

3 million Euro to promote Polish tomatoes

In 2016, the campaign "Tomatoes, naturally good" will be launched by the Polish Association of Producers of Greenhouse Tomatoes and Cucumbers in hopes of raising consumer awareness about the nutritional value of tomatoes and increasing their consumption. Poland produces 712,000 tonnes of tomatoes, with 80 percent going to the domestic market and the rest exported to other countries, mainly Germany.

"We are committed to strengthening the position of Polish vegetables in the market of our western neighbour. We want to make sure German consumers are aware of the fact that Polish tomatoes are of high quality and have a great taste and nutritional content," stated Maciej Mularski, president of the Association.

The campaign "Tomatoes, naturally good" will kick off in 2016 and will last for 3 years. Its budget totals 3 million Euro and aims to promote Polish tomatoes and boost their consumption in both the Polish and German markets.

The most important target group of the campaign are consumers, but the initiative will be directed also to culinary bloggers, journalists and opinion leaders, vegetable distributors and retailers.

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