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Summer's back and so are Oppy's vine-ripened tomatoes

By

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Summer has finally arrived — and with it the much anticipated return of Oceanside Pole's vine-ripened tomatoes. Oceanside's vine-ripened Roma and round tomatoes are grown on 750 rolling acres and marketed by Vancouver, BC-based Oppy. The company promotes popular favorites from avocados and berries to apples and oranges year-round, alongside innovative seasonal specialties. Over the years, Oppy has introduced North Americans to a number of items across its diverse produce range, including Granny Smith, JAZZ, Envy apples, as well as green and gold kiwifruit.



“Oppy offers California's last remaining pole grown tomato program thanks to our partners at

Oceanside Pole,” said Mark Smith, director of sales and strategy for Oppy. “Just 10 miles from the ocean, the fresh, sea air and bright sunshine paired with the knowledge and expertise of three generations is evident in every juicy, flavorful and clean slicing tomato.”

Grown by the Singh family on the same land in Oceanside, Southern California since 1939 — only with such a deep sense of care and determination can exceptional produce be harvested time and again. Oppy will grow 2.2 million cases of rounds and 1.1 million cases of Romas from July 4 to Dec. 1.

“Each tomato is carefully hand-picked at the perfect ripeness. Our team harvests each acre 18-20 times throughout the season to ensure each piece of fruit is picked at its best per the specifications of our customers,” said Smith. Oppy packs the Oceanside label in 22-pound two layers, 25-pound volume fill and 15-pound single layer, RPCs and a five-pound club pack.

“Unlike gassed green, we ship our tomatoes at the specific color and size for our customers' needs so they arrive in their preferred ripeness naturally. In many cases, tomatoes are harvested, packed, shipped and delivered to our customers within 24 hours,” said Smith, who noted that Oceanside’s close proximity to retail outlets enables tomatoes to sit on the vine longer to gain higher Brix levels and higher flavor. And because they are only harvested when ready, the consumer can depend on an exceptional tomato experience with an extended shelf/counter life.

“Attention to detail is unmatched, with teammates walking the fields each day to always know what the plants need at that time,” said Smith, who added that along with upgrading its packingline for even better precision at Oceanside Pole this season, Oppy is prepared to meet increased foodservice demands while ensuring its tomatoes are of the best quality. Food safety and traceability protocols are constant.

“The care that goes into growing tomatoes the way they were meant to be enjoyed is what makes our produce the gold standard in the industry,” he said.

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