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The Tomato – the Star Product of FRUIT ATTRACTION 2025

Растителна Защита

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Bulgarian greenhouse production showcased its tomato varieties and a rich palette of vibrant colours from fresh peppers, cucumbers, apples, pumpkins and pomegranates at FRUIT ATTRACTION 2025 in the Spanish capital in early October. The 17th edition of the renowned exhibition was dedicated to the tomato – the star product of European cuisine.

From 30 September to 2 October, one of the most significant trade exhibitions in Southern Europe was held in Madrid - FRUIT ATTRACTION 2025 for fresh fruit and vegetables. Producers and traders from around the world gather in the Spanish capital each autumn to showcase their produce, synchronise their views on trends in vegetable and fruit growing, and plan their business relationships for the coming year. The exhibition is of key importance for the fruit and vegetable industry not only in Spain but also in the rest of the world.

The 17th edition of Fruit Attraction is the largest to date, with increased exhibition space, more exhibitors, companies and participating countries. This year, over 2,200 exhibitors participated in the exhibition across more than 70,000 square metres of exhibition space, spread over 10 halls, and visitors exceeded 120,000.

The Tomato – the Star Product of European Cuisine



The focus of this year's edition of FRUIT ATTRACTION 2025 was the tomato, which is the undisputed star of salads, a key ingredient in cuisines around the world, distinguished by its flavour and great diversity. Rich in lycopene, antioxidants, vitamins A and C,

fibre, water and low in calories, tomatoes are also an important component of the Mediterranean diet. The tomato is the most widely consumed vegetable in the world. The World Health Organization recommends a daily consumption of at least 430 grammes of tomatoes.

In Spain, the tomato accounts for 24.23% of fresh vegetable consumption in households, with an average of 12 kg per person per year at home and 2 kg outside the home. In 2024 alone, consumption increased by 6.25% compared to the previous year, driven by the diversification of varieties and consumers' commitment to healthier eating.

Tomato cultivation is widespread throughout Spain, with Andalusia, Murcia, Valencia and the Canary Islands being the main producing regions, with a total of 20,800 hectares of tomatoes grown for fresh consumption and 1,649,000 tonnes (2024). The Spanish tomato industry is characterised by its export orientation, with 675,000 tonnes worth 1.1 billion euros, its main markets being Germany, France, the United Kingdom and the Netherlands.

Tomatoes from Bulgaria – Unparalleled Taste and Aroma

Bulgarian greenhouse producers also took part in the global platform for trade in quality and delicious fruit and vegetable varieties from Bulgaria's fertile land. The national participation was organised by the Bulgarian Association of Greenhouse Production Producers (BAPOP), with the support of the Ministry of Agriculture and Food and the State Fund „Agriculture".

„For us at the Bulgarian Association of Greenhouse Production Producers and for our members, this participation is very important. FRUIT ATTRACTION is indeed an increasingly attractive venue and a major platform for meetings of operators in the fruit and vegetable sector, where we build partnerships and create new markets. We are proud that we truly have a star product for every table, namely the Bulgarian tomato", said Marin Genurov – Chairman of BAPOP.

The key product of the Bulgarian stand was the fresh „Dedoviya domat" (Grandfather's Tomato), which impressed guests with its rich taste and aroma.

At our country's national stand, the following presented their produce: „EKOFRUT K i K" EOOD, ZP Viktor Asenov, „GEOSEMSELEKT" OOD, ZP Petya Nanovska, "AMITITSA" OOD. Sunny Bulgaria showcased its best tomato varieties and a rich palette of vibrant colours from fresh peppers, cucumbers, apples, pumpkins, pomegranates.