



Packaging as Storytelling

Packaging is one of the most effective ways to tell the farm and product story. More and more fresh produce is sold in some type of bag, tray or other packaging, and the information on the package is the only message that stays with the produce all the way from the farm to the consumer's kitchen. A short, sweet story, well-designed graphics and clear information can make a strong connection.

By using packaging as a strong element of our brand identity, it is Red Tomato's goal to make the products more valuable to growers and customers. We continuously strive to strengthen our brand position and add value to our packaging—for example, creating Eco Apple™ stickers for our counts, customized case boxes for our totes, individualized grower stories on the tote bags, customized master case and baskets for our Born and Raised Here program.

Eco Apple™ Program

- 1/4 and 1/2 peck paper tote bags. Customized for each grower showcasing their farm
- 40# A flute Kraft corrugated Bi-Divide box. Printed in 2-3 color with your farm logo
- Eco Apple brochure 2.75 x 5, printed on 100% post-consumer waste (PCW) fiber
- PLU Eco Apple stickers for McIntosh and Cortland counts



Summer Fruit and Vegetable Program

- Customized corrugated baskets, created for Red Tomato Peaches and Tomatoes
- Holds 2.5 lbs. of peaches or heirloom tomatoes
- Pouch bags created in response to consumer preference and market trend.
- Corrugated master trays

