



*Visitors are always
welcome at*

H. J. HEINZ CO. PTY. LTD.

Home of the world-famous 57 Varieties

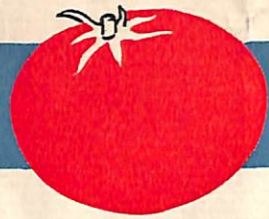
Write to:—

“Escort Service”, H. J. Heinz Company Pty. Ltd.,
P.O. Box 57, Dandenong, Vic., and arrange a visit
to this magnificent, modern factory.



**THE
STORY OF THE
TOMATO**

WITH THE COMPLIMENTS OF
H. J. HEINZ COMPANY PTY. LTD.
PRINCES HIGHWAY, DANDENONG, VIC.



THE TOMATO STORY



The first Spanish explorers to cross the Atlantic to the Americas after Christopher Columbus showed the way in 1492, found a strange plant with brightly coloured fleshy fruit, growing on the slopes of the Andes Mountains.

The natives, the Aztecs, called the plant "Xitomate". Specimens and seeds of the plant were sent back to Spain with other prizes from the New World.

They did not arouse much interest. The Spaniards were too excited by the flood of gold and silver, plundered from the Aztec temples and palaces, to pay much attention to the "Xitomate".

A few of the seeds were taken by noblemen and grown as decorative additions to their gardens. No one thought of the fruit as a food.

The leaves reminded them of the Deadly Nightshade, and they thought it was probably poisonous. They took the last part of the Aztec name and called it "Tomate".

Travellers from Spain took seeds of the Tomato plant to other countries of Europe, where it was cultivated as a garden curiosity from the New World.

In that way it spread to Italy, France, Germany, Holland and across the Channel to England.

The French called it "Pomme d'Amour" (Love Apple) a name, which even today, is applied to the tomato in Europe.

The fear that the tomato was poisonous to humans persisted for more than 100 years in Europe, and for 300 years in America.

It was not even grown by white men in America until Thomas Jefferson began to cultivate it in 1781 and it was not used as food until 1812 in New Orleans.

Another 25 years was to pass before it was cultivated in other parts of America.

Meanwhile in Europe, all fear of the tomato plant had long vanished. Farmers in the warmer, southern countries, particularly Italy, cultivated large crops and experimented in breeding new strains to improve the size, colour and texture of the fruit.

It made a delicious sauce for spaghetti, they found.

By the time American commercial production had begun, the

European varieties were of vastly superior quality to the American — although the tomato was originally an American plant.

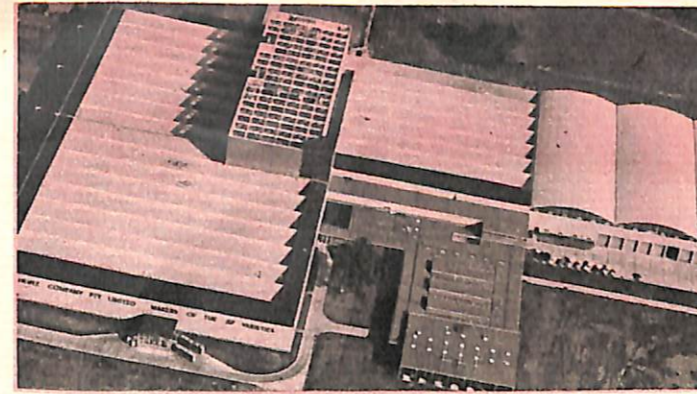
Today, millions of acres of tomatoes are grown in countries all over the world. The tomato, the newest food of world-wide importance, is eaten in dozens of different forms, in soups, sauces, pastes, as cooked vegetables and raw in salads and in sandwiches.

The various shapes and colours of the modern tomato—pear-shaped, oblong and round—were found in the wild tomato of the Andes by the early Spaniard.

Breeding has improved the size, the flesh content and the texture but has introduced nothing basically different from the original "Xitomate" of the Aztecs.

The tomato is still intolerant to extremely hot or dry weather, a characteristic reflecting the nature of the climate where it was found. Essentials for its growth are abundant, unrestricted supplies of sunshine and warmth, but no great heat.

In England and the colder northern hemisphere countries almost all tomatoes are grown under glass.



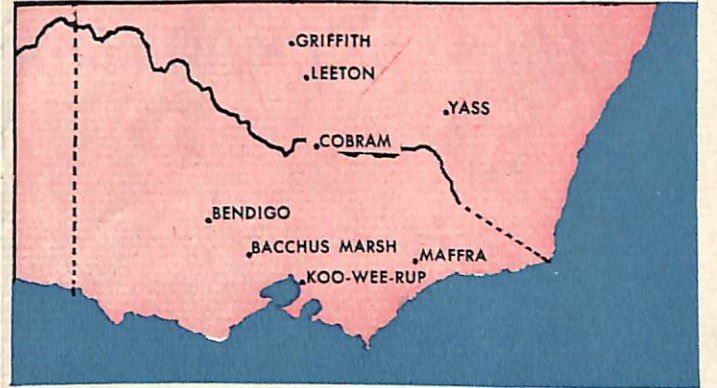
The H. J. Heinz Company Pty. Ltd., Dandenong, Victoria — one of Australia's largest users of tomatoes.



Scientific research plays a major role in the production of top quality tomatoes.



Truck loads of tomatoes being unloaded at the H. J. Heinz Company.



Map showing main tomato growing areas.

AUSTRALIA — a big tomato producer

The climate in almost every part of Australia is ideal for tomato cultivation. Growers produce approximately 10 tons of tomatoes per acre, one of the biggest yields in the world.

The total Australian production is now almost 120,000 tons per year which is grown on 18,000 acres.

The main tomato producing state is Victoria where they are grown under irrigation in areas both North and South of the Dividing Range at Swan Hill, Cobram, Shepparton, Bendigo, Bacchus Marsh, Werribee, and in recent years, on the Koo-Wee Rup swamp and at Maffra.

At Cobram on the Murray River extensive areas of tomatoes are grown both for the fresh market in Sydney and Melbourne, and for processors in Victoria for conversion to tomato products. In other processors in Victoria are grown at Griffith, Yass and Leeton in New South Wales and the Bowen and Stanthorpe areas in Queensland. The H. J. Heinz Company have vastly increased the scale of their tomato operation at Cobram over the past few years. Most of the growers in that area are of Southern European descent, well adapted both to tomato growing and the warm summer conditions in the North of the State.

Contracts are issued to growers during the winter, and planting out of seedlings begins during August. Field Officers employed by the H. J. Heinz Company supervise the preparation of the ground, the amount of fertilizer to be used, the planting out of seedlings, the spraying of the crop with pesticides and fungicides for crop protection purposes, and advice on the general care of the crop.

Picking begins during January, and for processing purposes the tomatoes must be full ripe, red and free from disease, discoloration or any blemishes likely to affect the product being made. Packing also is supervised by Field Officers, and when tomatoes arrive at Dandenong, they are sorted and graded to confirm that the quality is as required by the Company.

The tomato season lasts for about three months and because of variations in climate over the State, some districts are at the peak of production earlier than others. This means that throughout the season a fairly constant supply of tomatoes are available for processing.

When they arrive at Dandenong tomatoes are either used immediately in such products as Tomato Soup, Tomato Sauce and Tomato Juice, or they are processed into a Tomato Paste which may be stored until required for use later in the year.

Tomatoes are a rich source of Vitamin C which is necessary for healthy development and resistance to infection. Vitamin C must be carefully protected because it is easily destroyed by heat or exposure to air.

The biggest individual users of tomatoes are the Australian canning firms. Of these, the H. J. Heinz Company uses more than 12,500 tons of tomatoes each year.

Tomatoes grown in Australia help to feed babies living in more than 40 overseas countries. Large quantities of tomatoes are used in the manufacture of Heinz baby foods which help to keep young children healthy and strong in places as distant as West Africa, the Middle East and remote Pacific Islands.



A Heinz Field Officer discusses the state of the crop with the grower.



Keeping a crop weed-free by hoeing when crop is too large to use tractors and mechanical implements.



A section of a tomato crop just about ready to be picked.



The first pick of a tomato crop at Dalmore, near Koo-Wee-Rup.

TOMATO QUESTIONNAIRE

- What do you like about a tomato; colour, flavour, general appearance?
- Why do you think tomatoes need to be grown under irrigated conditions?
- Do you know what moulds or fungi grow on over-ripe tomatoes?
- Can you use any chemicals to prevent these attacks?
- Do you grow tomatoes successfully in your garden?
- Do you use many tomatoes at home?
- How many ways do you use them?
- Where do you think tomatoes are grown during the winter months?
- Have you ever seen tomatoes grown in glass-houses?

