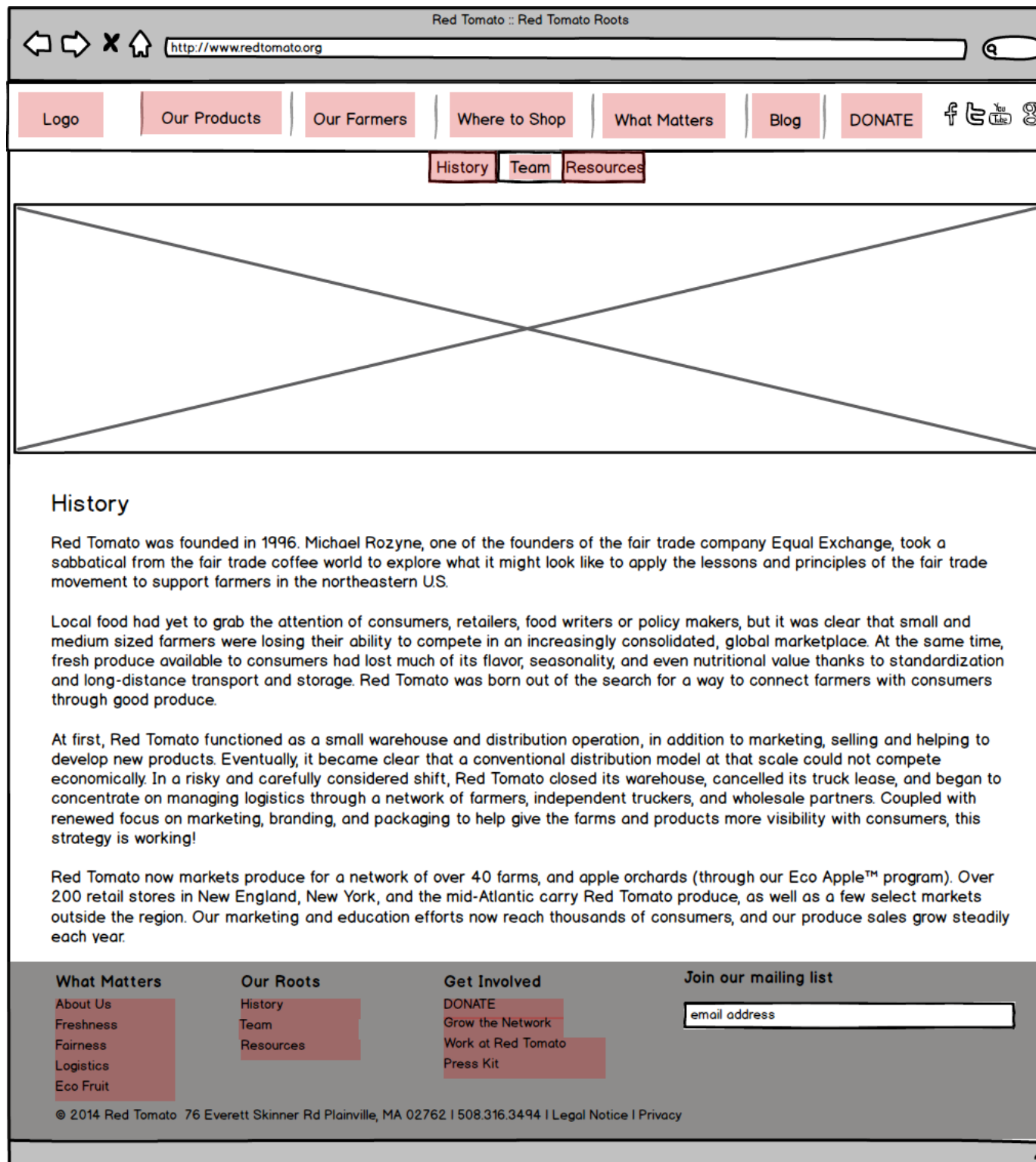


- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it



- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it
- 4 The secondary menu should not be visible until a mouseover. Something like this page: <http://>
- 5 It feels like Red Tomato should be in large font here so we don't have to label the page.

Logo

Our Products

Our Farmers

Where to Shop

What Matters

Blog

DONATE

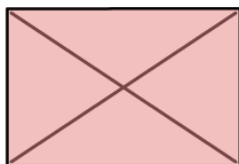


History

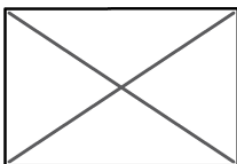
Team

Resources

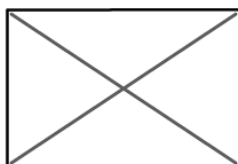
## Team



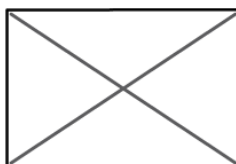
Michael Rozyne



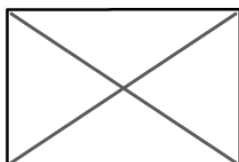
Laura Edwards-Orr



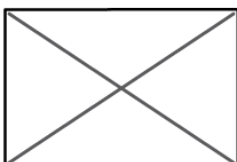
Angel Mendez



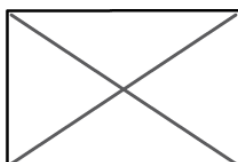
Susan Futrell



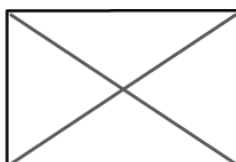
Lesley Sykes



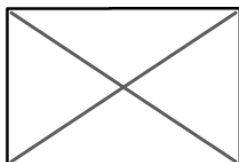
Aaron Freedman



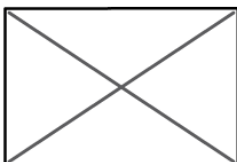
Diane Stalford



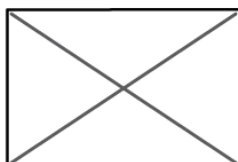
Jon Wright



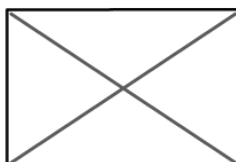
XXX XXX



XXX XXX

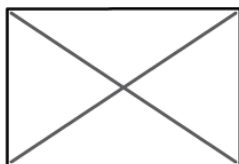


XXX XXX

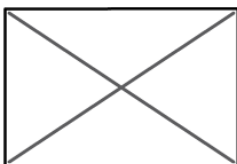


XXX XXX

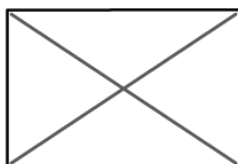
## Board



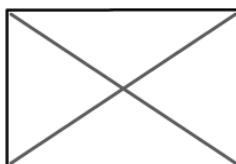
XXX XXX



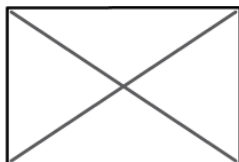
XXX XXX



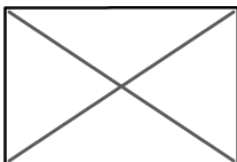
XXX XXX



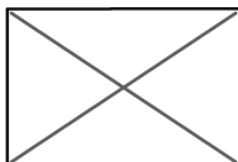
XXX XXX



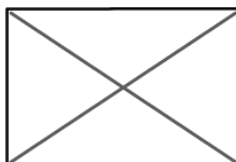
XXX XXX



XXX XXX



XXX XXX



XXX XXX

## Supporters



CEDAR TREE  
FOUNDATION



HENRY P. KENDALL FOUNDATION



### What Matters

About Us  
Freshness  
Fairness  
Logistics  
Eco Fruit

### Our Roots

History  
Team  
Resources

### Get Involved

DONATE  
Grow the Network  
Work at Red Tomato  
Press Kit

### Join our mailing list

email address

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1 Top menu sticks at top at all times

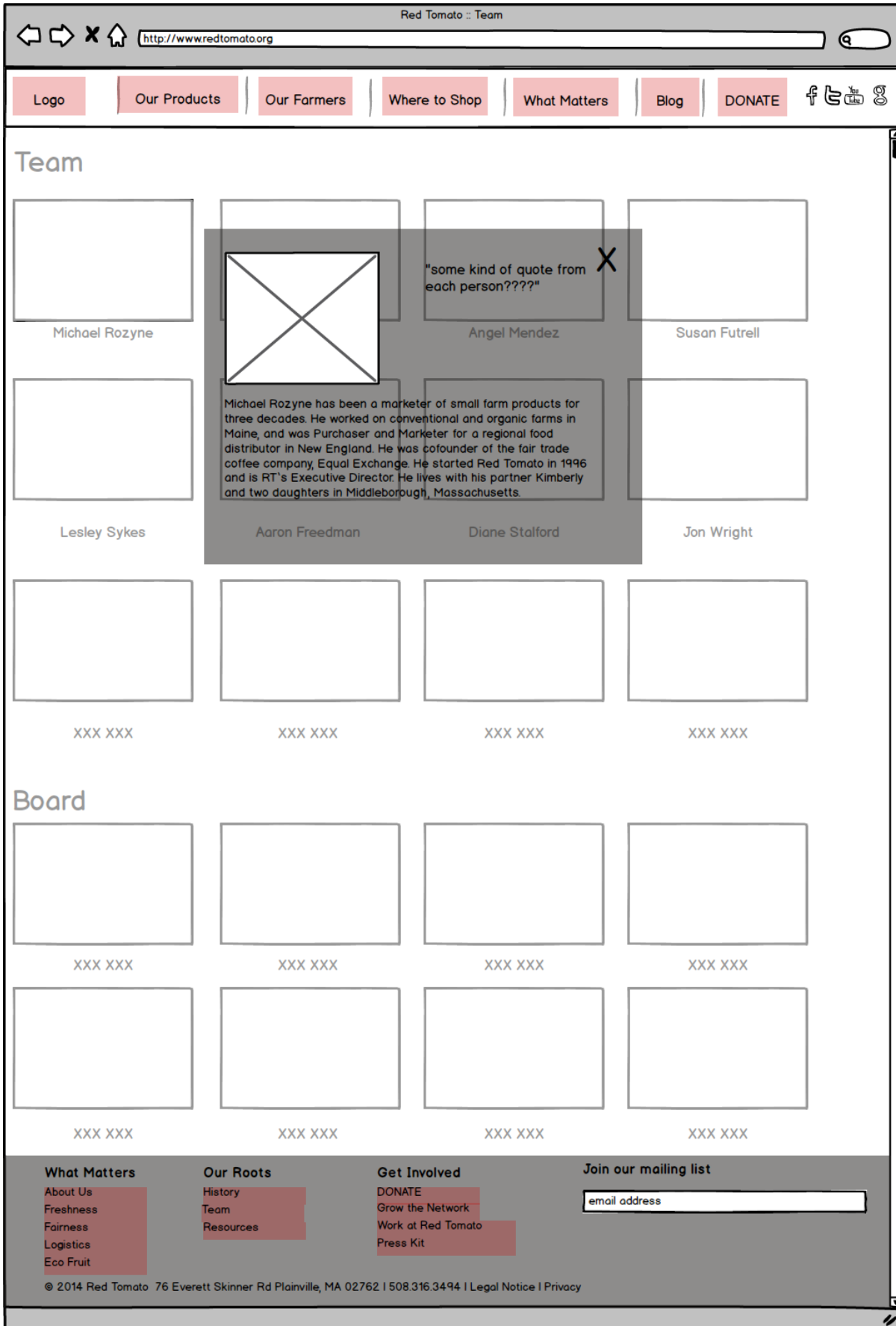
2 Body scrolls up under top menu bar with mouse or touch.

3 Footer can have additional links if desired, but don't overdue it

4 Click on photo of team/board member results in modal pop up with photo and bio info.

5 Clicks on the Supporters logos go to their home page.

6 The secondary menu should not be visible until a mouseover. Something like this page: <http://>



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- 3 Footer can have additional links if desired, but don't overdue it

Red Tomato :: Resources
http://www.redtomato.org

Logo
Our Products
Our Farmers
Where to Shop
What Matters
Blog
DONATE
f
t
v
g

History
Team
Resources

## Resources

It should be simple. But it's not.

Getting high quality produce from the region's farms into grocery stores, at a fair price to the grower, requires a complex web of communication, planning, logistics, trial and error, and passion for the mission. What's more, with our noses to the grindstone (or the tomato), it sometimes takes an outside perspective to help us understand and communicate the full impact of our work.

We've assembled the following resources, some of ours, some by outside experts, share a broad picture of who Red Tomato is, how we do what we do, and why it is important.

### How and Why

- Red Tomato Keeping it Local: a Harvard Business School case study
- Values Based Food Supply Chains: Red Tomato, an Agriculture of the Middle: case study by Steve Stevenson, 2-page executive summary (For an updated version, including operations from 2009 to 2011, click here.)
- Regional Food Hubs: Linking Producers to New Markets, a Know Your Farmer, Know Your Food: webinar presentation
- Regional Food Hubs: Understanding the Scope and Scale of Food Hub Operations, a Know Your Farmer, Know Your Food: webinar presentatio

### The Big Picture: Reinventing the Food System

- Quantum Value Chains - by Michael Rozyne
- The Illinois Report
- NESAWG on Arguments for Regional Food Systems
- Farm Aid: Rebuilding Americas Economy with Family-Farm Centered Food Systems
- Good Food Indicators
- Moving Along the Value Chain: Innovations in Regional Food Distribution - USDA
- A Practitioners Guide to Resources and Publications on Food Hubs and Values-Based Supply Chains: A Literature Review - UC Sustainable Agriculture Research and Education Program
- A Review of Scholarly Literature on Values-Based Supply Chains - UC Sustainable Agriculture Research and Education Program

### For more info visit:

- The Carrot Project
- Community Food Security Coalition
- Community Involved in Sustaining Agriculture CISA
- Ethicurean
- Equal Exchange
- Farm Aid

#### Video Library

Local Food in Every Cart  
Brief description.  
Brief description.  
Date???

Local Food in Every Cart  
Brief description.  
Brief description.  
Brief description.  
Date???

Local Food in Every Cart  
Brief description.  
Brief description.  
Brief description.  
Date???

Local Food in Every Cart  
Brief description.  
Brief description.  
Brief description.  
Date???

Local Food in Every Cart  
Brief description.  
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Brief description.  
Brief description.  
Brief description.  
Date???

Local Food in Every Cart  
Brief description.  
Brief description.  
Brief description.  
Date???

#### What Matters

About Us
Freshness
Fairness
Logistics
Eco Fruit

#### Our Roots

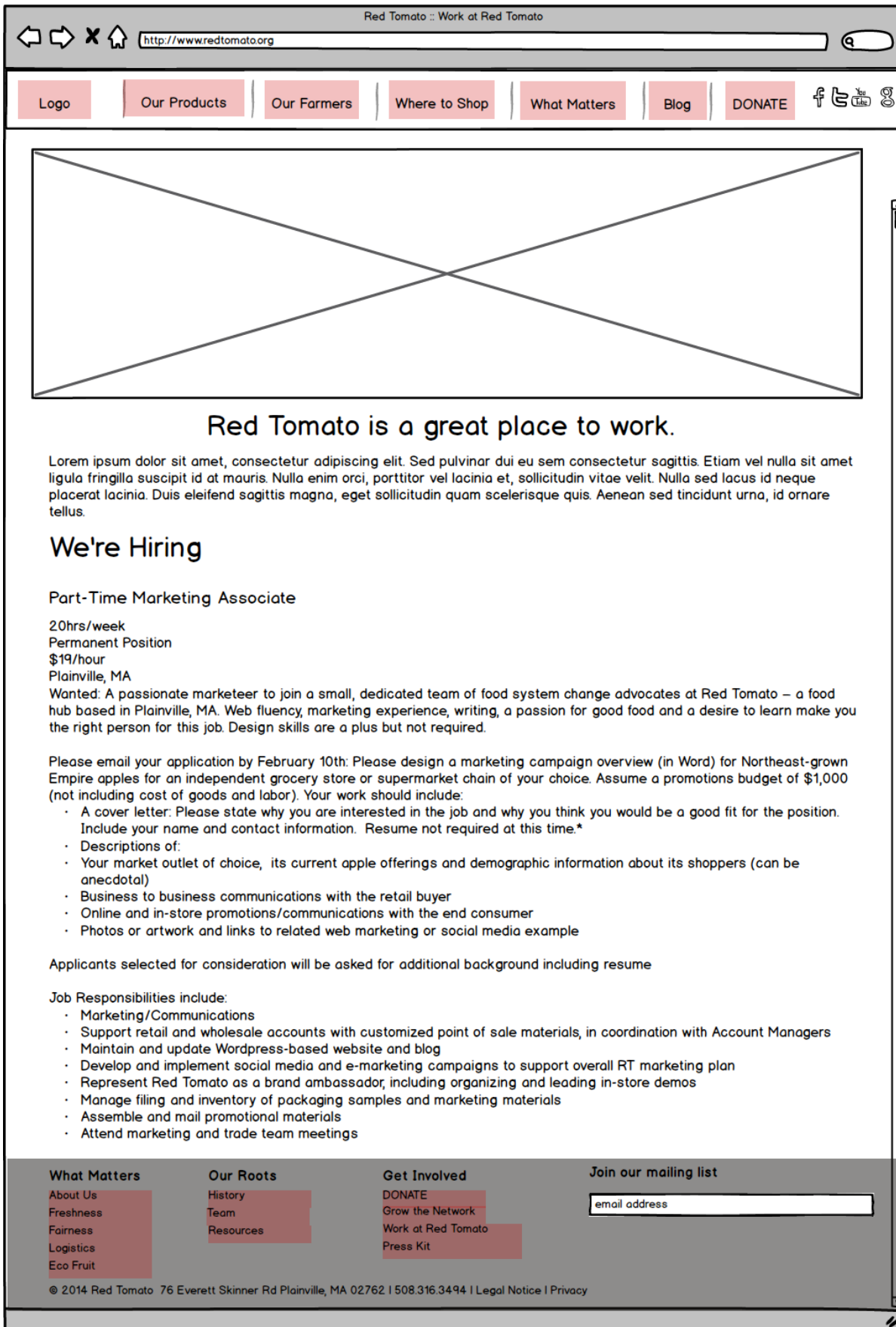
History
Team
Resources

#### Get Involved

DONATE
Grow the Network
Work at Red Tomato
Press Kit

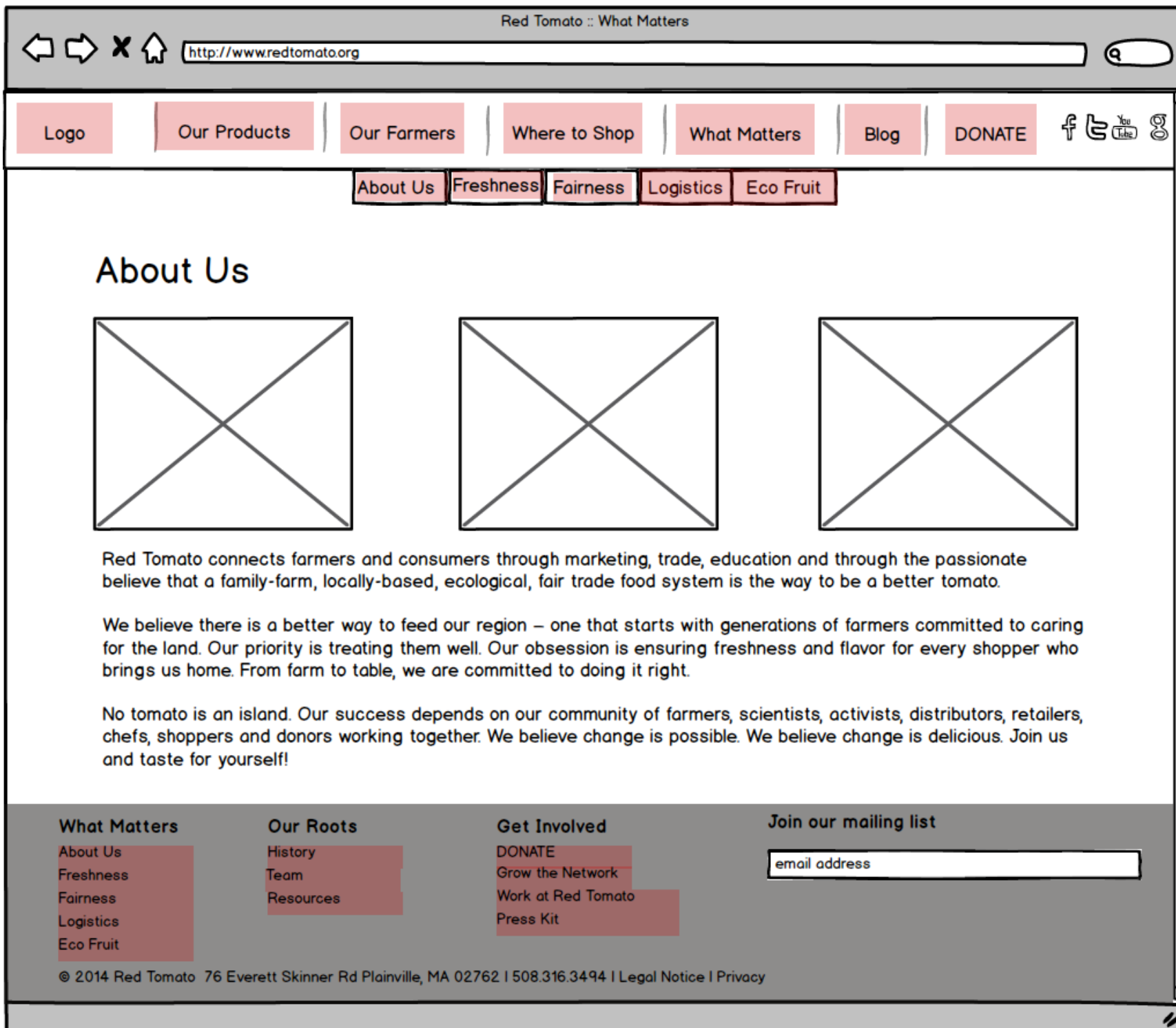
#### Join our mailing list

- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it
- 4 All papers, presentations, videos are links to downloads, websites or embedded YouTube videos. You Tube videos appear in modal on top of page.
- 5 The secondary menu should not be visible until a mouseover. Something like this page:http://

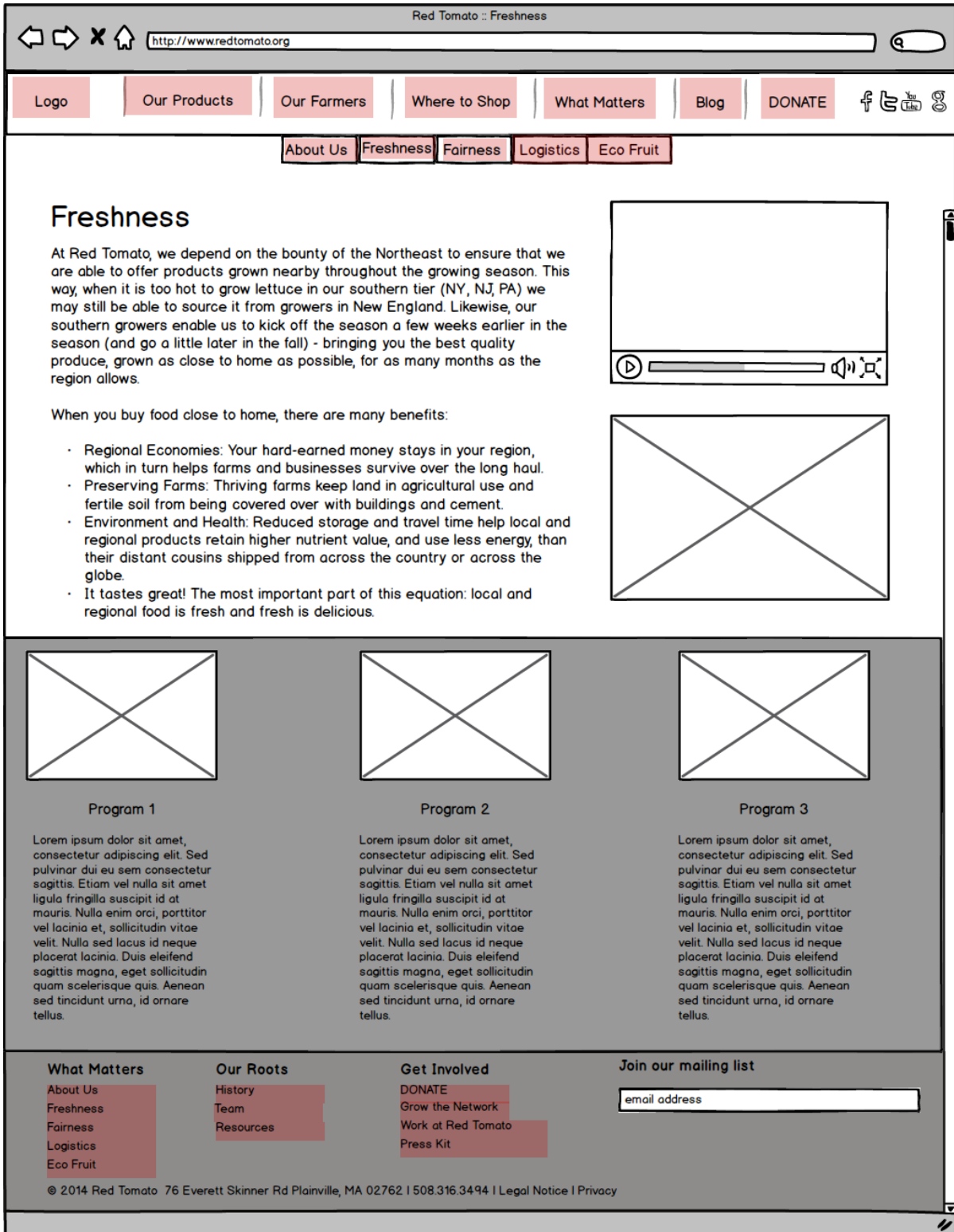


- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it
- 4 Nice, juicy photo of the team working together.
- 5 This page is not linked anywhere except from the footer and I like that. Let me know if that's a problem.





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- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it
- 4 The secondary menu should not be visible until a mouseover. Something like this page:<http://www.charitywater.org/whywater/>
- 5 It feels like Red Tomato should be in large font here so we don't have to label the page.



1 Top menu sticks at top at all times

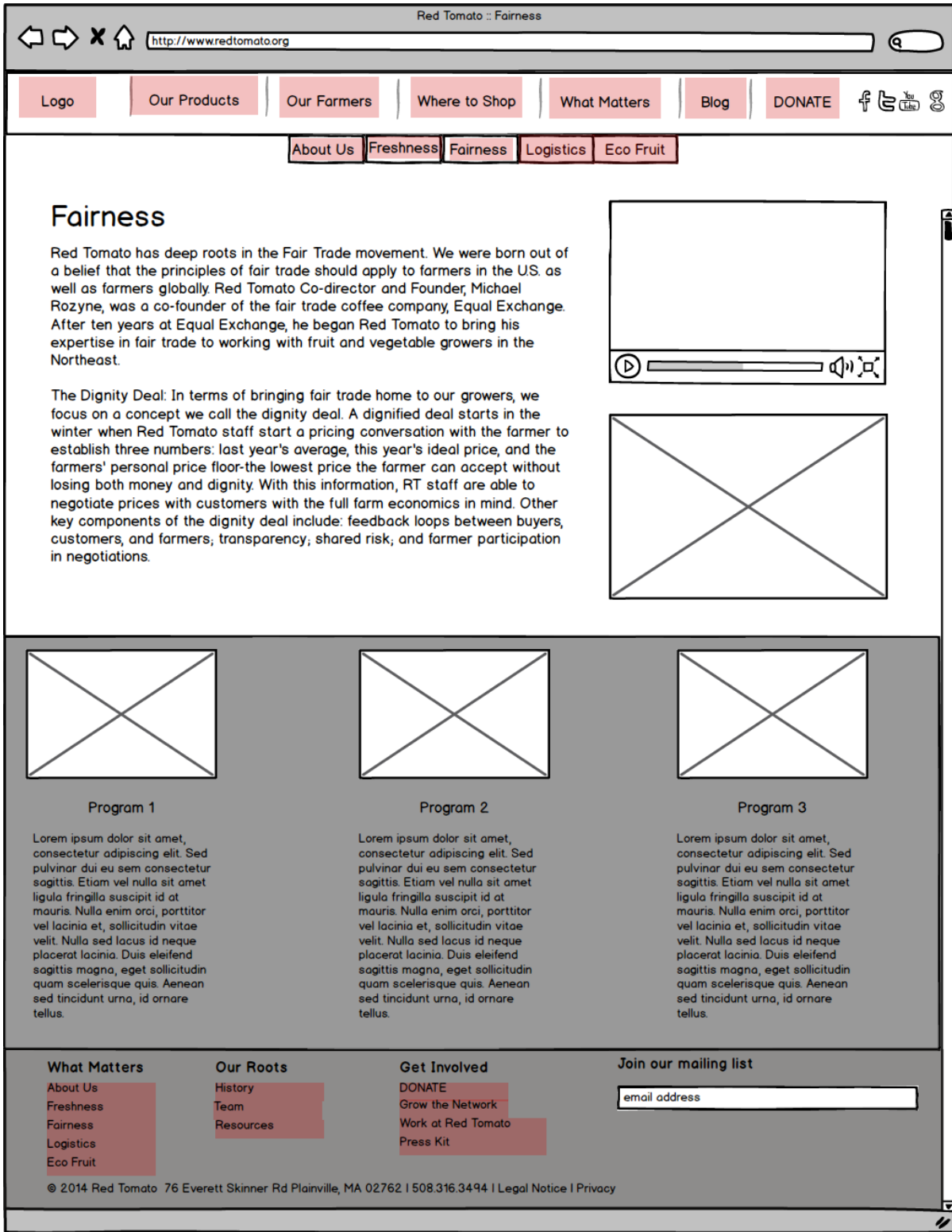
2 Body scrolls up under top menu bar with mouse or touch.

3 Footer can have additional links if desired, but don't overdue it

4 This is a flexible page depending on content. It can a combo video/image or one large image, or one video centered. It can up to three examples (shown here with three). It can also use a modal window if the content needs more room (like the Eco Fruit modal)

5 The secondary menu should not be visible until a mouseover. Something like this page:<http://www.charitywater.org/whywater/>





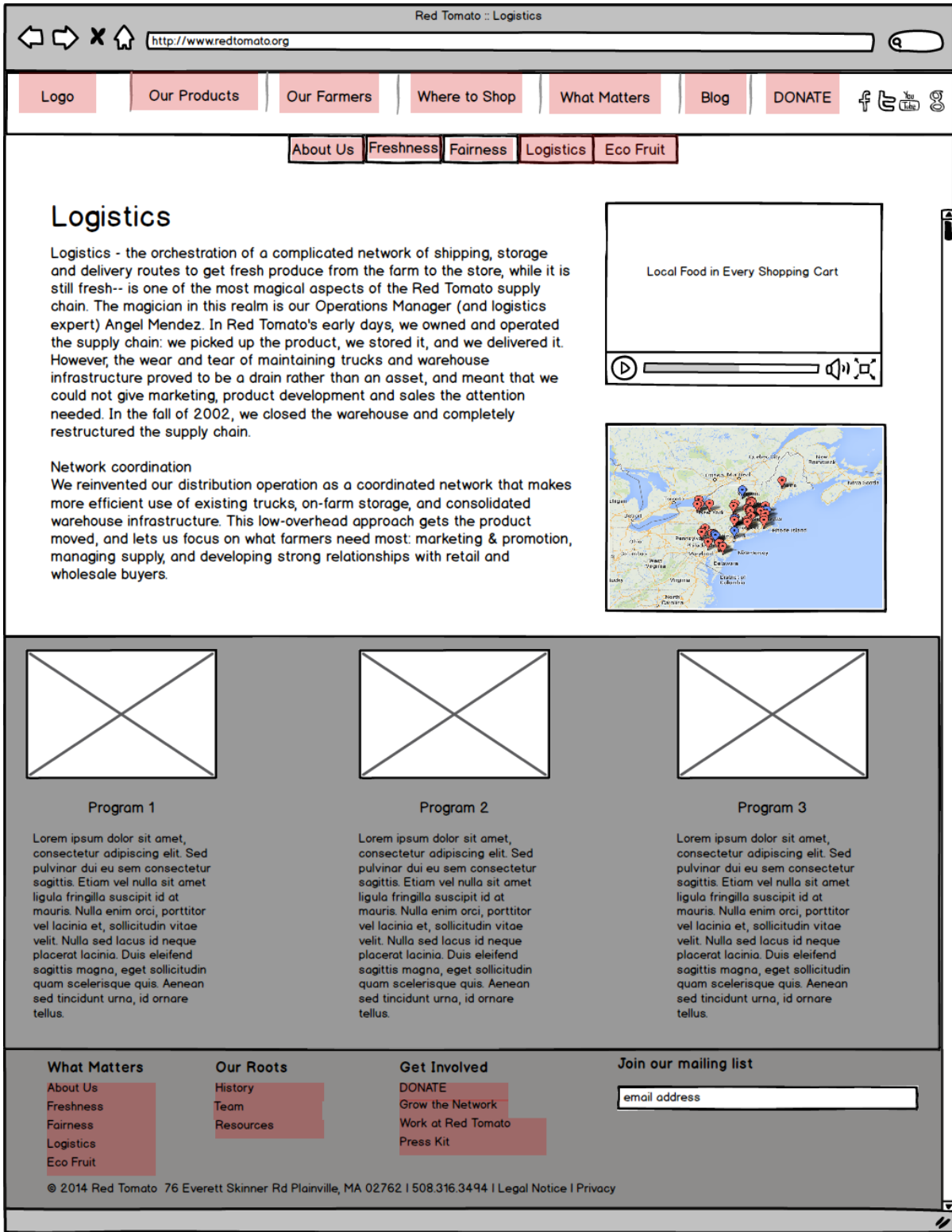
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## Logistics

Logistics - the orchestration of a complicated network of shipping, storage and delivery routes to get fresh produce from the farm to the store, while it is still fresh-- is one of the most magical aspects of the Red Tomato supply chain. The magician in this realm is our Operations Manager (and logistics expert) Angel Mendez. In Red Tomato's early days, we owned and operated the supply chain: we picked up the product, we stored it, and we delivered it. However, the wear and tear of maintaining trucks and warehouse infrastructure proved to be a drain rather than an asset, and meant that we could not give marketing, product development and sales the attention needed. In the fall of 2002, we closed the warehouse and completely restructured the supply chain.

### Network coordination

We reinvented our distribution operation as a coordinated network that makes more efficient use of existing trucks, on-farm storage, and consolidated warehouse infrastructure. This low-overhead approach gets the product moved, and lets us focus on what farmers need most: marketing & promotion, managing supply, and developing strong relationships with retail and wholesale buyers.

Local Food in Every Shopping Cart



### Program 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis. Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit. Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis. Aenean sed tincidunt urna, id ornare tellus.

### Program 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis. Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit. Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis. Aenean sed tincidunt urna, id ornare tellus.

### Program 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis. Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit. Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis. Aenean sed tincidunt urna, id ornare tellus.

### What Matters

About Us  
Freshness  
Fairness  
Logistics  
Eco Fruit

### Our Roots

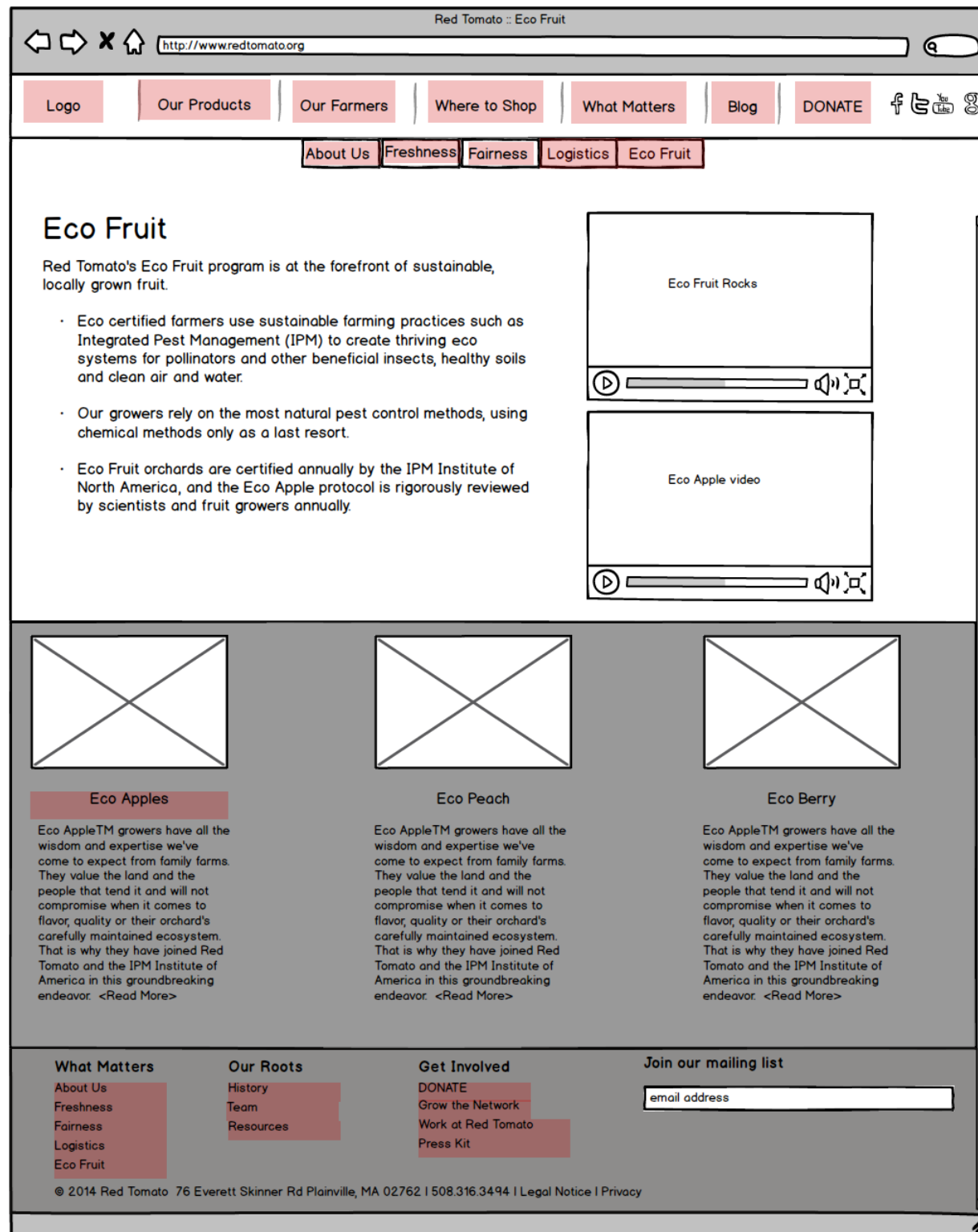
History  
Team  
Resources

### Get Involved

DONATE  
Grow the Network  
Work at Red Tomato  
Press Kit

### Join our mailing list

email address



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## Eco Fruit

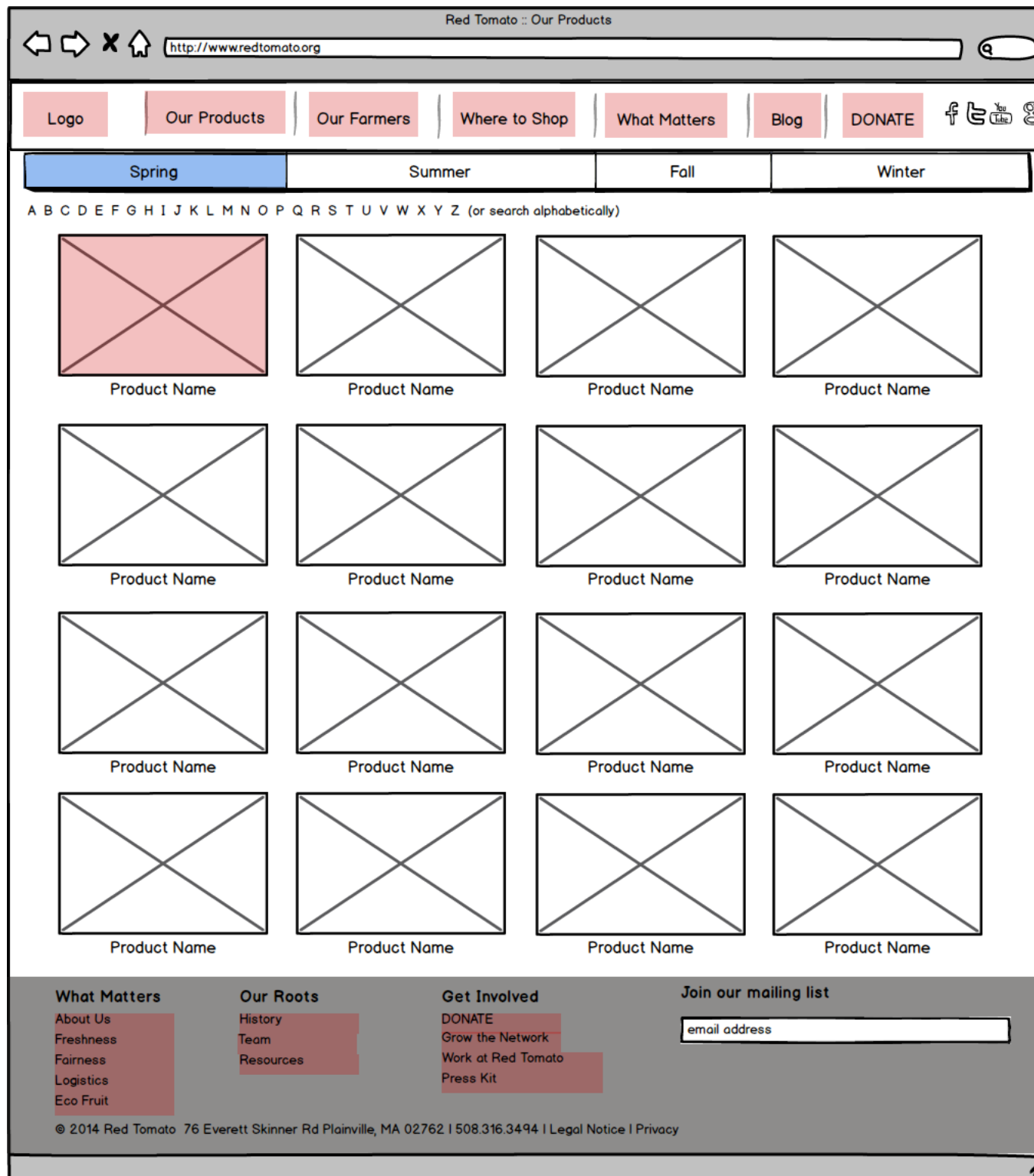
## BORN AND RAISED HERE

- 
- A display of several white paper bags filled with apples. The bags are branded with the 'eco apples' logo, which includes a red apple icon and the text 'eco apples' and 'From the Earth to You'. Some bags also feature the text 'SUNSHINE ORCHARDS' and 'Alyson's Orchard'. The bags are arranged in a way that shows the variety of apples inside, including red and yellow varieties.

### Eco Info Sheet

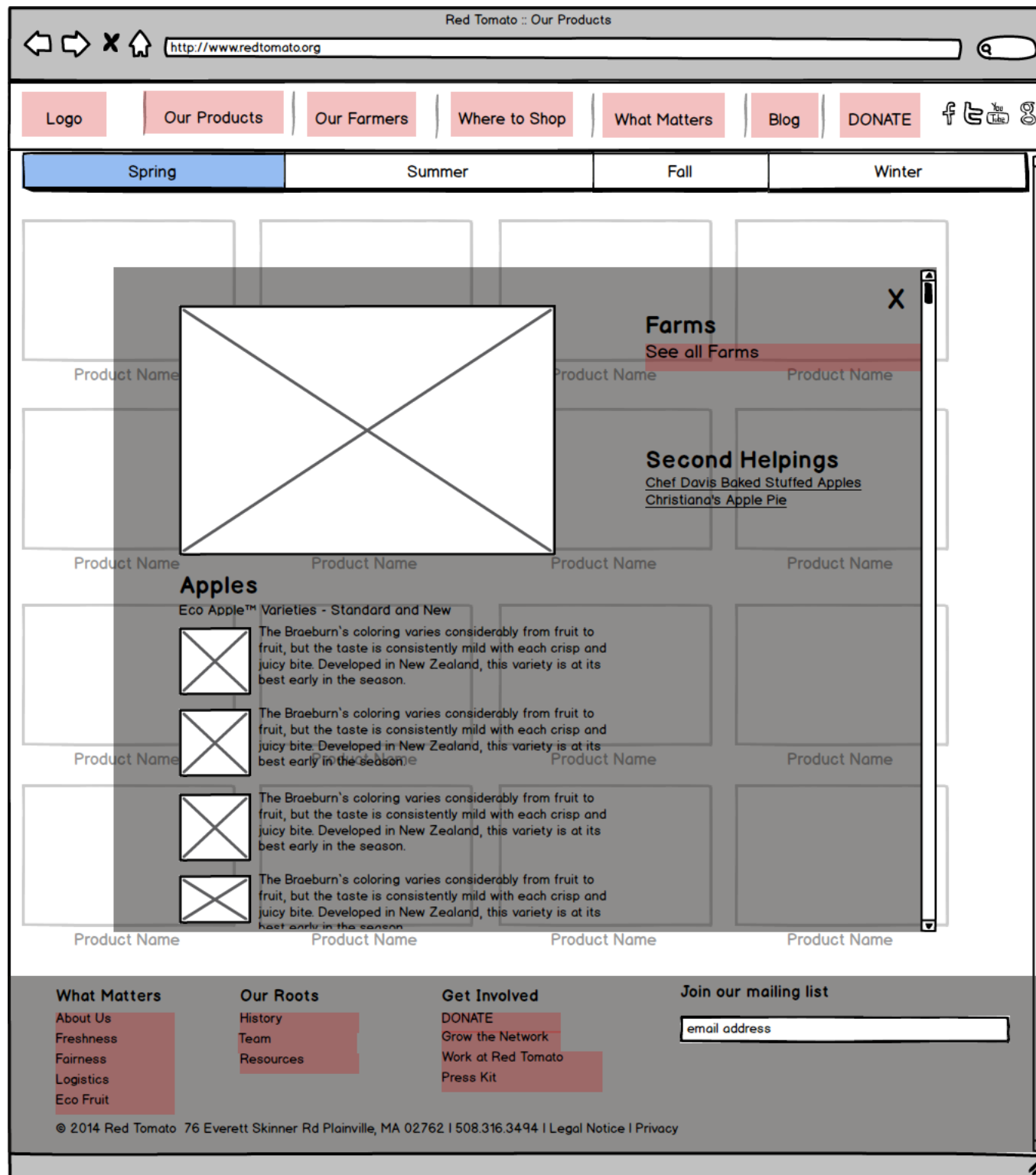
Eco Apple™ growers have all the wisdom and expertise we've come to expect from family farms. They value the land and the people that tend it and will not compromise when it comes to flavor, quality or their orchard's carefully maintained ecosystem. That is why they have joined Red Tomato and the IPM Institute of America in this groundbreaking endeavor. [<Read More>](#)

## Press Kit



- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer is pushed down as products fill the page.





1 Top menu sticks at top at all times

2 Body scrolls up under top menu bar with mouse or touch.

3 Footer is pushed down as products fill the page.

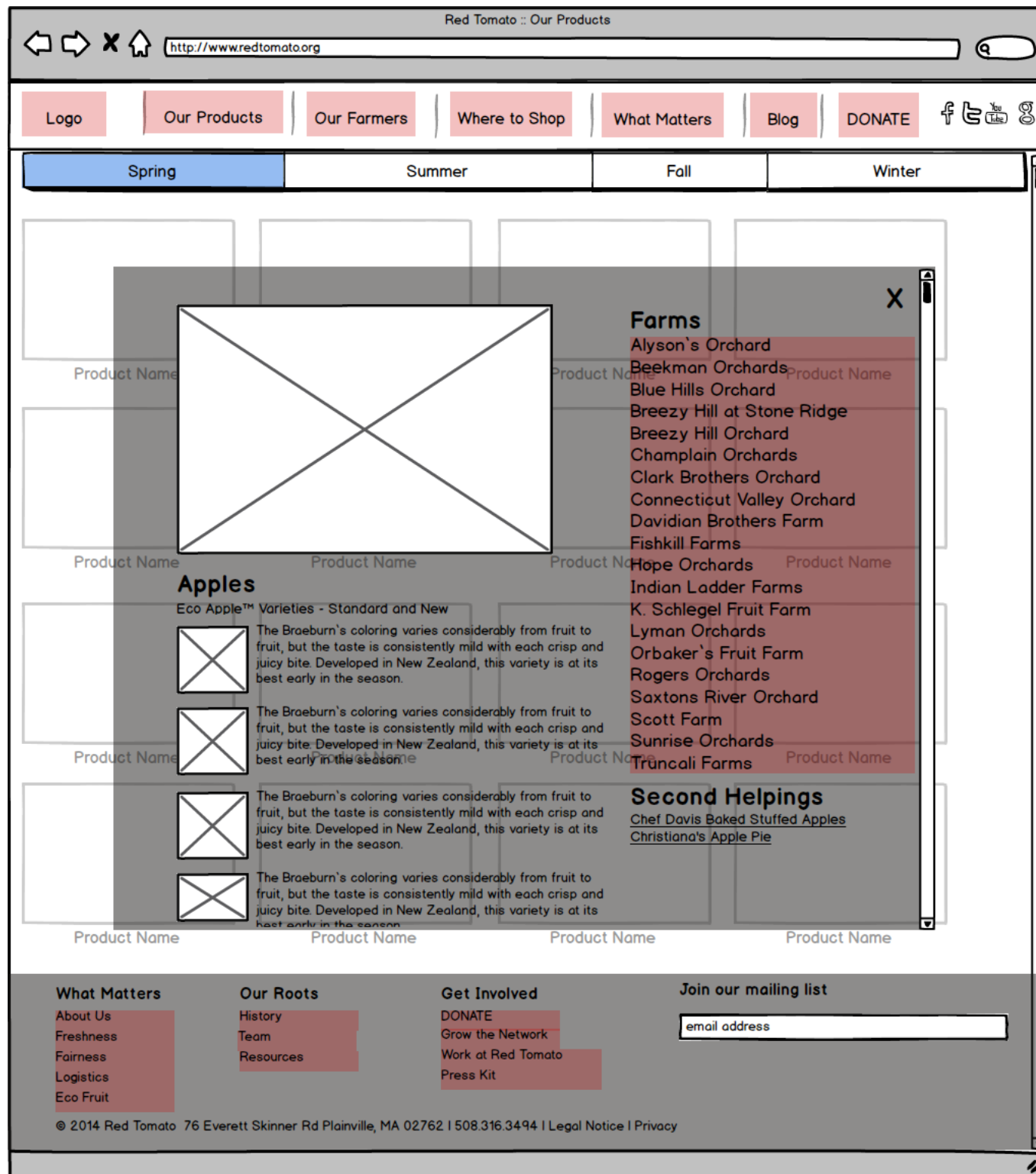
4 Farm names link off to farm page

5 Second helpings links off to recipes in blog

6 When See all Farms is clicked, a list of farmers will open up (see next page) and Second Helpings will be pushed down. Each farm will link to an

7 The modal is now a two-column layout to accommodate the long apple farmer list. When other products have multiple farms, they will just be listed and Second Helpings may be pushed down some. There should not be any other instance where we'll need to use the See All Farms expansion.

8 The modal scrolls so the content can be as long as you like.



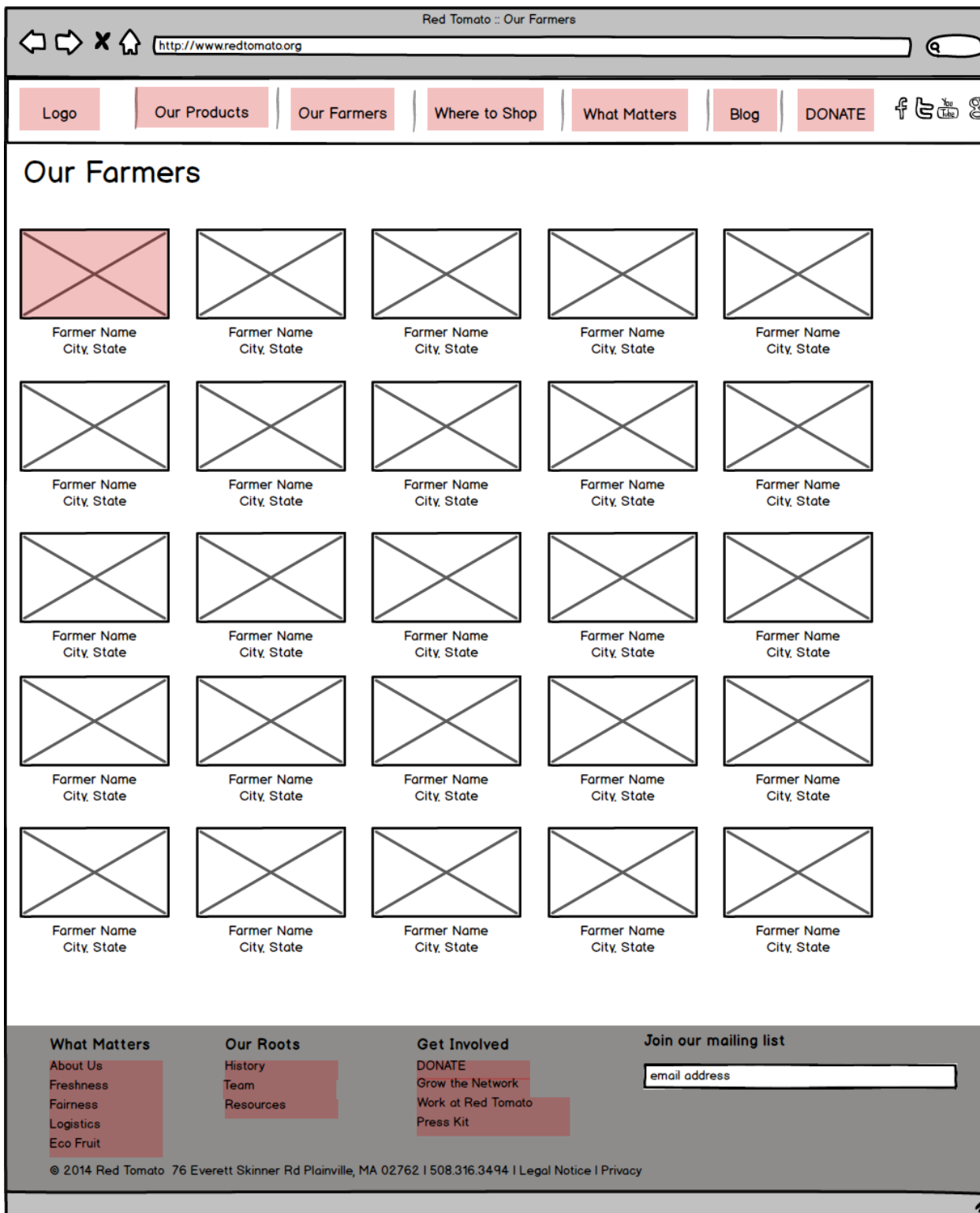
1 Top menu sticks at top at all times

2 Body scrolls up under top menu bar with mouse or touch.

3 Second helpings links off to recipes in blog

4 Footer is pushed down as products fill the page.

5 Farm names link of to farm page

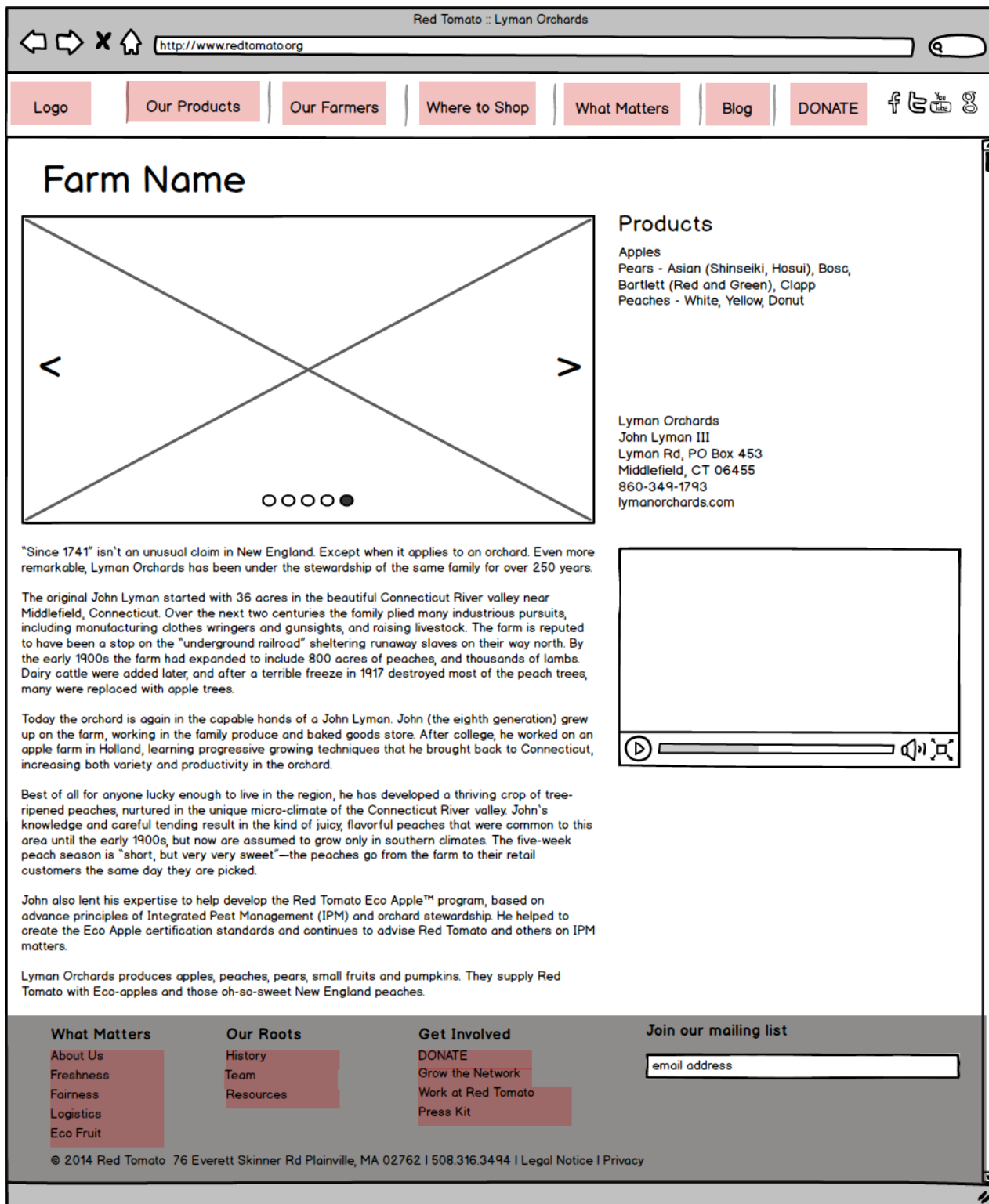


1 Top menu sticks at top at all times

2 Body scrolls up under top menu bar with mouse or touch.

3 Footer is pushed down as products fill the page.

4 Click on images of farmers go to individual Farm Page.



- 1 Top menu sticks at top at all times
- 2 Body scrolls up under top menu bar with mouse or touch.
- 3 Footer can have additional links if desired, but don't overdue it
- 4 Big, beautiful farm photos (up to 5). Runs through omages slowly once, them move to manual navigation, clicking on arrows or dots.

Red Tomato :: Where to Shop







http://www.redtomato.org

Logo | Our Products | Our Farmers | Where to Shop | What Matters | Blog | DONATE | f t y g







## Where to Shop

Red Tomato products are sold by some of the best grocers in the Northeast: partners who know the value of stewardship, quality and loyalty, and who are willing to make the extra effort needed to source and handle fresh local produce.

### Markets

### Distributors

#### What Matters

- About Us
- Freshness
- Fairness
- Logistics
- Eco Fruit

#### Our Roots

- History
- Team
- Resources

#### Get Involved

- DONATE
- Grow the Network
- Work at Red Tomato
- Press Kit

#### Join our mailing list

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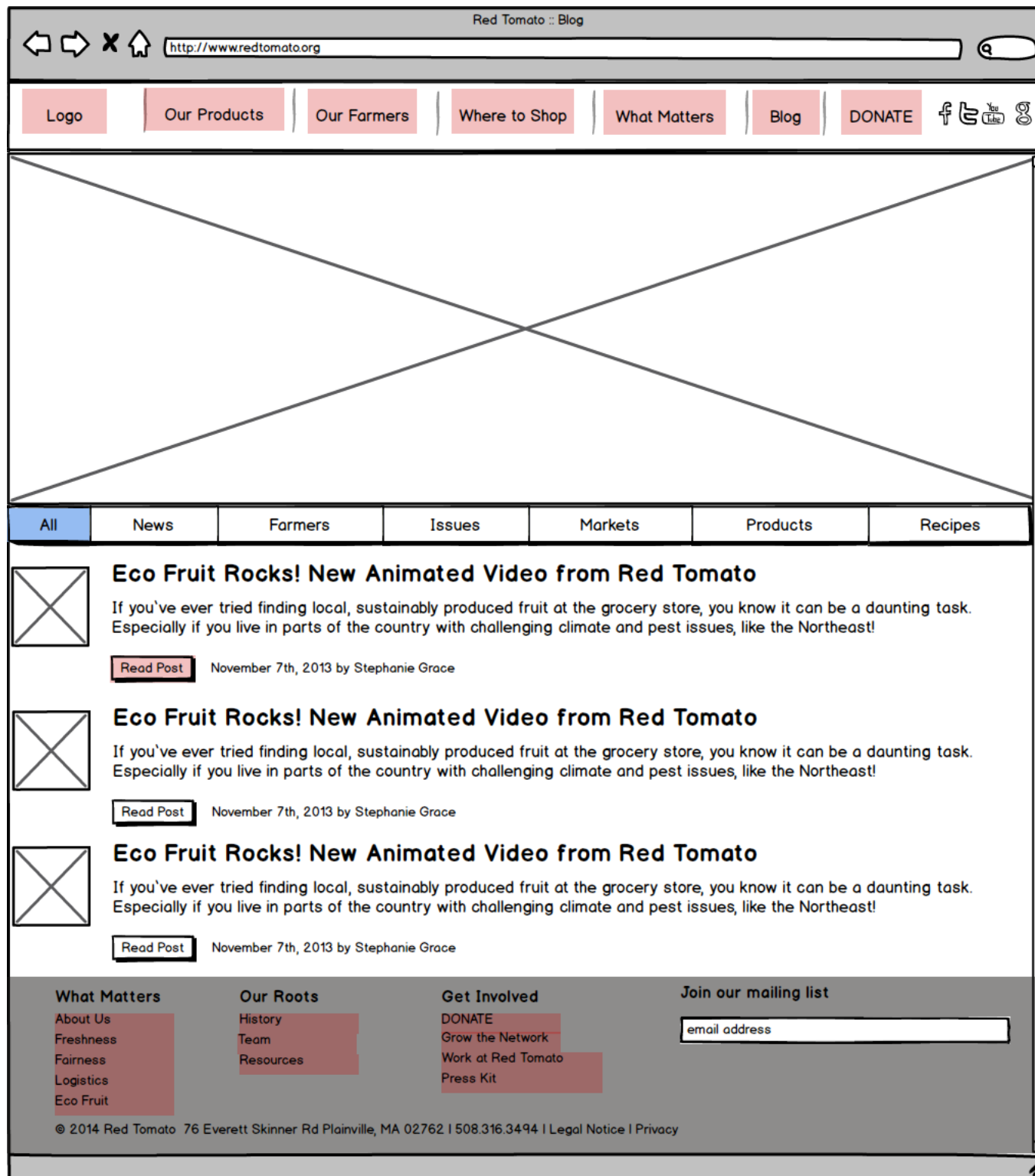
2 Body scrolls up under top menu bar with mouse or touch.

3 Footer is pushed down as products fill the page.

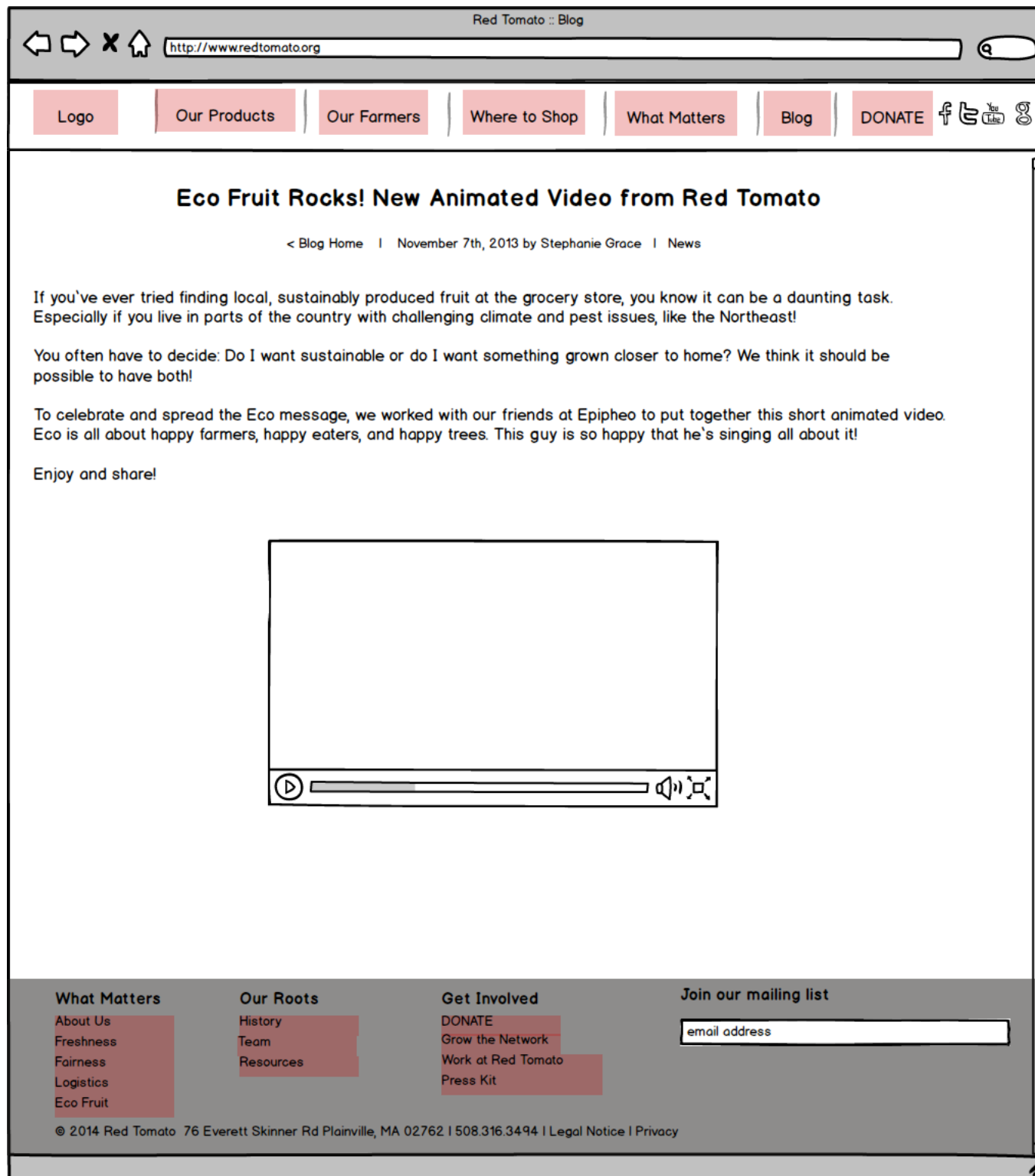
4 Click on logo goes to website or store locator page.

5 List the retail stores first and then the distributors





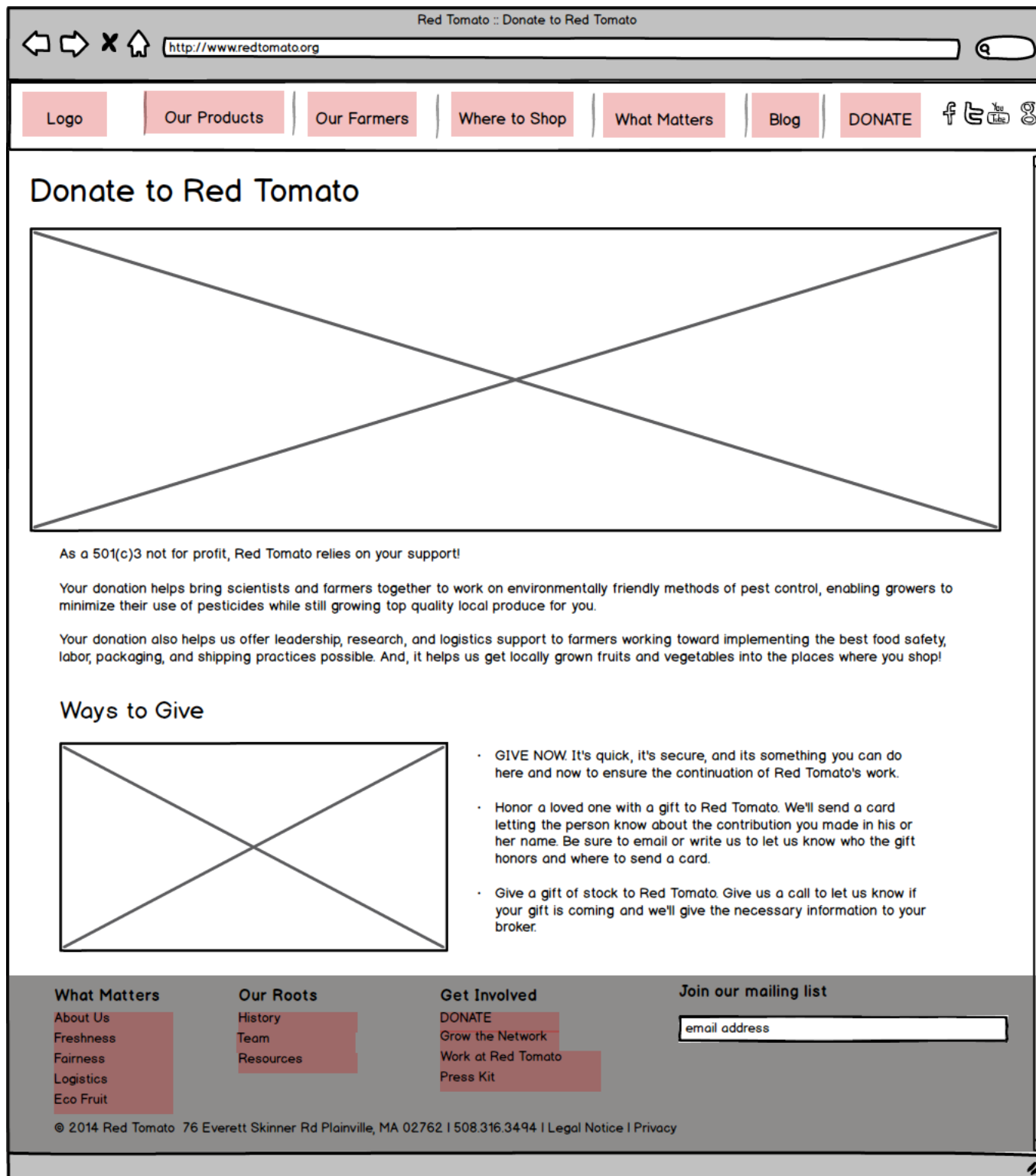
- 1 Top menu sticks at top at all times
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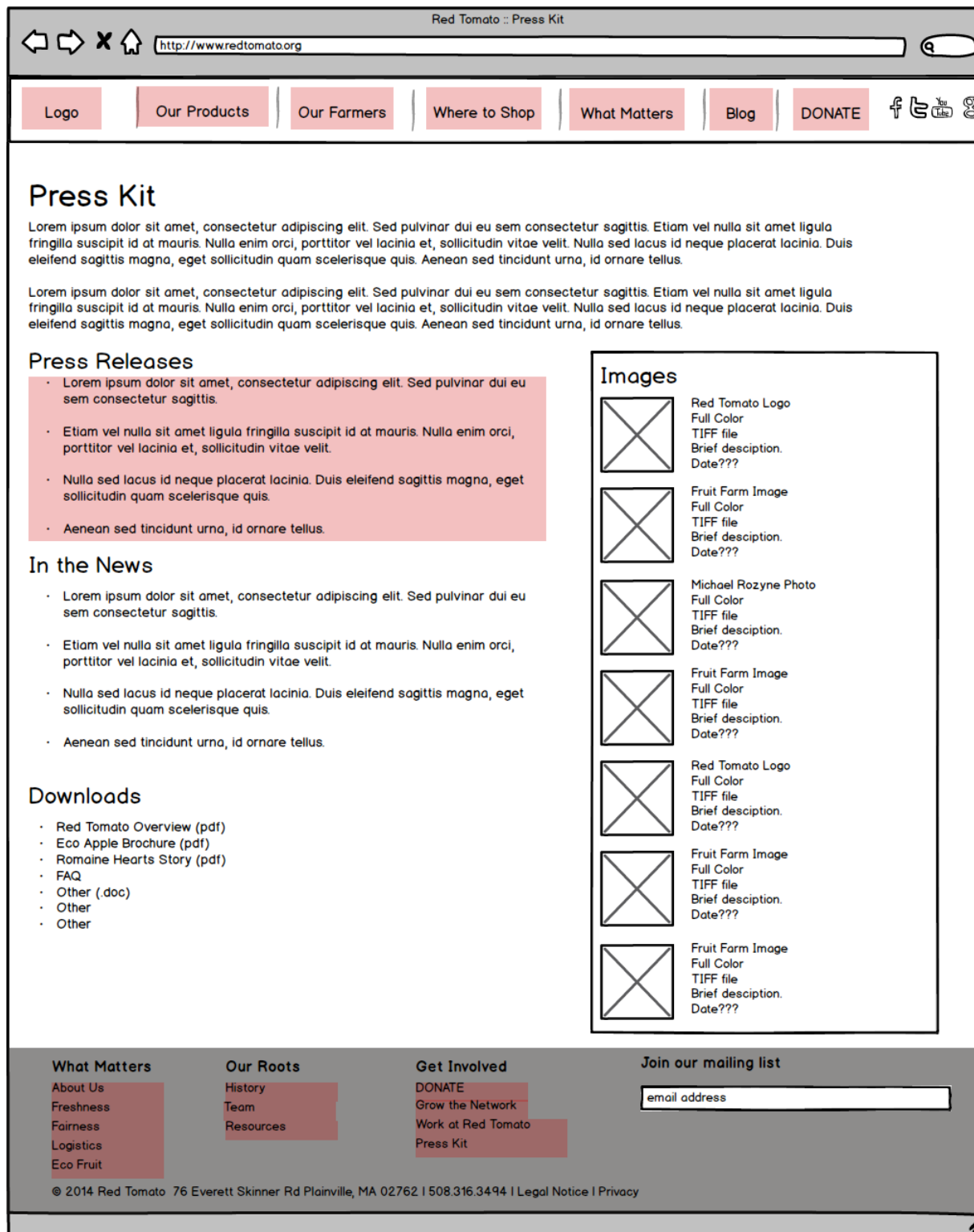
1 Top menu sticks at top at all times

2 Body scrolls up under top menu bar with mouse or touch.

3 Footer can have additional links if desired, but don't overdue it

4 Great photos of RT or people being involved for this page, staff, volunteers, something along those lines.

5 GIVE NOW links off to PayPal page that already exists.



## Press Kit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis. Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit. Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis. Aenean sed tincidunt urna, id ornare tellus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis. Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit. Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis. Aenean sed tincidunt urna, id ornare tellus.

### Press Releases

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis.
- Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit.
- Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis.
- Aenean sed tincidunt urna, id ornare tellus.

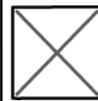
### In the News

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pulvinar dui eu sem consectetur sagittis.
- Etiam vel nulla sit amet ligula fringilla suscipit id at mauris. Nulla enim orci, porttitor vel lacinia et, sollicitudin vitae velit.
- Nulla sed lacus id neque placerat lacinia. Duis eleifend sagittis magna, eget sollicitudin quam scelerisque quis.
- Aenean sed tincidunt urna, id ornare tellus.

### Downloads

- Red Tomato Overview (pdf)
- Eco Apple Brochure (pdf)
- Romaine Hearts Story (pdf)
- FAQ
- Other (.doc)
- Other
- Other

### Images



Red Tomato Logo  
Full Color  
TIFF file  
Brief description.  
Date???



Fruit Farm Image  
Full Color  
TIFF file  
Brief description.  
Date???



Michael Rozyne Photo  
Full Color  
TIFF file  
Brief description.  
Date???



Fruit Farm Image  
Full Color  
TIFF file  
Brief description.  
Date???



Red Tomato Logo  
Full Color  
TIFF file  
Brief description.  
Date???



Fruit Farm Image  
Full Color  
TIFF file  
Brief description.  
Date???



Fruit Farm Image  
Full Color  
TIFF file  
Brief description.  
Date???

#### What Matters

About Us  
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History  
Team  
Resources

#### Get Involved

DONATE  
Grow the Network  
Work at Red Tomato  
Press Kit

#### Join our mailing list

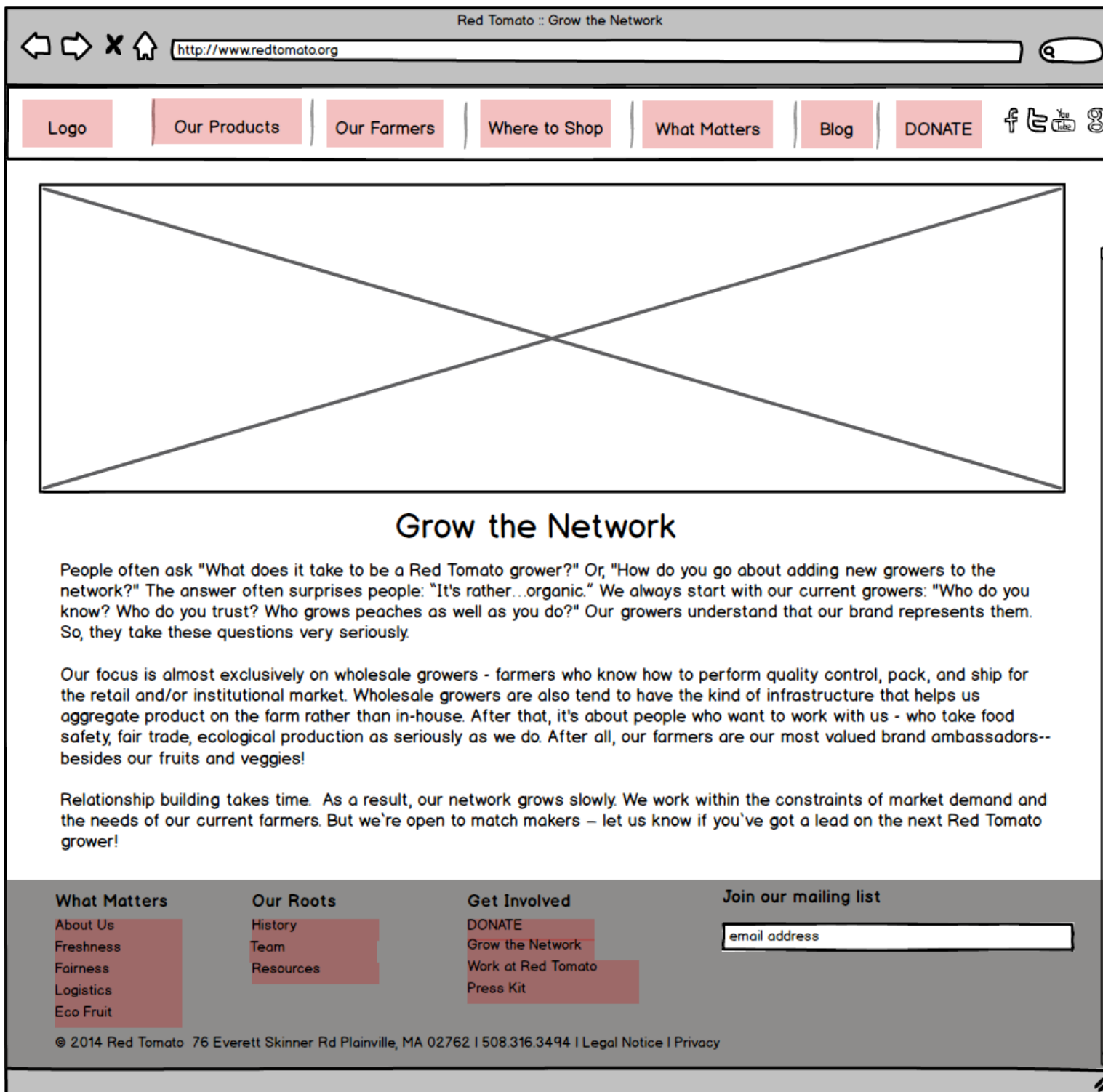
1 Top menu sticks at top at all times

2 Body scrolls up under top menu bar with mouse or touch.

3 Footer can have additional links if desired, but don't overdue it

4 All documents, presentations, images are links to downloads.

5 Press Releases and In the News are links to blog entries.



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- 4 Nice, juicy photo of the farm/growers working together.
- 5 This page is not linked anywhere except from the footer and I like that. Let me know if that's a problem.