



The TOMATO Plant

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Mr. Goodies



Hello everyone!

Today is January 1, 2011.

Happy New Year!

What a wonderful year we are anticipating, one of hope and promise!

I know it is a holiday, but I am at the office and I felt the urge to write another book. So far, I have written 42 books as of yesterday. My beloved pet Koukla is not in my company today since she passed away last year. I really miss her! I am debating whether or not I should adopt another dog. I wrote a book about my pets and should you have a chance you may read their story titled, Koukla, Irma and Tiger.

*My topic for today is
The Tomato Plant.*

I scanned the Internet and the first thing I read was that the Spaniards brought the Tomato from South America to Europe in the year 1493.

I realized that if I continued, I would read many versions of the origins of the tomato.

I recall from reading during adolescence that many books referred to the fact that Alexander the Great fed his army carrots and tomatoes.

In addition, there is a variety of tomato called the Roman Tomato. So, whom do we believe?

The fact is Tomatoes are a part of our life and there are many types and, apparently, thousands of varieties. The following are a few examples.

The beefsteak, large in size and usually sliced for sandwiches. Cherry tomatoes, small and round and are ideal for salads and eaten whole. The grape tomato, small in size, is a variation of the plum tomato and is also used in salads. The plum tomato used in the preparation of tomato sauces and pastes.

The perception in Canada is that the very smooth, very red and very round tomato is the ideal one.

However, a little bumpy skin or even a scar or two and a touch of green are things to look for because that may be the most delicious one.

Many people keep tomatoes in the refrigerator. Ideally, the tomato should be stored at room temperature since the tomato loses its flavour once stored in the refrigerator.

Tomatoes are consumed in a variety of ways: raw as in a salad, sliced on sandwiches, as an accompaniment and garnish to dishes.

They may be grilled, baked, added as an ingredient to stews, sauces, chutneys, or blended and pureed for soups and beverages. And of course there is tomato ketchup.

The wonderful thing about the tomato is that it contains practically no cholesterol. It is very low in calories and fat, and very high in Vitamins A and C, with lesser amounts of Calcium and Iron.

Nevertheless, despite its goodness, there are instances where tomatoes may be prohibited in certain diets



and illnesses, especially when eaten with the skin on. I will not discuss this in any further detail. Those diagnosed with this problem can relate to this statement.

The tomato plant grows from a height from one foot to approximately eight feet. The stem is very weak and it is best to reinforce it.

The tomato plant is very delicate and susceptible to fluctuations in temperature and weather conditions, like winds, heavy rain and flooding.

Years ago, I decided to enter the tomato business.

On April 30, 1980, I wrote an article in the Goudas Events Section of my website reflecting my humble beginnings in the Tomato business with the help of Ms. Vale Glazier in Blenheim, Ontario, one of the nicest tomato growing areas in South West Ontario.

During my visit to the factory at the time, not only did I see beautiful tomatoes, but I also went close to the plants and I sensed the beautiful aroma.

At this time, thoughts came into my mind of incorporating the essence of the plant within the ink of the label so that visually impaired consumers may be able to identify at home that a can contains tomatoes.

An article reflecting this idea of mine was posted in The Globe and Mail Newspaper, April 30, 2001.

It is important to note that any variation in temperature may make a huge difference in the outcome of the size, taste and appearance of the final product. Tomatoes do not require Caribbean like temperatures.

During this time, I had a very close friend who was The Toughest Man on Earth, Lenio Montini, of Montini Foods. Our friendship lasted until his passing in 2005, despite the fact that we were competitive in business. In case you do not know, Mr. Montini was the largest Italian importer of many products from Italy, including Olive Oil and Tomatoes.

Mr. Montini informed me that the Italian canned tomatoes are much better tasting tomatoes because Italy and surrounding areas, such as Greece and Turkey, enjoy an additional two extra months of summer



which allows the tomato to grow peacefully in its own sweet time. Thus making the final outcome of the product so exceptional in appearance, that when you pick up a tomato off the vine, you simply wipe it against the leg of your pants and bite into it in such a way that the juice drips from both sides of your mouth and your shirt becomes red and messy and that taste remains in your memory for years to come.

*I wrote an article about Lenio Montini called *The Toughest Man on Earth* and you may read it in my biography, titled, *The Immigrant*.*

Mr. Lenio Montini also told me that when canning tomatoes in its own juice, Italians allow the water to evaporate from the juice of the tomato 10 to 13 %.

That is why when you open a can of Italian tomatoes, generally, the juice is much thicker and ruby red in colour.

Let me make this clear. Not all Italian canned tomatoes have this privilege because not all producers and brands use this process.

For many years, I was marketing the Montini brand of tomatoes.

Unfortunately, in the early 1990's, the Montini factory had a huge explosion and three-quarters of his factory was destroyed.

The remaining area of the factory was subsequently allocated to oil production only.

The need for a good quality equivalent to the Italian process was

absolutely necessary for the Canadian market.

At that time many corporations decided to create brands like super-visor choice, my grandma favouiiite and my unlcas brand. All of which were based on the cheapest possible products.

*Therefore, the field was open for an exceptional product. That is when I began developing several varieties, based on the Italian process, such as: *Whole Tomatoes in its own Juice, Crushed Tomatoes, Diced Tomatoes with Herbs and Spice, Tomato Juice, Tomato Paste, Pasta Sauce, Pizza and Pasta Sauce, Marinara Sauce and Tomato Ketchup.* All of these products are categorized in our business circle as *Red Products*.*

*The above tomato products under *The Goudas and Mama Lucia* labels are the finest in the country, if not the best.*

And, I do believe they are the best!

I will not go into the details of recipes because there are recipe books everywhere and on websites.

Not only are these items available in retail sizes, but also in institutional sizes which, unknowing to cusotomers, are used by some of the finest chefs at the finest restuarants .

*However, I can assure you and endorse any document stating that if the name on the label is *Mr. Goudas*, it is nothing but the best, because nothing but the best is good enough for you!*

While on this subject, I will humour you with the following story.

Fifteen years ago my secretary bought a new apartment and invited me to visit. At the same time, she invited my sister. I arrived before my sister, Marina, and I was given a tour of the apartment.

The food was prepared and the only dish left to prepare was the tomato salad. She also showed me a few tomato plants on the balcony. There with no tomatoes on the plant.

A bright idea came into my mind to pick up the tomatoes she had ready for the salad with pieces of the stem still attached. I took the tomatoes meant for the salad, tied them with a piece of rope, and attached them to the plant, making sure that the leaves covered the rope.

When my sister arrived, and had a tour of the apartment she looked outside on the balcony and spotted the tomatoes so I volunteered to go and cut the tomatoes and prepared a Greek Salad with them.



Years later, my sister still gushes about those tomatoes, which she believes were the best she ever had.

Now, with the publication of this book she will know the truth about these tomatoes!

Since I study and focus on the development of all my products very intensely and I mentally place myself into the kitchen of the housewife, I know that when it comes to Tomato Paste, in particular, trying to open the can with a can opener is very difficult sometimes .

Once the can is finally open after the wrestling match with the can and the opener, only one or two spoonfuls of the paste are required for any given recipe. The remainder is then placed in the refrigerator.

When the housewife tries to use the refrigerated portion, it has turned black in colour and full of mould.

Some people try to remove the blackness and mould, or frustrated, the can is thrown into the garbage.

It saddens me to think that after all the time and effort I placed into producing this ruby, red, beautiful and delicious tasting Tomato Paste, it ends up in such a state.

A few years ago, I tried to create a smaller can for the convenience of my consumers. The can, 75 to 100 ml in size, wider in diameter with an easy pull top, so no more wrestling match with an opener that does not work. My idea was an easy pull, one use container similar to the small tuna size, only to discover after all my



expenses, that there are regulations in Canada with respect to size requirement in Tomato Paste products.

These regulations have been in existence since the beginning of the last century and is very difficult to change.

However, I have made some progress with Canadian officials to allowing me to produce some batches smaller in size with the easy pull top on an experimental basis.

This does not mean that the product will cost less, but at least the housewife will avoid the wrestling match with the can opener and the disgusting look when trying to use the left over, refrigerated tomato paste.

The photos reflect some of my tomato products so that you may become familiar with the label and the red product line.

You may also use this booklet as an illustrative guide for your favourite supermarket manager

Should you do not see my products in the supermarket that you frequent, just go across the street to another store, you will probably see my products there.

The image on the cover was taken by me, last summer with this particular variety of tomato.



What a relief, I have concluded this new project of mine in the parameters of this small book.

It was a glorious start to the New Year with a record temperature of 14 degrees celsius outside.

In conclusion, I would like to wish you a very healthy New Year.



Publication Information

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ACKEE'S

ACKEE & SALT FISH SOUP
A Caribbean Dish

Cabbage Soup

COLESLAW
A European Dish

CANADA GEISE

GOOSE
A Canadian Dish

Chick Peas

CHICK PEAS
A Mediterranean Dish

Chimichurri

Costa Rica Style

CHIMICHURRI
A Costa Rican Dish

COFFEE

GREEK OR TURKISH

COFFEE
A Greek or Turkish Dish

COLOMBIA

COLOMBIAN

COLOMBIA
A Colombian Dish

Cow Foot story

COW FOOT
A European Dish

STUFFED VINE LEAVES

SOULMADY CABBAGE ROLLS

STUFFED VINE LEAVES
A Balkan Dish

AN EASTER STORY

AN EASTER STORY
A European Dish

Exotic Fruits

EXOTIC FRUITS
A Tropical Dish

KOUKLA, TRYP & TIGER

KOUKLA, TRYP & TIGER
A European Dish

LATINO MASHA CREATIONS

LATINO MASHA CREATIONS
A Latino Dish

LIMA BUTTER BEANS

LIMA BUTTER BEANS
A Peruvian Dish

LUPINI

The natural wealth of Italy

LUPINI
A Mediterranean Dish

POTATO SOUP "AJIACO"

POTATO SOUP "AJIACO"
A Colombian Dish

RICE

Caribbean Style

RICE
A Caribbean Dish

1500+

1500+ DIFFERENT TYPES OF RICE

1500+
A Rice Dish

Basmoti Rice

BASMATI RICE
A Rice Dish

RICE

THEY DON'T EAT RICE ANY MORE

RICE
A Rice Dish

Rice Pudding

RICE PUDDING
A European Dish

BAKED SALMON

BAKED SALMON
A European Dish

SAMOSAS

SAMOSAS
A South Asian Dish

PASTA

PASTA
A European Dish

WHITE KIDNEY BEAN GREAT NORTHERN & LENTIL SOUPS

MILLENNIUM FIREMOUNT

WHITE KIDNEY BEAN GREAT NORTHERN & LENTIL SOUPS
A European Dish