

# Tomato Forum

## Key insights from tomato processors, retail and industry leaders

03 – 04 October 2019, Cologne

2019 is shaping up to be a good year for the tomato sector. After a decade spent cycling between favourable and unfavourable market conditions, prices are once again looking strong.

Nevertheless, innovation is required for the tomato sector to transition from a cyclical industry into a true growth market. Changing food preferences call for new recipes and product offerings, periodic instances of oversupply require closer calibration of supply and demand, and new export markets need to be identified and developed.

In addition to product innovation, sustained growth requires a renewed focus on sustainability to capitalise on consumer interest in responsible sourcing. Supporting cultivation and production practices with minimal social and environmental impact, and successfully conveying these benefits to buyers, can help tomatoes and processed tomato products regain their appeal among western consumers.

These are the core themes of this year's [Tomato Forum](#), taking place in Cologne. Concluding one day before Anuga, the world's largest food and beverage trade fair, the Tomato Forum will bring tomato processors, food manufacturers, packaging companies and technology providers together to discuss product innovation, sustainability and new market opportunities.

*Key speakers for the event include:*

- **Cristina Nanni**, Specialist Reporter, Foodnews
- **Mischa Stevens**, Head of R&D Process Development and Pilot Plant, Kraft Heinz
- **Scott Ruffe**, Head of Tomato Business, Olam
- **Chris Horseman**, Freelance journalist and consultant
- **Ugo Peruch**, Agricultural Director, Mutti S.p.A
- **Sebastiano Porretta**, Head of Marketing and Consumer Science Area, SSICA
- **Oleksiy Sytko**, Marketing and Sales Director, Agrofusion

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