

2019 Tomato Plant Sale



Barbara 2019 Tomato Sale Chair with Rich 2018 Tomato Sale Chair



Charlie - 2019 Propagation Team Leader



Carolina – 2019 Co Chair



2019 Tomato Sale Team Chairs





We carefully seeded over 6,500 tomato plants!









Plants grew big and strong!











We gathered for fun tomato label making party.

Over 6,500 plant stakes were made for the 26 varieties of tomatoes for the sale.

We started early setting up the morning of the sale!



CARLOSAN HAP

Tomato and basil plants were trucked over from the greenhouse as the sun was coming up!













Garden Education & Spanish Outreach tables were set up for the day.





Signs went up showing all on Soscal Ave that they have arrived at the Master Gardener's Tomato Plant Sale!







Monica – Tomato Pros Leader & Gayle - Tomato Tenders Leader

We were ready!



We needed a full team of Master Gardeners



2019 Jan Harris















Tomato Tenders & Pros were ready for any Tomato Selection or Tomato Plant Question.









Our tomato sale is family fun time!









Happy Tomato Plant Shoppers



Cashiers did an amazing job keeping the line moving. Cashiers did 739 sales transactions. Approximately 8 transactions per minute.







Sunday was final day of the Tomato Plant Sale.











Morning of the Sale

- Shoppers came early, lining up by 8 am
- \diamond Sale started at 9 am.
 - By 10 am we had 900 shoppers.
- We had a total of 1138 shoppers that came to our Tomato Plant Sale and our first Basil Plant Sale!



Our Final Numbers

- We sold 5,300 tomato plants and
 600 basil plants.
- 300 Basil Plants were given away to those who signed up to be on our Master Gardener email list.
- Tomato Pros made 197 education contacts and our Tomato Tenders made 115 contacts.



Gross Sales for the day was \$24,839.00

We did a lot of Advertising!

We had Master Gardener Newspaper Articles on growing tomatoes and our upcoming sale. We had NVR Front Page Tomato Sale Sticky Note Ad and Up Valley Local Newspapers. Plus 45 second ad at the Cameo Theatre. We advertised on Facebook, Instagram, Nextdoor, the Patch, on the radio and more.

We put out lawn signs in our yards, banners on corners and drove around with signs on our cars. We had flyers out at our workshops, the libraries, businesses. And ... We told our friends and neighbors!







Cameo Theatre Ad



CENTRE U.S. headcount coming to Napa

Local outreach efforts

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TRANSPORTATION

New Vine

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Agency working on fanding alternatives

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We made front page coverage on the Napa Valley Register the day after our sale! "A wild ride" at tomato sale

AZ I SUBSAY, APRIL 14, ISSN



Online commentary Communicate with parents concorrect about vaccines, don't eility diam'r.

Monday Ex-Emerican Cargon elembods lonces Botson and Onto Satsay took part Thursday in the Oakland Raiders' Pro Day.



Getting involved Franed Lines' - The glipbal refupes crisis in perspective at Congregation Both Shalosm.





NEW YALLS HEREFCH

LOCAL BRIEFS

Napa Humane offers free

microchipping to celebrate National Pet ID Week

BEDEFERSTART.

Napa County residents can get their deep, cats, and rabbits microchapped for iron on friday, April 18, as a colebration of National 7et ID Week.

Locals can drop by 3185 California Blvd. between perto a.m. and 1p. m. for free microshipping and ohipregistration, as well as low-cost vacchations.

Napa Rumane-encourages all local pet conserv to microchip their companion animals, and keep their contact information up to data in the microchip registry. You never know when a disaster-or just a faulty access dom - may cause your pet to disappear into the world. just one of every five lost dogs will results with

their owness without a microohip, but chipped dogs make it home more than half the time. Not sive two last cats is too will find their way home without a microchip, but chipped outs are more than 20 times more likely to be senated. with their people.

A microchip is a small rise-sized device with a unique identifying code that can be read with an electrenic sommer. Veterinarians inject microchips under the skin, between the animal's shoulder blades. The process is quick, permanent, and vistually painless for when per-

For more information about Nana Humane's microchipping sorviros, ploase risit www.nspahumate.org/ program, microchipping.html or call 707-270-7442.4



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Tomatoes NUMBER OF

the public. Six handsod shoppers came in the fast hour and registers handled a inspective permittels. "The tornato sale, it's wfid ride," she said. "It is 'Ge asthet as you can, for as long

in reaction?" But the time and planning that goes into making the sale happen begins long before its Saturday sale, O'Means said. The process starts two weeks after the sale, where gasd-eners take stock of what varieties that: cade mentilied best last year and which waieties sold out the barbot. That helps them decide what to grow read

your, she said. This year's bounty in- He guideed 24 plants that The sale had tanato suri-they have. That determines challed Bloody Butchev and he plants to harvest in the sties even for shopper like whether they can grow heirples, CasenZabsan and Read's Atomic Grape aberry tometoos. Tismato plants wont for 14 and Extite fast time, gar- eves

densers also sold basil plants 50122 Somepsoplemar not avea out the toggaloos, but grow

them because of their color and beauty, O'Mean said. "Who doesn't love a tomato 1" sha said.

Master gardeners meandend about the sale, offering to show up and held a cardand ballooms to kids and answiring quantions for shappers in line.

Gabe Pack of Naga Ioseded up his wiselbarrow with varieties such as Giant Syrian and Marianna's Peace. Home Depot?

to grow Site mainly stuck to unid. smalles, cherry varieties. "They'so just like carely?" Fack said he loved the flathe said.

yor and complexity of the most, severy and arithe tomattoes. Other places don't at home sell tomatoes that company,

be said. Napa resident issuadie many miceofiguates, so-dillybu apout She was among the first sound of shoppers different parts of the county. board her, of fwe plants, inneld. challing Summer of Loweand

Chocolate Stripic Iomation. "The taste is exacting," Sylva said. "You can't get these kind of tornatoos at



Distorters look at tomation had used in sacon and parties at the Tomate Plant Sale in Sapa

"If's location, incation, in-

Gardeners should first

figure out where they get

to hours of full sum per day,

cation," she said.

The sale had tomato vari- they have. That determines Name resident Michals Lof- loors or larger pound-tostrom, who had Embed space two-pround tomatoes, she If gatheness don't get po-

full house of sun, some varioties, such as chorry longtase, could now with short

Growing tomatoes saven brank of each April 17 marked Name County's last frost date, she Name Valley is home to said. That moans gardeners

are free to plant their torna-Scientifications grow welling loss, Plants should shown be Master Gardener OPMean brughtfremineal nurseries, where vendors can advise customers based on the area that they 're in, O'Moars sold. Avoid plants that are dotributed nationally, because they might not work in all Earn deridelsow much space climates,

tomators, Cherokee Fur- late fall or winter, Saturday marked his fourth year outping to the sale, which he said seemed more popular than

2019 Tomato Plant Sale Chairs - Relief - Job Well Done!



Thank you to everyone who helped to make our 2019 Tomato & Basil Plant sale a huge success!



Special thank you to our photographers: Joan Harris Mario Scalise Yvonne Rasmussen