

Retail positioning De Ruiter tomato portfolio 2024

/// Vegetables
by Bayer



AFW
based on data from DEC (NL) year-round crop

Cherry plum loose

Mini cherry plum truss

Mini cherry round truss

Midi cherry round truss

Cherry round loose

Cocktail round

Cocktail plum

Plum truss

Plum loose

Small/Medium Specialty

Small/Medium loose

Small truss

Medium truss

Large truss

Large loose

Beef

Beef Pink

Beef Specialty

diameter

2 - 2,5 cm

2 - 2,5 cm

2 - 2,5 cm

3 - 3,3 cm

3 - 3,3 cm

4 - 4,5 cm

3 - 3,5 cm

5,5 - 6 cm

7,5 - 8 cm

4 - 4,5 cm

5,5 - 6 cm

5,8 - 6,3 cm

6 - 6,5 cm

6,5 - 7 cm

7 - 7,5 cm

8 - 9 cm

7 - 7,5 cm

8 - 9 cm

weight

8-15 gr

8-15 gr

8-15 gr

15-30 gr

8-30 gr

30-50 gr

30-50 gr

85-120 gr

85-120 gr

85-145 gr

85-145 gr

85-120 gr

120-145 gr

145-180 gr

145-180 gr

180-300 gr

145-300 gr

145-300 gr

Premium



Delisher



Juanita



Torelino



Strabena

Strabini



Portento

Fulvento



Flavance



Proudesse

Damaress



Confiance

Presence



Inspired & Centered



Rebelski



Tomimaru Muchoo



Tatamaru Muchoo

DR7024TS



Beorange

Mainstream



Juanita

Fondita

Roundita

DR0607TC



DRC 564



DRC 564

Queenita

Amelita

DR0607TC



Caramelino

Florryno



Strabena

Strabini



Encore



Sevance



Marinice

Grandice

Albrice



Roujande

Touche

Ferreira



Hakumaru

Yarimaru



Vaincoeur

Aurea

Budget



Santorange

Conchita



SV0948TS



Volantis



Volantis



Bolzano



Lorenzo



Completo



Completo



Merlice



Marinice



Tourance

Speedella



Admiro



Chekero



Torero



Ondero



Fujimaru



* Subject to approval (not commercial yet)
Premium only possible with excellent packaging and flavor story telling



Suitable for Lit and Unlit crop cycles



Deep red, internal/external colour



Orange colour



Pink colour



Yellow colour



De Ruiter
Grow better together