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## **Divine Flavor specialty tomatoes continue strong summer harvest**

August 3, 2020

The specialty tomato program of Divine Flavor is at full volume late this summer. Following a late-July tour to the Ensenada, Baja, greenhouse of Viva Organica, the specialty vegetable growing wing of Divine Flavor, Michael DuPuis, the firm's quality assurance and public relations coordinator, said grower and farm engineers "mentioned tomato production appears to be in great shape heading into the months of August and September. Our team of farm experts and greenhouse engineers really know how to steer the harvest in the best directions to achieve the results we desire."

This greenhouse is about 30 minutes south of Ensenada. There, a variety of specialty vegetables and tomatoes are produced.

DuPuis said the exclusive Magnifico grape tomato, as well as also-popular tomatoes on the vine are featured items produced in Ensenada. The greenhouse produces Fairtrade certified vegetables.

"Having a flavor-first mentality, the greenhouses we use, along with the drip irrigation and hydroponic systems installed throughout the facilities, really allow production to happen the way we want it," said DuPuis. "It's efficient and sustainable, and the results are always first-class."

He noted that the Viva Organica facility in Ensenada generally has production year-round, but its other facilities in Sinaloa and Jalisco help bring in more promotable volume throughout the year and fill some gaps when supplies are tight. The farm company also produces several varieties of cucumbers which are currently in harvest.

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Over the past several seasons, the Magnifico grape tomato has become a flavor oriented and focal commodity of Divine Flavor, which is based in Nogales, AZ. DuPuis said Magnifico “has always been intended to be a snacking item, packed with a balanced ratio of sweetness and acidity. The Magnifico grape tomato was carefully bred over the years with the intention of being very sweet, but still having the classic traits of a tomato.

“With the goal of being a product with unique flavor that could be produced organically year-round, the Magnifico grape tomato has done just that, being a highly sustainable, non-GMO Divine Flavor product.”

He noted that “the TOV is considered an exclusive and limited item with Divine Flavor due to greenhouse availability, but over the past several seasons, more space is being dedicated to growing this variety because of the feedback we’ve received from customers.”

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