

# TOMATO PLANT SALE

LOCALLY  
GROWN



25+  
VARIETIES

**1710 Soscol Ave. • 9AM 'til Sold Out**

Next to Central Valley Hardware

**Saturday, April 13<sup>th</sup>**

[napamg.ucanr.edu](http://napamg.ucanr.edu)



UC Master  
Gardeners  
Napa County

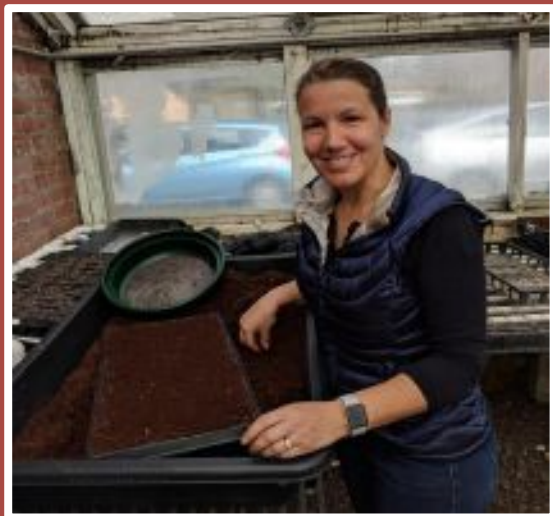
## 2019 Tomato Plant Sale



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!



# 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.



**PLANTA DE JITOMATE**  
EN VENTA



Cultivadas en Napa 25+ Veridares

**1710 Soscol Ave. • 9AM Hasta Que Se Van**  
Gunta a Central Valley Hardware  
**Sábado, 13 de Abril**



Info: [napamg.ucanr.edu](http://napamg.ucanr.edu)





Signs went up showing all on Soscol 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





# 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
- ✧ 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!



Newspaper Sticky Note Ad



Cameo Theatre Ad

## Faces & Places

Reader-submitted photos



Girls soccer, at last  
Tara's home opener Monday

Sentencing for Horn deaths  
Drink driver gets 30 years

NEWS, 10:00 AM - 11:00 AM | 1000000000 | 1000000000 | 1000000000 | 1000000000

## U.S. headcount coming to Napa

Local outreach efforts have financial and political consequences

By [Name]

As an outreach effort to...

...and the local...

...and the local...

...and the local...

...and the local...

### TRANSPORTATION



100% of Nevada's...

## Napa's 'back road' may see upgrades

Silverado Trail serves as Highway 20's junior partner to the valley

By [Name]

...and the local...

...and the local...

...and the local...

...and the local...

### GREEN THUMBS



Photographed...

## 'A wild ride' at tomato sale

6,000 plants from...  
Must be harvested...

...and the local...

...and the local...

Table with 2 columns: Name and Address. Includes contact information for the newspaper.

Advertisement for Silverado Orchards Retirement Community. Includes text: "Welcome Home to... Silverado Orchards Retirement Community. We love our Residents!" and contact info: "(707) 963-3488".

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

A2 | 1000000000 | 1000000000

news+ membership logo

Online commentary  
Communicate with parents concerned about vaccines, don't vilify them.

Monday  
Ex-Marine Langen shoots Justice Dobson and Chris Seay took part Thursday in the Oakland Raiders' Pro Day.



Getting Involved  
Voyce Lives! - The global refugee crisis in perspective of Congregation Beth Shalom.



### LOCAL BRIEFS

Napa Humane offers free microchipping to celebrate National Pet ID Week

Napa County residents can get their dogs, cats, and rabbits microchipped for free on Friday, April 18, as a celebration of National Pet ID Week. Locals can drop by 3285 California Blvd. between 9:30 a.m. and 11 p.m. for free microchipping and chip registration, as well as low-cost vaccinations.

### Tomatoes

By [Name]

The public six hundred shoppers came in the first hour and registers handled a transaction per minute. "The tomato sale, it's a wild ride!" she said. "It's like an artery can, for as long as you can."



Customers look at tomatoes best used in soups and omelets at the Tomato Plant Sale in Napa.

He gathered 24 plants that he plans to harvest in the late fall or winter. Saturday marks his fourth year coming to the sale, which he said seemed more popular than ever.

The sale had tomato varieties even for shoppers like Napa resident Michele Lamm, who had finished plans to grow. She mainly sticks to smaller, cherry varieties.

Customers don't get to full taste of sun, some varieties, such as cherry tomatoes, could grow with about seven hours of sun.

### Growing tomatoes at home

Napa Valley is home to many microclimates, and different tomatoes grow within different parts of the county. Master Gardener O'Meara said, "It's location, location, location," she said.

Gardeners should first figure out where they get the most of full sun per day. Then decide how much space they have. That determines whether they can grow tomatoes as large pound-to-two-pound tomatoes, she said.

Napa Valley Register logo and contact information.

# 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!**



**UC Master  
Gardeners**  
Napa County

**Special thank you to our photographers:**

**Joan Harris**

**Mario Scalise**

**Yvonne Rasmussen**