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VILLAGE FARMS LORABELLA BLOSSOM TOMATO WINS PRODUCE BUSINESS INNOVATION AWARD

Village Farms [Lorabella Blossom™](#) tomato received the first annual Produce Business Innovation Award at the New York Produce Show last week. This blissfully bright™ orange tomato caught the eye of the judges and is catching the eye of consumers as something the tomato category hasn't seen yet.

Everyone at Village Farms has had a major part in bringing this innovative variety to market. Thanks to the expertise of our growers, operations, finance, sales, transportation and marketing Lorabella Blossom™ is exceeding expectations and bringing consumers a flavor profile unlike any other. The unique citrus floral essence makes it an exceptional snacking tomato that is extremely versatile, making it great for grilling, roasting and sautéing as well.

According to Michael DeGiglio, President and CEO of Village Farms, "The Village Farms team has always been known for going above and beyond to deliver the absolute best flavor in the industry. This award just goes to show that we've done it again with Lorabella Blossom™. We are honored to receive this award as it truly takes a village to consistently bring innovative products like this one to life. This variety and its name hold a special place in my heart"

Village Farms was one of ten honorees to be recognized as a winner of the inaugural Innovation Award from Produce Business Magazine at the New York Produce Show.

About Village Farms

Village Farms is one of the largest producers, marketers, and distributors of premium-quality, greenhouse-grown fruits and vegetables in North America. The food our farmers grow, along with other greenhouse farmers under exclusive arrangements are all grown in environmentally friendly, soil-less, glass greenhouses. The Village Farms® brand of fruits and vegetables is marketed and distributed primarily to local retail grocers and dedicated fresh food distributors throughout the United States and Canada. Since its inception, Village Farms has been guided by sustainability principles that enable us to grow food 365 days a year that not only feeds the growing population but is healthier for people and the planet. Village Farms is Good for the Earth® and good for you.