

“Pink Radiance” – a new tomato variety developed in partnership between CRABB and the Maritsa Vegetable Crops Research Institute, awarded at AGRA 2025

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Date: 02.06.2025 *Issue:* 6/2025



This year's edition of the international exhibition AGRA 2025 attracted thousands of visitors, representatives of the agrarian industry and scientific institutes, who presented innovative developments, products and machinery for the needs of agricultural producers, farmers and hobby gardeners. The event took place in the period 18–22.02 in Plovdiv.

With a joint stand at the exhibition, the Maritsa Vegetable Crops Research Institute and the Center for Research and Sustainable Development of Agriculture presented newly developed varieties created in partnership between the two scientific institutes – 5 tomato varieties and four pepper varieties.

The new pink tomato variety “Rozovo Siyanie” (“Pink Radiance”) was awarded first place in the category “Innovations in Planting Material” during the official award ceremony for the most innovative developments and products, organized by AGRA 2025.



The award was presented to Prof. Daniela Ganeva, PhD, Director of the Maritsa Vegetable Crops Research Institute and chief breeder. The prize was handed over by the Deputy Minister of Agriculture and Food – Mr. Yanislav Yanchev.



The plants are indeterminate (tall-growing), vigorous and well-leafed. The fruits are intensely pink, very large, with an average weight of 250–350 g, flat-round to round, multi-chambered, crack-resistant, with tender skin, fleshy, firm, without cellulose, with optimal firmness and storability. The fruits have a pleasant sweet-sour taste, a typical tomato aroma, and are suitable for fresh consumption. The variety can be grown under greenhouse and open-field conditions, on a supporting structure, in a single-row system 70–80/30–35 cm, with 6–8 inflorescences.