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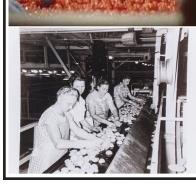
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In 2001, Pacific Coast Producers (PCP) purchased what is now the Woodland Tomato Operation. The plant had formerly belonged to Contadina, and had been purchased by Del Monte Foods. At the time Del Monte sold the operation to PCP, it was a small tomato paste operation. Between July 2001 and the July 2002 processing season, PCP completely reworked the plant to take it from a small paste operation to one of the largest retail tomato canning operations in the world. The plant produces some 250 SKUs of retail and foodservice tomato products, from whole tomatoes to diced, sliced, crushed and stewed, to sauces and paste. PCP has since added more lines and products to the mix, including our new taco simmering sauce and salad ready tomato products. The Woodland plant has focused on sustainability by reducing water use, and recycling byproducts from the operation such as peels, seeds and stems. This facility is currently focusing on reducing greenhouse gases and energy efficiency, to continue our path toward a sustainable future.

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The 11th Annual Woodland Tomato Festival Celebrating All Things Tomato

Submitted by Sonia Mora

he 11th Annual Woodland Tomato Festival is almost here. Mark your calendars for Saturday, August 11th from 9 a.m. to 2 p.m., when there will be lots of reasons to celebrate the tomato! The Woodland Farmers Market would like to invite you to our Historic Downtown Woodland to join the free, family fun event on Main Street from College to Third Streets.

This Festival was started 11 years ago as an event to attract more people to our local Woodland Farmers Market which began 21 years ago. The market was originally located at The County Fair Mall. The Farmers Market grew annually and moved a couple of times until finding its forever home on First Street in front of the Woodland Public Library between Court and North Streets.

The idea for The Woodland Tomato Festival grew after we had a salsa tasting competition one day at the farmers market and realized how fun this could really be. Woodland did not have any "festival" it could call its own, so this would also be great way to bring a fun event for Woodland to embrace. Back then, we joined forces with a local nonprofit, the Hispanic Chamber of Commerce, to bring this idea to fruition. It took us a couple of years to get a few of the kinks worked out, but Woodland seemed to enjoy the festival since it was a free family event.

The first festival was held in Freeman Park since that was where the Farmers Market was located back then. This festival quickly outgrew the park, so we worked with the City of Woodland to move it to Main Street which is where we are today.

This event has been exclusively hosted by The Woodland Famers Market for the last 8 years and we now have about 60 to 80 vendors in attendance, and the event brings approximately 3500 people to our Historic Downtown for this fun filled 5-hour festival. We decided years ago to end this festival at 2 p.m. since we have some hot august days.

This year, as in past years, the Woodland Farmers Market vendors will be selling all their freshly picked, read to eat fruits. vegetables, baked goods, honey, olive oil, fresh herbs, soaps and lotions that you have enjoyed so far this season.



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Woodland Tomato Festival

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In addition to the farmers market, there will be 60 to 80 additional booths filling up the streets from local crafters and artisans, informational booths, businesses, healthcare booths and so much more.

There is live entertainment for the entire family as well! Our very own Kiss 'N Tell band will be kicking off the morning from 9 to 11 a.m. at the Main Stage at Heritage Plaza. Get your dancing shoes on because this group will be rocking Main Street. Then, at noon, get ready for the Latin Touch Band. This band will get you back on your feet and have you singing and dancing all the way home.

For the second year in a row, we have added the addition of the "Yolo Idol Tryouts" to this festival. This is a way for some of our local talent to try out for the "Yolo Idol" contest. Finalists will participate in the final competition at the Yolo County Fair the following weekend. Judging will be based on vocal quality, difficulty of performance, stage presence, appropriateness of the song selection and appearance.

The winner will take home \$250 and the second and third place contestants will take home \$100 and \$50, respectively. Here is the link for registration and more details: https://www.yolocountyfair.net/

p/the-fair/entertainment—just-the-faqs/ entertainment/yoloidol.

Not sure what kind of tomato you even like to eat? Check out the Master Gardener Booth where you will be able to taste 10-15 different kinds of tomatoes and cast your vote for the best tasting tomato. The Master Gardeners have been part of this festival for all 11 years of the festival. Their tomato tasting booth is just one of the main events and one of the most popular booths each year.

Once you have tasted all the tomato varieties, head over and purchase your favorite tomato from the farmer's market vendors. This event will get your taste buds ready for the free Salsa tasting booth which will start around 9:30 a.m.

The Salsa Tasting competition is another main event and is the most popular. Attendees of the festival get to taste salsa made by 10 to 12 local restaurants and you get to decide who has the best People's Choice salsa in 2018.

This contest will start at 9:30 a.m. and will continue until one of the salsas is depleted. This is a blind taste test, so no one will know which salsa belongs to which restaurant until the end of the festival when the votes are counted, and the ribbons are distributed.

Continued on page 5



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Woodland Tomato Festival

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The Top Tomato Chef Competition will start at 11 a.m. with Master of Ceremonies Tania Garcia-Cadena. Local chefs will be bringing their three-course meal that they created at their facilities and will serve them to the judges at the festival. Each course must have the tomato as a main ingredient.

The judges will score each chef on presentation, taste and creativity at using the tomato. Some of the dishes that our local chefs have created in the past have been amazing! Come and check it out. You never know if you will be one of the lucky ones to get to taste the dishes too!

Competitors for this year's Top Chef Competition include Chef James Ward from Father Paddy's Irish Pub; Chef Jennifer Fuoco from Guinevere's Café and Bistro; Chef Rudy Peniche from Las Brasas Tacos and Salsa; Chef Toby Barajas from Savory Café; and Chef Andrew Linden from Uvaggio Wine and Beer. Will Father Paddy's keep their Top Chef Plaque for the third year in a row?

In addition, there will be some tomato foods available for purchase like Fried Green Tomatoes. Tomato waffles and all the fun festival food everyone loves to eat!

This is a fun family event so bring the kids, plenty of things for them too. Free face painting and a kid's area with a train



ride, bounce houses, fun art activities, tomato toss and more.

This event is on Main Street and is free! There are plenty of local businesses and restaurants open and ready to welcome you to the festival as well. Get a head start and start shopping for the holidays! For more information. contact Sonia@ woodlandfarmersmarket.com or the web site www.woodlandtomatofestival.com.







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Saturday, August 11, 2018 9am - 2pm

Located in downtown Woodland on Historic Main Street

SCHEDULE OF EVENTS

Kiss N Tell			9am -	11am	
Latin Touch Ba	and on Main Stage.		12noon	- 2pm	
Master Garder	ners Tomato Tasting	<mark>g Booth</mark>	9am - 12	noon	
Salsa Tasting	Competition			30am	
The Chef Com	petition		11am	- 1pm	
		age)			
More than 70 different booths with crafters, artisans, businesses and					
The Woodland	Farmers Market	<u>, 197</u>	9am	- 2pm	
		St. Mary			

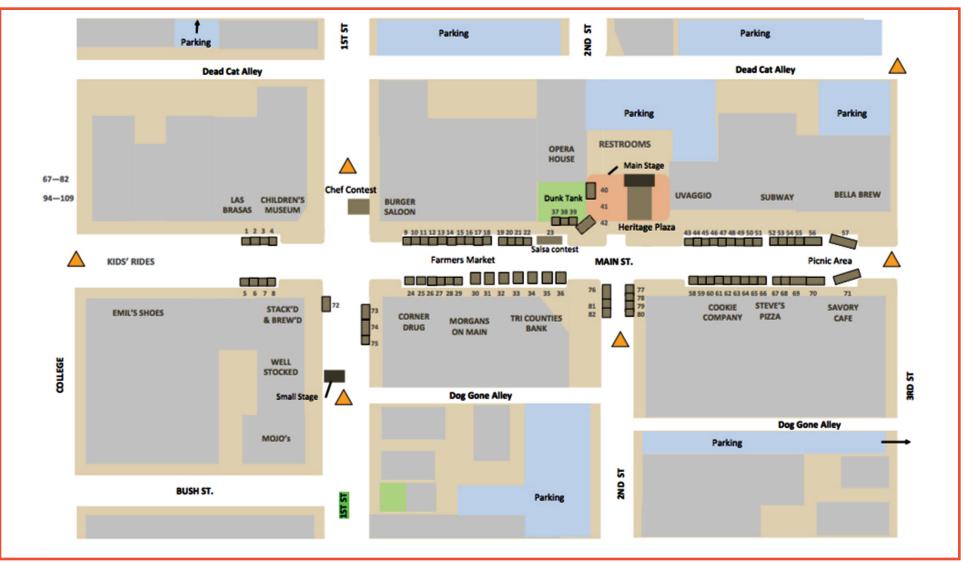
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Woodland Tomato Festival

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Thank you to the sponsors of the 2018 Woodland Tomato Festival





Saturday, August 11, 2018 9am - 2pm

Located in downtown Woodland on Historic Main Street

2018 Chef Competition Judges

COMPETITORS

Chef James Ward - Father Paddy's Irish Pub Chef Jennifer Fuoco - Guinevere's Cafe and Bistro Chef Rudy Peniche - Las Brasas Tacos and Salsa Chef Toby Barajas - Savory Café Chef Andrew Linden - Uvaggio Wine and Beer

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MASTER OF CEREMONIES

Tania Garcia-Cadena

Woodland Tomato Festival

Daily Democrat





Saturday, August 11, 2018 9am - 2pm

Located in downtown Woodland on Historic Main Street

2018 Salsa Tasting Competition

Do you have the best salsa in town?

The people of Woodland will decide on August 11th at our 11th annual Woodland Tomato Festival put on by the Woodland Farmers Market!

The participants of last years Salsa Competition are:

Davis's Piñata Mexican Grill 1st Place Winner Nugget Market 2nd Place Winner Las Milpas Taqueria 3rd Place Winner Uvaggio Wine Bar Father Paddy's Irish Pub La Frontera Taqueria Davis Maria's Cantina The Savory Cafe Las Maracas Las Brasas

How does the Salsa Competition Work and who is competing this year?

You will have to come to the festival to check out who is competing this year. This is a People's Choice competition. You get to be the judge. Come on down to the festival and starting at 9:30, you will get to taste the variety of salsas the local restaurants have made and entered into this competition. This is a blind contest since only our very own Salsa Event Coordinator (Bailey) knows which salsa came from which restaurant. Each salsa is given a number, so you need to remember what salsa number you like the best! For voting, you will use the three tickets you are given at the beginning of the salsa tasting line. Once you taste the salsa you get to vote for your top **Three** choices by placing the ticket in the jar with the corresponding salsa number, you can vote for three different salsas or if one is your most favorite, you can put all your tickets in one jar! This contest will continue until one of the salsas is all eaten! How fun does this sound!

The votes will be counted, and the winners will be announced at the Main Stage on Heritage Plaza around 1-1:30 pm. Come and see if you agree with the People's Choice.

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The Woodland Tomato Festival is pleased to bring you some of the best entertainment in the area at this year's event





righly popular Kiss 'N Tell opens the event at 9 a.m. on the stage at Heritage Plaza. Kiss 'N Tell is a sexy, high-powered dance pop and rock band with phenomenal energy. You'll dance until you drop to Kiss 'N Tell's mind-blowing renditions of fun cover music that everyone loves. They rock everything from Lady Gaga to AC/DC.

Kiss 'N Tell makes sure every venue. every event, and every age group has a great time by playing today's fun pop and rock hits such as Pink, Maroon 5 and Finger Eleven through the hot hits of the 70s and 80s like Donna Summer, Journey & Michael Jackson. Then "Blow Your Hair Back" rock from AC/DC to Guns and Roses.

Kiss 'N Tell is comprised of six of the most highly talented musicians in the area - Ericka Davis and Javi Perez on lead vocals & percussion, Bill Davis on drums, Rob McCord on lead guitar, Jordan Reading on bass guitar, and John Brenneise on keyboard.

Taking the stage at 12 noon is none other than Latin Touch – a powerhouse group that performs Cumbia, Latin Rock, R & B, Funk and Old School. Made up of a versatile and talented cast of eleven musicians, Latin Touch was founded in 2007 and has become one of Northern California's favorite dance bands.

Their vocalists and rhythm section are backed by three percussionists and a three-piece horn brigade, creating a highenergy party atmosphere for dancers and listeners of all musical persuasions.

The band transports audiences back to a time when partying to the "funky" horninfluenced grooves of Earth Wind & Fire, KC & the Sunshine Band, and Kool & the Gang was the way to dance the night away.

But a Latin Touch show is much more than that, as the band also wows the crowd with its infectious rhythms of Cumbia, Salsa, Merengue, and Latin Rock. Combining the right blend of genres has given the band the ability to tailor its performances to a broad audience with different musical tastes, even adding the unexpected to their shows.

So, don't be surprised if you hear a little Glen Miller or Frank Sinatra added to the mix, or a salsa version of the theme song from the "Pink Panther" movies. It's the reason Latin Touch is a festival and concert series favorite. resulting in a fan base that continues to expand.

Band members are Luis Salinas, Jr. -(musical director/arranger, lead guitar), Margie Ramirez Walker – (lead vocals, hand percussion), Jose "Pepe" Gutierrez - (lead vocals, hand percussion), Rey Jugo – (keyboards), Rick Mora – (congas, bongos, drums), T.J. Munoz (bass guitar), Manuel "Manny" Ruedas - (drums, hand percussion), Larry Bermudez - (alto sax, tenor sax, hand percussion). Jim Bartle - (trumpet, valve trombone, melophone, hand percussion), Arturo Vertiz -(trumpet, flugel horn, hand percussion), and Victor Aguila - (timbales).





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Woodland Tomato Festival

Tuesday, July 31, 2018 - 15



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