



“Traditional Valencian Tomato at its best”

Last Saturday, June 15, The Association of Producers and Traders of the Valencian Tomato organized the **II Fair of the Valencian Tomatoes** in the Valencian capital. The event attracted a large number of visitors and costumers and the place chosen for this occasion probably contributed to its success. It was the esplanade of the Jardines de Viveros de Valencia which in the early evening was very pleasant on its second edition after last year's success, which was held in Valencia's Plaza de la Reina.

The Tomato Fair has been an opportunity for all to taste and enjoy this traditional tomato varieties. But also, to buy and take home since producers could sell, while stocks last, the tomatoes of their production which were collected directly from the field and taken to the Fair without intermediaries, thus adding value to the proximity of the product, the trade of km0 with more fair prices for the farmer.

The Association has its headquarters at the COMAV, a [Harnesstom](#) partner located in the Ciudad Politécnica de la Innovación, the scientific park of the Polytechnic University of Valencia. Since last March 2024, and after almost four years of work coordinated by COMAV Institute of the Polytechnic University of Valencia, the **Valencian Tomato variety**, "**one of the jewels of Valencian agriculture**", has been awarded a quality mark "Calidad CV" by the Generalitat. Having this distinction will help to protecting and consolidating this variety of tomato as a differentiated product. This together with introgression of disease resistance genes to make this variety more resilient to emerging diseases is also part of the activities conducted in the frame of HARNESSTOM which were communicated to the people visiting the tomato Fair and during the Valencian Tomato Congress that took place also last week.

**II FIRA DE LA
TOMATA VALENCIANA**
L'AUTÈNTICA
Com està?

**Xe que bò valencià
sabor
origen**

**EXPLANADA JARDÍ DE VIVERS,
VALÈNCIA, 15 DE JUNY
17:30 - 21:30**

Tomata Valenciana
ASSOCIACIÓ DE PRODUCTORS
I COMERCIALIZADORS

**AJUNTAMENT
DE VALÈNCIA**
AGRICULTURA



Pictures taken during the Traditional Valencian Tomato the Fair:



Harnesstom partners Salvador Soler and Jaime Prohens interacting with the people visiting the Fair:

