



RELEASE

Direct

Nico van Vliet  
Trade Partnership manager Benelux en Duitsland  
nico.van.vliet@monsanto.com

CONTACT

Sharon Mac Gregor  
Trade Partnership manager UK and Nordics  
Sharon.Macgregor@monsanto.com

## De Ruiter Tomato Experience Centre open to visitors

***The De Ruiter Tomato Experience Centre is well known and appreciated among all professionals in the tomato industry. Not only for the large amount of tomato varieties that are successfully grown and presented, but also for the high-quality data that De Ruiter shares with its visitors. From April 1st, De Ruiter again opens the doors of the Tomato Experience Centre for those interested. Besides visits on a personal basis, De Ruiter also organizes two annual open days on June 3rd and September 9th.***

Of course De Ruiter would prefer to receive guests throughout the year in the innovative Tomato Experience Centre. However, the organization seeks to exclude all potential phytosanitary risks and therefore receives guests only from April 1st. Are you interested in visiting the Tomato Experience Centre outside the regular open days on 3 June and 9 September? Please send an email to: [elvisa.hegic@monsanto.com](mailto:elvisa.hegic@monsanto.com).

### **Three hundred varieties, ten segments**

The Tomato Experience Centre is home to as many as three hundred different tomato varieties, mostly De Ruiter varieties and others, spread over more than ten different segments: from beef to cherry vine tomato, from medium to cocktail and specialties. This gives visitors the opportunity to compare results under similar growing conditions. They may develop their personal impressions and analyse all relevant information about fruit weight and production.

### **New introductions**

De Ruiter has already indicated that, as it now looks, three different varieties will be introduced. An extra reason to personally discover these varieties on one of the open days or by appointment!



*De Ruiters new tomato DR1398TH*

The Tomato Experience Centre of De Ruiter is always well attended by growers, plant raisers, consultants and other professionals from the chain. Especially the open days are a great opportunity

to share views on the market and all developments in the field of nutrition and tomatoes with all like-minded individuals. The open days offer visitors ample opportunity to discuss all facets of the business with each other and with the specialists of De Ruiter.

**The open days of De Ruiter take place on Wednesday, June 3rd and Wednesday, September 9th, 2015 from 13.00 to 17.00 in the Tomato Experience Centre (Strandweg 19, 2691 KE 's-Gravenzande, The Netherlands). More information can be found at [www.deruiterseeds.nl](http://www.deruiterseeds.nl). To visit outside the open days, please send an email to [elvisa.hegic@monsanto.com](mailto:elvisa.hegic@monsanto.com).**

**About De Ruiter™**

De Ruiter™ provides seeds for greenhouse cultivation of tomatoes, cucumbers, peppers and eggplants and rootstock. De Ruiter™ helps growers of heated, protected vegetables in delivering the best products on the market. For more information visit [www.deruiterseeds.com](http://www.deruiterseeds.com).