

Launch of “Focus on Tomato” to a national audience

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Tomatoes can be a very profitable crop, but factors such as high input costs, food safety issues, and disease outbreaks can significantly affect the income of growers and the tomato industry at large. The Plant Management Network (PMN), a nonprofit publisher jointly managed by the American Phytopathological Society, Crop Science Society of America, and American Society of Agronomy, plans to develop an applied crop science resource to help ensure the best science-based management practices are available - from the farm through processing. *Focus on Tomato* will be an extension of the Plant Management Network’s mission: to enhance the health, management, and production of crops. Through monthly webcast presentations and the tomato-specific information found in its existing online resources, PMN will help to enhance the health, management, and production of tomato crops. The audience for *Focus on Tomato* is tomato growers (both field and greenhouse), the consultants that advise them, applied researchers, commodity groups, processors, community supported agriculture groups, and master gardeners. This resource will be national in geographical scope. It will include many applied science disciplines, such as plant disease diagnostics, entomology, nematology, food safety, weed science, soil science, seed science, physiology, and horticultural practices. *Focus on Tomato* will help ensure quality content across diverse tomato growing regions thanks to an equally diverse editorial review committee. The *Focus on Tomato* Committee includes, Drs. Mike Davis (co-chair), plant pathologist, and Tom Lanini, weed scientist, at the University of California-Davis; Drs. Tom Zitter (co-chair), plant pathologist, Robin Bellinder, weed scientist, and Chris Wien, horticulturalist and physiologist, at Cornell University; Hasan Bolkan, seed scientist, Hb Agricultural Consulting; Tom Kuhar, entomologist Virginia Polytechnic Institute; and John (Jay) Scott, breeder, University of Florida. In this presentation, *Focus on Tomato*’s content will be discussed, as well as the ways that researchers and the industry can support this important new resource for the tomato industry.