



# COUNTY OF YOLO

Office of the County Administrator

*Sharon Jensen*  
County Administrator

Beth Gabor  
Public Information Officer

625 Court Street, Room 202 ▪ Woodland, CA 95695  
(530) 666-8150 ▪ FAX (530) 668-4029  
[www.yolocounty.org](http://www.yolocounty.org)

## FOR IMMEDIATE RELEASE

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Contact: Beth Gabor, Public Information Officer  
(530) 666-8042 [w] ▪ (530) 219-8464 [c]

## The Big Tomato

(Woodland, CA) – The Yolo County Agricultural Marketing Initiative, under the leadership of Agricultural Commissioner Rick Landon, is sponsoring a free event to celebrate the county’s top crop – processing tomatoes. The event, titled The Big Tomato, will be held March 15, 10:00 a.m. to noon at the Davis Farmer’s Market.

“It may seem strange to have a tomato event in March instead of summer,” notes Rick Landon. “But, mid-March is the traditional beginning of the tomato planting season in Yolo County, and soon our county’s farmers will be planting nearly 300 million processing tomato plants on 37,000 acres of our rich soil.”

The objective of The Big Tomato event is to help everyone make that connection between what we eat and what grows in Yolo County. In winter, when fresh tomatoes are not in season, we cook with canned tomatoes – think pizzas, lasagna, spaghetti, soups, stews, enchiladas, chili, barbeque, ketchup, and the list goes on. What better time of year to focus on processing tomatoes. And there’s no better place to celebrate. California grows 90% of processing tomatoes consumed domestically, and Yolo County is the third largest grower in the state.

At this event, participants can look forward to:

- Gifts of more than 1,000 processing tomato seedlings, courtesy of Ag-Seeds Unlimited.
- Free recipe booklets created by Yolo County’s own award-winning cookbook author Georgeanne Brennan.
- Samples of food made with processing tomatoes offered by chefs from local and regional restaurants including Oliveto Restaurant in Oakland, Citizen Cake in San Francisco, Tuco’s Wine Shop and Café in Davis, Monticello Bistro in Winters and the Davis Joint Unified School District School Lunch Team (partial list).
- Display of hundreds of different labeled cans representing the variety of products produced from tomatoes.
- Family-friendly educational exhibits filled with fun facts and intriguing stories about processing tomatoes.

The Big Tomato event is being presented by the Yolo County Agricultural Marketing Initiative and the Yolo County Farm Bureau. The event is also co-sponsored by Ag-Seeds Unlimited, Cache Creek Casino Resort, California League of Food Processors, California Tomato Growers Assoc., Campbell’s Soup, Davis Farmer’s Market, Morning Star Packing, Pacific Coast Producers, Yolo County Supervisor Duane Chamberlain, and others.

For more information visit [www.atasteofyolo.com](http://www.atasteofyolo.com) or contact Yolo County Agricultural Marketing Initiative representatives Ann M. Evans ([annmevans@aol.com](mailto:annmevans@aol.com)) ▪ (530) 756-4892 or Georgeanne Brennan ([gbrennan@yolo.com](mailto:gbrennan@yolo.com)) ▪ (530) 795-4995).

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