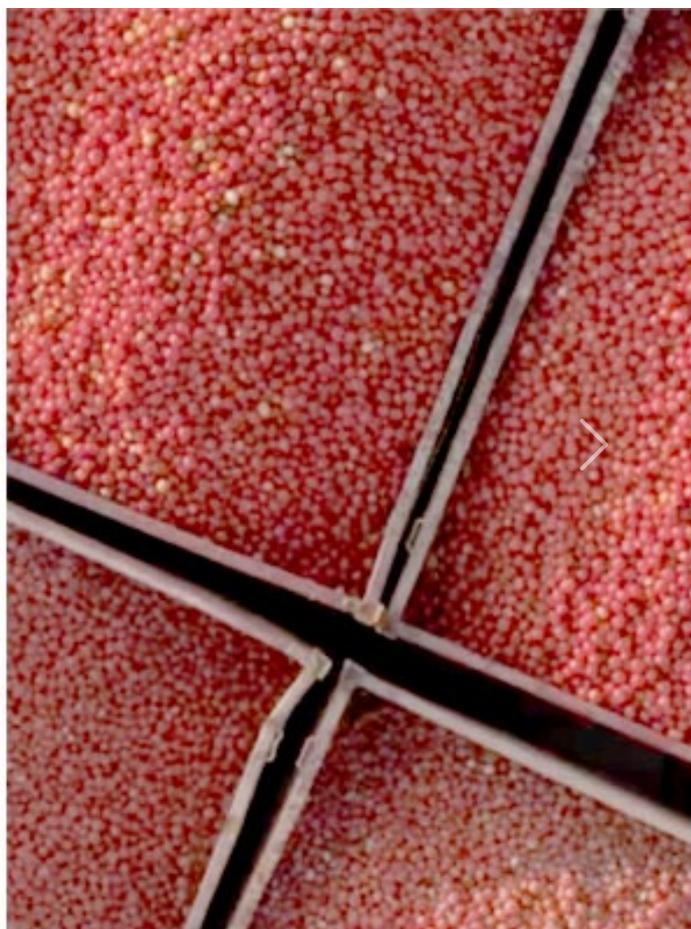


ФИТО ТЕРРА – from seedlings to a successful harvest

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Very soon we will be entering the period of preparation for growing seedlings for industrial tomatoes. Once again, Fitto Terra's choice is focused on HEINZ – the global leader in the production of tomatoes for the food processing industry.

“In order to have a quality product on the store shelf, you must first improve the quality of the production in the field” Henry Heinz

As you know, one of the main tasks of Fitto Terra is to deliver well-grown and healthy seedlings to your fields. As true professionals, we would like to remind you that it is of utmost importance to start with soil analyses, on the basis of which we will prepare the appropriate agronomic protocols and together select the most suitable products from the leading biostimulant company – *Atlantica Agricola*, Spain.



Do not forget that tomato does not like to be preceded by tomato and crop rotation is mandatory. That is why it is important for us to know the results of your soil analyses, so that we can determine as accurately as possible what your field needs. Since tomatoes extract many nutrients from the soil, they also require additional fertilization. In case of deficiency, it is important to supply the necessary nutrients such as nitrogen, potassium and phosphorus. They are applied in different quantities, in stages and according to the age of the plants.

Water is essential!

Our advice is to always use drip irrigation. In this way you will maintain moisture in your vegetable fields and at the same time you will have the opportunity to fertilize the plants. Rely on us if you need assistance with the layout and implementation of the entire irrigation process; we will direct you to professionals in the sector.

When is the most suitable time for transplanting?

In Bulgaria it is usually at the end of April and the beginning of May. Depending on your area and objectives, it is advisable to combine two varieties.

You need to be clear whether you want to grow processing tomatoes in a greenhouse or in open field, and whether you will harvest them manually or mechanically.

The choice of variety is a very important element of seedling production. It must be consistent with the period and duration of cultivation of the crop, the cultivation technology and varietal characteristics – earliness, mid-late or late maturity, productivity, resistance to biotic and abiotic environmental factors, plant habit, and product quality.



Among the most successful choices of farmers in Bulgaria who harvest industrial tomatoes mechanically are the varieties F1 1015 and F1 3402, with a vegetation period of 105 and 110 days respectively. The oval shape, firm skin and excellent red colour are important characteristics also for the fresh market. These two hybrids have been used for many years and have already proven themselves both in terms of disease resistance (Verticillium wilt and Fusarium) and firmness during transportation. And last but not least, their ripening uniformity – the so-called concentrated ripening.

If you are looking for tomatoes with a longer vegetation period, we also offer the variety H1307 F1 – one of the latest developments of the leader in seeds for industrial tomatoes – Heinz.

Industrial tomatoes are grown both on large areas and in smaller gardens. They are purchased by the largest enterprises in Bulgaria for industrial processing, but can also be found on fresh produce markets, as they have excellent taste, durability and intense colour.

Tomatoes for processing – a key element of the food industry

To answer the question **which is the tastiest industrial tomato variety**, do not hesitate to contact us. We will come directly to you to discuss in detail which variety and agronomic protocol best meet your needs.

Contact us at the phone number and contacts listed on our website

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