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## YOOM™ tomato wins Fruit Logistica Innovation Award 2020

**Our exciting new purple YOOM™ tomato has won the prestigious (Gold/silver/bronze) award at the industry-leading Fruit Logistica Innovation Awards 2020 in Berlin, Germany.**

YOOM™ stands out as an innovation with its highly attractive purple color and its powerful sweet-sour balance for an umami taste. This new tomato variety brings another healthy food option to the consumer.

“These tomatoes are exactly what consumers are looking for in the grocery store: they are tasty, healthy and convenient,” says Erik Fyrwald, Chief Executive Officer of Syngenta. “This is a fantastic achievement: it’s a win for consumers, Syngenta and the environment. Congratulations to the entire Syngenta Vegetable Team.”

The Fruit Logistica Innovation Award (FLIA) is presented annually at Fruit Logistica in Berlin, Germany. It honors outstanding innovations in the entire fruit and vegetable supply chain from production to the point of sale. It recognizes the ten best innovations in the international fresh fruit and vegetable industry.

“Winning this award is recognition of Syngenta’s commitment to innovation to meet growers’ needs to grow healthy, and delicious, vegetables which consumers want to buy,” says Jeremie Chabanis, Syngenta Value Chain Lead EAME.

YOOM™ is also recognized for its pioneering packaging, sourced from cardboard produced from sustainably managed forests which embraces consumers’ requirements for more sustainability in the grocery market.

YOOM™ tomatoes are currently available in Australia, Belgium, Denmark, France, Greece and Spain; distribution will begin soon in markets such as Austria, Canada, Germany, Switzerland, United Kingdom and the United States.

Production continues to grow and reach new markets around the world.

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**About Syngenta**

Syngenta is one of the world's leading agriculture companies. Our ambition is to help safely feed the world while taking care of the planet. We aim to improve the sustainability, quality and safety of agriculture with world class science and innovative crop solutions. Our technologies enable millions of farmers around the world to make better use of limited agricultural resources. With 28,000 people in more than 90 countries we are working to transform how crops are grown. Through partnerships, collaboration and The Good Growth Plan we are committed to improving farm productivity, rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit [www.syngenta.com](http://www.syngenta.com) and [www.goodgrowthplan.com](http://www.goodgrowthplan.com). Follow us on Twitter at [www.twitter.com/Syngenta](https://www.twitter.com/Syngenta) and [www.twitter.com/SyngentaUS](https://www.twitter.com/SyngentaUS).

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