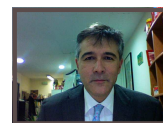


## Tomatoland tells us



Provence Tomates brings colour back to the region!

Provençal tomatoes blush with pleasure! Tomatoland, an originally French trader specialised in tomatoes for industrial purposes, has decided to set up Provence Tomates, a first transformation factory, in Tarascon. This large scale initiative will revitalise the entire agricultural activity of the region and transform the processed tomatoes market. Yanik Mezzadri, the Tomatoland CEO, is quite clear about his ambitions!...



Yanik Mezzadri,  
p-dg de Tomatoland

### > 75 000 tonnes in the first year...

**Yanik Mezzadri:** The Tomatoland company is specialised in marketing of tomato derivatives intended for transformation in France and in Europe. Up to now, we have concentrated on a trader activity. From now on, we intend to broaden our expertise starting with a first transformation factory in Tarascon. This factory is now under construction, and will be operational by summer next year. Its capacity will be 1500 tonnes per day for the 2009 harvest and 2500 tonnes next year. Therefore, the manufacturing potential is estimated at 70 to 75 000 tonnes during the first year.

### > with about fifty local producers...

Our intension was to setup in South-Eastern France. Provence, and especially the Roubian area in which the 66 000 m<sup>2</sup> factory will be built, satisfied the initial specification. Therefore our factory, located in the middle of an important crop area, is at an optimum proximity to local farms. We will work with about fifty of them chosen for their quality and traceability, their production, and respect of the environment. We will thus benefit from the good image of a Provence label and a food processing activity that helps to satisfy sustainable development challenges because this nearby installation helps to reduce CO<sub>2</sub> emissions.

For further information

Visiter Provence Tomates [www.provence-tomates.com](http://www.provence-tomates.com)

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> ... And the creation of about a hundred jobs

We want this factory to revitalise a depressed agricultural activity and to stop the downwards trend that has been recurrent over the last ten years. We will inject about 6 million Euros into the activity this year, and we expect to invest twice this amount next year. It is an excellent opportunity for this activity that has an excellent potential to generate jobs in a zone severely affected by the closure of some traditional industrial players. We will create about twenty permanent jobs and about a hundred seasonal jobs in 2009.

> To satisfy 30% of national needs in the long term!

With Provence Tomatoes, we are now able to satisfy the needs of the French market while facing competition from other European countries. Growing tomatoes is very competitive in Provence. It can yield 100 tonnes per hectare compared with 75 in Italy and 60 and 70 in Spain. At the moment, 95% of French consumption needs are imported. Our long-term ambition with Provence Tomatoes is to supply 30% of French needs.



For further information

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