

TIMELESS TOMATOES ASSISTED TO ACCESS MARKET AT

Pick n Pay

The National Agricultural Marketing Council (NAMC) together with Free State Department of Economic Small Business, Tourism and Environmental Affairs (DESTE) collaborated as informed by the mandate to link farmers to market. NAMC and DESTE are mandated to link agro-processing and farmers with the market hence a decision was made to assist Timeless tomatoes to apply for assessment to be recognized by Pick n Pay (PnP) as a small business supplier.

Timeless Tomatoes is a brand owned by Mrs Anja Fourie. Mrs Anja plant tomatoes on 2ha shed net. The tomatoes are harvested fresh, sliced and sun-dried. The sun-dried tomatoes are processed into sun dried tomato salad dressing, tomato jam, plain tomato chutney, sun dried tomato pesto and preserved sun-dried tomatoes.

Timeless Tomatoes has been assisted to access PnP market for sundried tomatoes products. The market was accessed through the PnP small business supplier programme. NAMC, DESTE and SEDA are amongst the government institution that played a role on ensuring that Timeless tomatoes pass through the assessment process.

The process took over 10 months because of food safety management systems compliance importance, business process compliance and product compliance.

Timeless Tomatoes products are environmentally friendly, organic, vegan friendly and preserved naturally. The products are highly demanded by health-conscious consumers such as vegan and vegetarian.

For more info visit their Website:

www.timelesstomatoes.com or

Email:

info@timelesstomatoes.com or

Watch them on YouTube:

<https://youtu.be/YPLZkhbcsC8>



Sun-Dried Tomato Salad Dressing



Sun-Dried Tomato Pesto



Sun-Dried Tomatoes (Sliced)



Preserved Sun-Dried Tomatoes



Chutney Tomato

Article By: Precious Nengwekhulu
Senior Agricultural Economist
National Agricultural Marketing Council

Physical Address:
536 Francis Baard Street, Meintjiesplein
Building, Block A, 4th Floor, Arcadia, 0007

Postal Address:
Private Bag X935, Pretoria, 0001

Telephone:
(012) 341 1115

Website:
www.namc.co.za