



- Advertisement -

Magic Sun sees increased demand across all tomatoes;

increases year-round supply and organics

February 12, 2021

Richmond, VA . . . Magic Sun, a leading grower of greenhouse conventional and organic tomatoes, is seeing a strong upward trend for tomatoes as the fresh produce market continues to adapt to changes caused by COVID. With 180 acres of greenhouses in central Mexico, Magic Sun has the critical mass and experience to keep pace with increased demand and ability to partner with retailers.

As a result of its ongoing market review and planning process, Magic Sun continues to expand operations to build on its retail programs both in terms of overall volume and varietal mix. For the current growing season, greenhouse acreage was increased by 10% from the previous year. It also expanded the commitment to offer its full line of conventional and organic varieties on a year-round basis.



Tony Otto, Magic Sun Sales Manager, indicated that supplies of tomatoes are strong even with the seasonally low light levels at this time of the year. “Our high-elevation greenhouse locations give us the advantage of excellent natural light conditions and insulation from extreme weather, resulting in very consistent and predictable harvest levels year over year. Production is expected to increase in the next few weeks as the harvest typically gets stronger starting in early March.”

Currently, Magic Sun is harvesting all of its varieties of tomatoes including conventional and organic versions of tomatoes on the vine (TOV), beefsteak, grape, and cocktail tomatoes.

Otto indicated that they are seeing an overall increase in retail demand. “The new trend of consumers working and eating at home more often isn’t going away as soon as the restaurants open

back up. With that in mind, I think consumption at retail will continue to grow, especially on the organic options,” says Otto.

Organic demand has been strong across tomatoes on the vine (TOV), beefsteak and grape tomatoes. Conventional cocktail tomatoes are also moving very well.

“With almost a year of COVID-related market experience, we are building a good baseline to understand shifts in consumer patterns. This offers valuable trending information for us as we start the planning process for next season. We know that we will be increasing our acreage for organic varieties and adding roma tomatoes to the overall Magic Sun mix,” Otto stated.

Otto added that Magic Sun has expanded its greenhouse growing program to include a new item with blueberries added to its retailer offering.

“We know that there has been a significant increase and a strong consumer trend for purchasing fresh produce over the past nine months. Blueberry demand has risen as part of that growth. Our retail partners were looking for blueberry crops to go beyond the typical domestic growing season of June through mid-September.

“Our growing regions in central Mexico offer ideal conditions for blueberries – warm days and cool nights. We are able to bring fresh product to the market with peak seasons from January to June and reliable volumes all year-round,” Otto commented.

Grown in the Mexican region of Jalisco, there are approximately 52 acres of blueberries planted across three varieties: Biloxi, Jupiter and Atlas, which offer medium to jumbo-sized berries with great taste and performance that are popular with consumers.

Magic Sun blueberries are available now in clam shell sizes of: 6 ounces; 1 pint; and 8-ounce packages.

www.MagicSunFarms.com

715-764-3034

[Print](#)