

## Yuksel Seeds and Lakeshore Veggie Growers sign Sweetloom agreement

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Yuksel Seeds and Lakeshore Veggie Growers Inc. (LVG) have entered into an exclusivity agreement for the innovative Sweetloom F1 tomato variety. Formalised during Fruit Attraction Madrid 2025, this strategic partnership marks a significant step in expanding premium tomato offerings across North America.

Sweetloom F1, bred by Yuksel Seeds, has already gained international recognition by winning the Fresh Market Award 2025 and International Taste Award 2025, which honours the most innovative products in the fruit and vegetable industry. With its exceptional fruit aesthetics, outstanding flavour, strong firmness, extended shelf life, and above-average nutritional properties, Sweetloom F1 is poised to transform both store shelves and consumer preferences.

Located in Leamington, Ontario, on the shores of Lake Erie, LVG is a family-run greenhouse operation specialising in flavorful heirloom tomatoes. With global demand rising for heirloom-type varieties that combine traditional flavour with modern resilience, Sweetloom F1 stands out as a breakthrough. Its ToBRFV resistance ensures crop security, while its unique qualities have earned it recognition as a true “door-opener” for the heirloom segment.

“From the beginning, I believed in the power of Sweetloom. It is a very nice tomato, with a great flavour and excellent quality. I look forward to working with all partners to make Sweetloom a success,” said Jay Collasanti, CEO of LVG.

For Hicham Abba, Head of Marketing and Area Sales Manager Americas, West Europe, Africa and the Middle East of Yuksel Seeds, “This agreement with LVG is a big step for Yuksel Seeds to enter into the premium retail space in the USA and Canada. We are sure that this journey will help us to learn and leverage future innovations in our portfolio”

The collaboration between Yuksel Seeds and LVG will focus on expanding Sweetloom’s market presence and building partnerships with leading growers, marketers, and retailers in the USA and Canada.

LVG will manage the Quality Control and the Packaging, for the Consistent year-round supply from high-tech greenhouses in the USA and Canada, with strong collaboration with the Major Greenhouse Marketing and Distribution companies that currently service the North American Retailers.