

STATE-OF-THE-ART TECHNOLOGY +
OLD-FASHIONED ATTENTION
TO DETAIL = WINDSET FARMS

INSIDE THE GREENHOUSE WITH JEFF MADU OF WINDSET FARMS...

Windset Farms is a family-run business that operates 4 greenhouses in Delta and Abbotsford, BC.

We have greenhouses in Delta on 65 acres: 1 for mini peppers, 1 for mini cucumbers and 2 for tomatoes. We grow small-sized varieties that are perfect for classroom (and anytime) snacking – just wash and serve.

Why greenhouses? Glass-enclosed structures allow growers to create a controlled growing environment where they provide their crops with natural sunlight, while protecting them from nature's harsher elements (storms, hungry bugs, man-made harmful emissions).

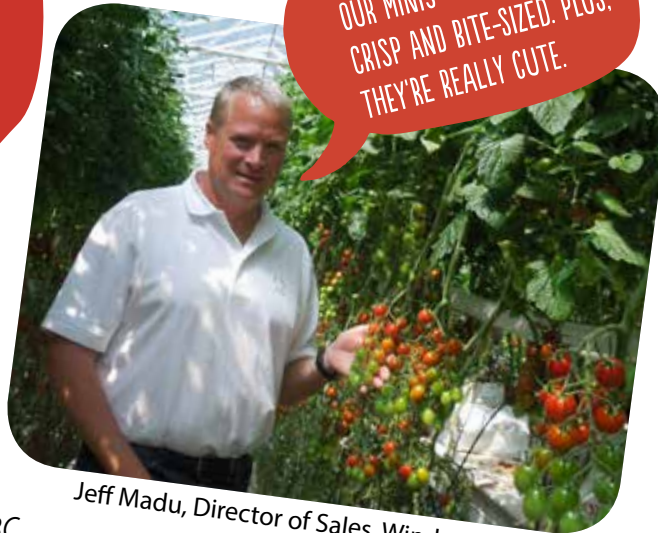
There's a lot going on under the glass where we combine greenhouse technology with traditional 'green-thumb' growing methods. While sophisticated computers control the environment, our farmers still tend to each plant, doing all the pruning and picking by hand.

HOW DO WE GET THE TASTIEST TOMATOES? Tomatoes are a summer crop. By controlling the light, heat and humidity, we can extend summer to nearly 10 months. While icy rain and snow pelt our greenhouse roofs, inside our plants are enjoying balmy summer conditions. To get really great tasting tomatoes we need to do more:

- Our tomatoes ripen on the vine, without any artificial measures, just as nature intended. Natural ripening increases their sweet flavour.
- We grow our plants in a climate controlled environment (with plenty of direct sunlight), feeding them a steady diet of water and nutrients from the moment we plant the seeds.
- We give our plants just the right amount of light, nutrients, water, oxygen and carbon dioxide they need to grow and thrive.

WHAT'S IT LIKE INSIDE? Bright, white, clean and green. Imagine rows upon rows of tomato vines creeping 6 metres to the sky, creating a lush, leafy canopy obscuring all else. The buzzing of pollinating visitors (bumblebees) fill the hot air. **IT'S LIKE A JUNGLE IN HERE.**

Since we've been supplying tomatoes to schools on the BC School Fruit and Vegetable Nutritional Program we've received letters from parents saying that their kids never wanted to eat tomatoes, but tried them in the classroom and now they like them. That's the best compliment we can get.



Jeff Madu, Director of Sales, Windset Farms

WE DARE YOU NOT TO LOVE
OUR MINIS - THEY'RE FRESH,
CRISP AND BITE-SIZED. PLUS,
THEY'RE REALLY CUTE.



Fresh Story: Get to Know
Your Fruits and Vegetables

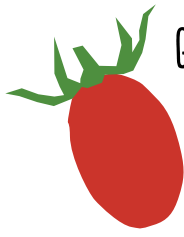
INTERMEDIATE

TOMATOES



Photo courtesy of Windset Farms

MEET THE MINIS...



GRAPE TOMATOES About half the size of cherry tomatoes with big, sweet flavour. Low water content gives these gems a firm texture eliminating the "squirt" factor, so there's no messy shirt.



CONCERTO GRAPE TOMATOES Created by Windset Farms, same great qualities of grape tomatoes with an extra boost of sweetness.



STRAWBERRY TOMATOES Sweet like a berry, yet acidic and slightly tart. They grow in clusters on the vine and have a shape like – go ahead and guess.

FROM MINI TO SUPERSIZE

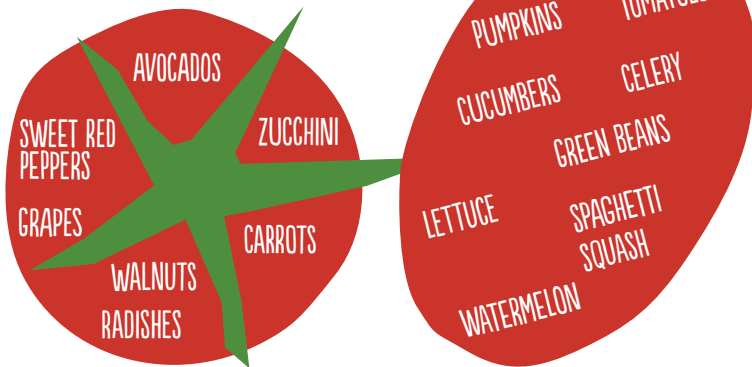
NOTICE SOMETHING COMMON ABOUT THESE MINI TOMATO VARIETIES? EACH ONE IS NAMED AFTER A FRUIT. WHY WOULD THAT BE?



CHERRY TOMATOES Rich, sweet flavour. About the size of a big cherry, they're bright red and loaded with juice.

HEAVIEST TOMATO ON RECORD WEIGHED 3.51 KG (3,510 GRAMS OR 7 LBS, 12 OUNCES). A "DELICIOUS" VARIETY, GROWN IN 1986 BY GORDON GRAHAM OF OKLAHOMA, U.S.A. IN HIS BACKYARD GREENHOUSE. MR. GRAHAM SLICED HIS TOMATO TO MAKE SANDWICHES FOR 21 FAMILY MEMBERS.

? ENTER THE GREAT DEBATE: FRUIT OR VEGETABLE? CIRCLE THE VEGETABLES...



DO THE MATH...



Greenhouses allow farmers to grow lots of produce in a relatively small amount of space. In fact, greenhouse-grown produce uses about 1/10th of the land space as field-grown produce. But that doesn't mean greenhouses aren't big...

Windset Farm's largest greenhouse (for sweet red peppers) is 22 acres. They grow their Concerto grape mini tomatoes in half of a 15 acre greenhouse.

If 1 acre = about the same size of 16 tennis courts. Approximately how many tennis courts could you fit inside Windset Farm's largest greenhouse?

And, in their grape tomato greenhouse?

Average weight of a Concerto grape tomato = 11 grams (.38 ounces)

Estimate how many Concerto grape tomatoes you would need to reach the equivalent of Gordon Graham's 'Delicious' record breaker:

Did you circle tomatoes? They're served in salads, soups and main courses, not dessert, so tomatoes are vegetables, right? Well, Let's see. According to Webster's Dictionary, a **FRUIT** is "the usually edible reproductive body of a seed plant (the fruit develops from the ovary of the plant)" and a **VEGETABLE** is "a usually herbaceous plant grown for an edible part (can be the root, stem, leaf, bulb, bud, or flower)."

DOES IT HAVE SEEDS?

If the answer is yes, it's a fruit. But wait, that means that many foods we generally think of as vegetables are really fruits (squash and cucumber come to mind). That's because, unlike fruit, vegetable is not a botanical (scientific) category, it's a culinary term. Its definition is somewhat arbitrary based on how we eat or cook the food. So, if you're talking in culinary terms a tomato is a vegetable; in scientific terms – a fruit. So the answer is – both! Have another go at the list and see how you do. (Hint: there are only 4 vegetables listed).