

About Us



Tomatoes grown by California Tomato Farmers members are grown under the strictest food safety standards and harvested by workers who enjoy a safe and positive work environment.

Like-Minded Farmers

- California Tomato Farmers is a cooperative owned by farmers who are committed to a new standard for how they grow tomatoes.
- All members are family-owned farming businesses who produce the highest quality field-grown tomatoes in California.
- The members of California Tomato Farmers produce nearly 9 out of every 10 fresh tomatoes grown in California – more than enough for every retail and food service outlet in North America during their growing season.
- This is the first time farmers have joined together based on quality, commitment to food safety, and sustainability.
- The members have agreed to abide by mandatory standards for quality, food safety, and worker conditions. These new guidelines are called “The Fresh Standard.”





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The farming practices of California Tomato Farmers members exceed those of other tomato producers because of “The Fresh Standard.”

What is “The Fresh Standard?”

The Fresh Standard: When consumers reach for a tomato grown by a California Tomato Farmers member, they are selecting a tomato of the highest quality, grown under the strictest food safety standards and harvested by workers who enjoy a safe and positive work environment.

Each member must adhere to standards governing a number of areas, including:

- **Quality**
- **Food safety**
- **Worker conditions**
- **Environmental stewardship**



California Tomato Farmers is organized under a cooperative structure so that standards for quality, food safety, environmental stewardship, and fair treatment of workers can be mandated. Members want their efforts in each arena to be transparent and verifiable.

It is the goal of California Tomato Farmers that compliance with agreed-upon standards in each area will be verified through government audits.

California Tomato Farmers has formed an advisory panel to help guide their efforts in developing standards in each area. This advisory panel includes:

- **Government**
- **Researchers**
- **Food service and retailers**
- **Community advocates**