



US: MASTRONARDI'S KUMATO TURN INTO A CULT

The brown colored tomato, Kumato, which is one of the newest additions to the Sunset family, is booming in North America. The Kumato BROWN tomato is currently been grown in Canada in Mastronardi's greenhouses in Leamington, Ontario. The color of the Kumato may give you the wrong idea of the taste and the freshness or it may not be ripe, but this is the natural look of the tomato. It has an intense flavor and is surprisingly sweet and juicy.

Mastronardi is going year round with the tomato for the North American market. "This new variety is extremely popular and demand has exceeded production. We have been receiving lots of inquiries from consumers, who want to know where to purchase the Kumato, because it isn't available in the whole country yet. It seems to have a cult like following in the market", according to Chris Veillon of Mastronardi.

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