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For Immediate Release

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CALIFORNIA TOMATO FARMERS AWARDED 900 THOUSAND DOLLARS FOR EXPORT MARKET DEVELOPMENT

FRESNO, CALIFORNIA (January 5, 2010) – California Tomato Farmers will look to increase market share and the consumption of California fresh tomatoes in Canada and Mexico this summer after receiving \$900,612 in Market Access Program (MAP) funding as administered by the United States Department of Food and Agriculture (USDA).

“We believe our export programs in Canada and Mexico document how family farms, working together and in partnership with USDA, can successfully grow demand even when faced with strong competition from domestic producers in those countries,” California Tomato Farmers President Ed Beckman said, adding, “Export sales are critically important for California’s family farmers, as the increased revenues help farmers invest in their communities, including the seasonal employment for thousands of workers.”

The USDA Market Access Program provides funds to promote U.S. grown products in foreign markets under stringent regulations that govern how the funds can be used.

The California Tomato Farmers cooperative was established in 2006 and began its export market development programs in 2007. California Tomato Farmers and the Florida Tomato Committee share the USDA grant award that’s made to USA Tomatoes – the joint promotional program of the two groups.