# Carbonero, the new commitment of Fitó in the tomato market

Recovering the traditional flavor and quality in the tomato segment is one of the great demands of consumers for years and, therefore, one of the great challenges of seed houses. In this sense, Semillas Fitó is one of the companies that has been developing an ambitious R & D program for a number of years focused on tomatoes and from which well-known varieties such as Monterosa and Essentia have already emerged. Within this improvement program, Fitó has wanted to develop a specific variety for Murcia and in the green collar segment, which is increasingly demanded by consumers seeking quality and flavor.

After years of work, **Fitó has just presented its variety Carbonero, a green collar tomato with exceptional flavor and excellent fruit quality** that responds to the demands of even the gourmet and haute cuisine segment. More than 100 professionals attended the presentation day held in Águilas, Murcia, and where the highlight was a showcooking of the prestigious chef Rubén Arnanz, Chef who is in the select club of the Michelin stars.

Before this showcooking, the agribusiness consultant David del Pino highlighted the market trends in tomato, which represents 10% of the linear of fruits and vegetables in supermarkets, and is a

segment where practically two out of three consumers are looking for a fat tomato and of green neck, that mixes flavor and tradition, and that must arrive in its just point of maturation so that the consumer buys it and it repeats.

For his part, Vasco Vital, commercial director of Iberia Seeds Fitó, highlighted the effort that has involved the development of a variety perfectly adapted to the conditions of Murcia as Carbonero for a segment that is the easiest to work or the most productive, but that offers producers the possibility of reaching the market with a totally differentiated product and, therefore, with an important added value.

From the technical point of view, María del Mar García, **Tomato Cultivation Specialist of Fitó for the Murcia area**, highlighted that Carbonero presents a plant of medium / high vigor and short internode, which adapts to cold conditions, with porte open and great health, and with a fruit with an intense green neck and very marked shoulders. The average size is G-GG during the whole cycle and the intense green color that turns to chocolaty red, with an exceptional flavor and great post-harvest.

The best proof of them for the more than 100 participants who attended the conference was to try the different dishes that Chef Rubén Arnanz elaborated and in which he tried to enhance that quality and exceptional taste of Carbonero.