

# What is Internal Red?

## Healthy and tasty-looking appearance



**Internal Red tomatoes have attractive, dark-red flesh and a deep-red core, which gives them a healthy and tasty-looking appearance. This trait is currently being bred into the wider Rijk Zwaan tomato range. Hence, Internal Red is capable of boosting the overall image of tomatoes.**

### Consumers agree

The unique characteristics of Internal Red have been confirmed by consumer research<sup>1)</sup>: more than 60% of respondents agreed that the inside sets this tomato apart from the rest. Furthermore, the nice dark-red colour ensures on-shelf appeal. One common response was that the fruits have a classic appearance:

*‘Precisely as a tomato should look.’*



<sup>1)</sup> Research conducted by OP&P Product Research amongst 84 consumers aged between 18 and 65 (2014).

## Visibly tasty



The distinctness compared with a standard tomato provides benefits throughout the chain. After all, the good flavour of the fine and medium tomatoes currently on the market is often not clearly apparent. Internal Red tomatoes are set to change that, which offers various opportunities.

### Overall image of tomatoes

For Rijk Zwaan, taste is a top priority and needless to say this applies to the Internal Red varieties too. However, the perception of flavour and quality is also affected by colour. The deep-red flesh can contribute to the complete experience and hence boost the image of tomatoes in general.

### Variety of uses

The tomato is already a versatile product, but the deep-red flesh now creates even more chances. For example, this type of tomato looks very attractive on sandwiches or in salads. Chefs also value the Internal Red trait, not least because of its suitability for purees.

### Marketing opportunities

Thanks to the distinct appearance compared with standard tomatoes, Internal Red makes it possible to reap the rewards of quality. For example, branding activities can create a premium position and retailers can even raise the profile of an entire category.

## Recognisability



Internal Red tomatoes are clearly recognisable. In all of the informative materials, such as brochures, leaflets and crop manuals, the varieties with this trait are easily identifiable thanks to the Internal Red symbol (☉).

### First varieties

Our breeders are working to develop a wide assortment of Internal Red tomatoes which of course will also offer a high yield and good growth characteristics. The first commercial varieties are 72-245 RZ and 72-720 RZ. Both of these varieties have been extensively tested in 2014 at the Trial Center Tomato in Kwintsheul (The Netherlands) and they are being trialled externally for the first time by selected growers in the 2015 growing season.

### 72-245 RZ

#### Specifications

**HR** ToMV:0-2/Ff:A-E/Fol:0,1/For/Va:0/Vd:0/Si

**IR** On (ex OI)

- Fine, very attractive truss tomato
- Average fruit weight of 100 grams
- Nice, uniform trusses and strong green parts
- In the same segment as Lyterno RZ and Roterno RZ



### 72-720 RZ

#### Specifications

**HR** ToMV:0-2/Ff:A-E/Fol:0,1/For/Va:0/Vd:0

**IR** On (ex OI)

- Medium truss tomato
- Average fruit weight of between 100 and 120 grams
- Good growth
- Very promising production at the Trial Center Tomato



## Contact

Grower Alban Jaquenoud uses Internal Red tomato 72-245 RZ in his new product named Rosso and tells about it in Migros-Welt Magazine:

*“Ruby-red,  
wonderfully juicy”*

The Jaquenoud family have been cultivating fruit and vegetables since the 1930s. Their latest show-piece is the Rosso tomato.

The Rosso tomato stands out not only thanks to its special packaging, but also thanks to its taste. It is grown in Lully, Switzerland, and is the most flavour-intensive vine tomato in Migros Zürich’s range. The Rosso tomato, with its bright red flesh and intense aroma, is a unique vine tomato since it is ideal for use in both cold and warm dishes. The Rosso tomato is available in almost all of Migros Zürich’s stores.



Australia/New Zealand  
Phillip Ritchie  
pritchie@rijkszwaan.com.au

Austria/Germany  
Gerd van Megen  
g.van.megen@rijkszwaan.de

Belgium  
Gaston Jacobs  
g.jacobs@rijkszwaan.be

Canada/USA  
Marleen van der Torre  
m.van.der.torre@rijkszwaan.com

France  
Denis Veve  
dveve@rijkszwaan.fr

Mexico  
Humberto Martinez Nuñez  
h.martinez@rijkszwaan.com

The Netherlands  
John Verbruggen  
j.verbruggen@rijkszwaan.nl

Poland  
Pawel Strauchmann  
p.strauchmann@rijkszwaan.pl

Russia  
Olexander Ruban  
o.ruban@rijkszwaan.ua

Scandinavia  
Leif Andersson  
l.andersson@rijkszwaan.de

Switzerland  
Christoph Steffl  
c.steffl@rijkszwaan.de

Turkey  
Celal Gümrükçüoğlu  
c.gumrukcuoglu@rijkszwaan.com.tr

Ukraine  
Andriy Galagurja  
a.galaguria@rijkszwaan.ua

United Kingdom  
Vincent Dupre  
v.dupre@rijkszwaan.co.uk

**Crop coordinator:**  
Ben Zwinkels  
b.zwinkels@rijkszwaan.nl

**Marketing Specialist Tomato:**  
Johan Vis  
j.vis@rijkszwaan.nl