousands of grade school children and their families with fresh apples and classroom presentations.

Red Tomato Products

Eco Apples

Apple connoisseurs know that Northeast soils, climate, and special varieties make our apples the best tasting in the country (if not the world). But the same growing conditions that produce the tastiest apples also make it challenging to manage all kinds of pests and diseases. The Eco Apple program, developed by Red Tomato in partnership with scientists, innovative farmers, and government agencies, is based on strict standards for advanced Integrated Pest Management (IPM) that eliminate many of the most toxic pesticides harmful to human health and our region's soil, water, and wildlife. Eco Apples are certified by the IPM Institute of North America.

Eco Apple orchards offer popular new varieties as well as heirlooms and old favorites. Through the Eco Apple program, some of the Northeast's most innovative, skilled, earth-conscious family-owned orchards are able to thrive.

Fresh Local Vegetables

When was the last time you bit into a juicy, local red tomato? Heirloom tomatoes are a specialty at Red Tomato. Our growers also raise lettuce and greens, top quality peppers, squash, zucchini, sweet corn, Asian greens, and other fresh, well-tended local vegetables that are available in season.

Stone Fruits

The Northeast boasts some of the juiciest richest peaches, pears, and plums around. The season for local peaches is short, from mid-August through September, but oh how sweet it is.

Strawberries, Blueberries, Raspberries, Currants

When our local berries are up against west coast berries that cost less, our berries still fly off the shelf. They are a delicacy. As one customer said to us, "I'll pay twice the price for the local strawberries because the difference in taste is incomparable. Comparing them [local strawberries] to others is like comparing fine silk with polyester."

Watermelons

Our watermelons taste like those you remember from childhood: ripe, red, sweet and full of flavor. Thanks to a partnership with the Federation of Southern Cooperatives (FSC/SOCO), a cooperative of African American farmers in southeastern USA, these premium melons are available through Red Tomato during the peak of the summer melon season.

red tomato

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