

Companies Listed With the  
P.G.I. Regulatory Advisor:

CASUR S.C.A.  
COSTA DE NIJAR S.A.T.  
VEGACAÑADA S.A.  
COPROHNIJAR S.C.A.  
AGROPONIENTE NATURAL PRODUCE S.L.  
PARQUE NATURAL S.C.A.  
BIOSABOR S.A.T.



REGULATORY ADVISOR  
P.G.I. "La Cañada Tomato"

[igp@elprimertomate.com](mailto:igp@elprimertomate.com)

[www.elprimertomate.com](http://www.elprimertomate.com)



PGI LA CAÑADA TOMATO



tomato • La Cañada



REGULATORY ADVISOR  
P.G.I. "La Cañada Tomato"



From our land to  
your heart



Unión Europea  
Fondo Europeo Agrícola  
de Desarrollo Rural



## The Tomato You've Been Waiting For!

The first Mediterranean tomato to win the P.G.I. (Protected Geographical Indication) is at last a reality. This is a tomato of the very highest quality, with some excellent characteristics which make it truly different: a concentration of organic sugars and acids far superior to other fruits, a huge quantity of vitamins and health-giving minerals with rich Lycopene and Vitamin C content and, most important of all, unmatched flavour!

The caring environment where the tomato is cultivated, close to the Cabo de Gato-Nijar Natural Park, possesses special physical and chemical properties which, together with the water used for irrigating the plants, and certain exceptional weather conditions, natural pollenization and a traceability regime which is controlled right from the nursery, bring to the La Cañada Tomato all the guarantees of origin, quality, consumer safety and health-giving wholesomeness acknowledged by the most demanding of markets.



## The Endorsement of the Regulatory Advisor for P.G.I.

The Regulatory Advisor for P.G.I. "The La Cañada Tomato" is responsible for the control and certification of the product, in this way protecting and distinguishing our tomatoes from other production areas and guaranteeing their source and quality. The Regulatory Advisor adheres to the Regulation UNE EN 45011, relating to Product Certification of Organisations, with the following specific parameters:

- Inspection of cultural practices
- Evaluation of product property conformity
- Audit of the production of protected tomatoes
- Verification of compliance with the P.G.I. regulations and the P.G.I. statement of conditions.

Only those tomatoes which pass all the tests and checks throughout the production process are packaged and distributed for sale bearing the endorsed guarantee of origin with the numbered label of the Regulatory Advisor.





## Variety and Good Taste

The commercial tomato types which can be produced under the P.G.I. are: smooth-round, cherry, ribbed and oblong (or elongated). These are certificated in compliance with UNE 155:102, GlobalGAP, and/or R (CEE) 834/2007 governing organic agricultural production and/or in accordance with protocols established in the Integrated Production Specific Regulation for Protected Horticultural Produce.

### Smooth-Round (loose and on the vine)

Super flavour, intense red colour and long shelf-life

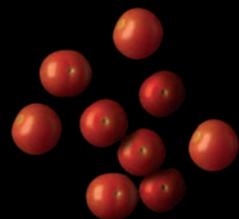


### Ribbed

Outstanding sweetness, irregular overall shape and intense green colour

### Oblong

Smooth flavor and fleshy texture, fine skin and intense red colour



### Cherry

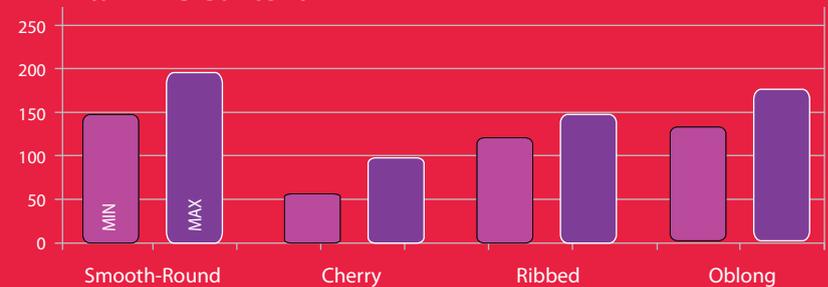
High sugar content, very tasty and aromatic

## Physico-Chemical and Organoleptic Characteristics

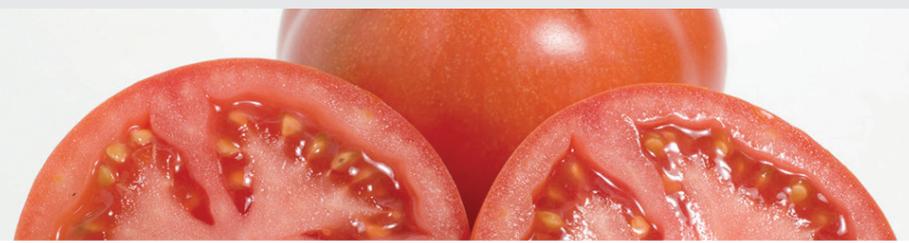
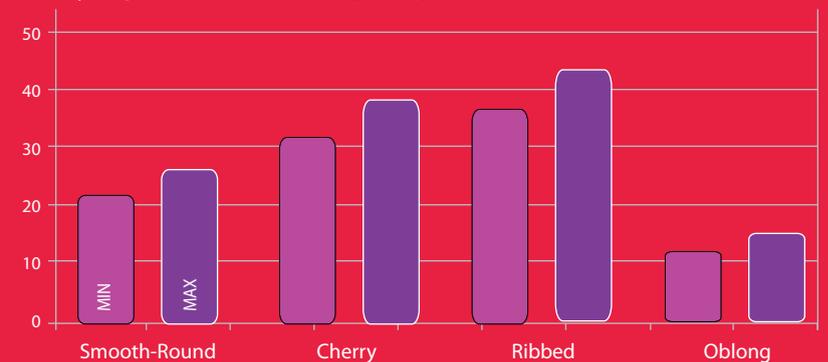
The unique characteristics of our product owe their existence to natural factors (climate, soil and water), and also to human factors (cultivation and production techniques). Its rich taste and aroma, its high Lycopene and Vitamin C content, its long life when kept on the cluster and its freshness and immediate availability for consumption or cooking, the whole year round, are virtues which arise perfectly naturally in the "La Cañada Tomato".

### Lycopene and Vitamin C Content, Superior to Other Products, Analyzed

#### Vitamin C Content



#### Lycopene Content (mg/100g)



## “La Cañada” Tomatoes An Image Which Makes a Difference!

The Regulatory Advisor works hard to improve the image of the product and to emphasize its quality, investing in marketing and publicity strategies which highlight the difference between our product and those from other areas:



- that's why we use one common style of packaging, which shows off the personality of our product

- and why we use attractive decorative materials at the point of sale:



- and why we run advertising campaigns in trade magazines servicing distribution professionals and horticultural specialists

- and why we mount presentations to wholesalers and retailers in the principal Spanish markets, and to the media, with the backing of the National Federation of Fruit & Orchard Produce Retailers

- and it's why we maintain a lively presence in the most prestigious national and international trade fairs, such as “Fruitlogistica”, “Alimentaria”, “Gourmet”, &c.



## 5 reasons why you can trust the “La Cañada Tomato”

- Our tomato has all the credentials to back up its reputation for quality: it is **good for health**, it has **colour & flavour** and it is the **Number One Tomato Currently Produced**, and **Number One for Hours of Sunlight Received**.

- The **Association of Companies** united under this one project differentiates our tomato from the products of other zones. The unity enjoyed by these companies enables us to create a **Quality Image** for the product and to enhance its **Added Value**. The companies who are listed with the P.G.I. Regulatory Advisor for the “La Cañada Tomato” have a system of quality audit & control (UNE-EN-ISO 9001-2000) embedded and compliance-certified.

- Tomatoes under the P.G.I. are marketed under a **single commercial banner** common to all the businesses involved and is sold under **one unified brand**, the one which certifies the quality of the product

- The P.G.I. “La Cañada Tomato” has the full support of the **Andalusian Regional Government Department of Agriculture & Fisheries**.

- As for assuring **competitiveness** and **sustainability**, this project boasts the optimum standards of the horticultural sector in the “La Cañada” area.

