



Tomapure Group: fertile ground

The Tomapure Group specializes in food safety, with a mission to offer its institutional and retail customers fresh fruit and vegetables, washed and ready to eat. Founded in 2005 as the continuation of a long family tradition, Tomapure is now solidly based and employs about 40 people.

The apple never falls far from the tree

In 1949 Hector Larivée launched the company bearing his name at the Bonsecours market where he sold a wide range of products including fruit and vegetables. It is this legacy that Tomapure Group has inherited. Marc-André Larivée, the young company's Business Development Director, is the 4th generation of Larivées to pass the torch in the food services sector. The family's reputation and credibility remain unquestioned.

The Tomapure Group initially became the largest distributor of tomatoes—hence the name—a fruit that comes in many varieties. The company quickly found success with fast food chains, especially when it became the consolidation centre for fruit and vegetables for the Subway chain in Quebec. Since then, the Group has been servicing many other franchises: Mikes, Pizza Hut, Taco Bell and PFK among them.

The Laval company offers its institutional clients a full range of basic products from tomatoes to peppers, onions and English cucumbers. For its retail customers, it has developed a range of ready-to-eat products, safely packaged and distributed throughout the province. It also signed an agreement in July to consolidate a major Quebec retail partnership.

"We always promote local produce. Given our niche, we select seasonal fruit and vegetables and, because we prefer produce grown in the open rather than hothoused, we need to remain vigilant because our seasons are short and demand is strong," says Marc-André Larivée. "When the season's in full swing, we congratulate ourselves for distributing mostly local produce."

Quality doesn't just happen

Another thing that sets the Tomapure Group apart from its rivals is the special attention the company pays to its quality control procedures. Its facilities allow it to process fruit and vegetables in a sanitized environment operating to stringent standards. To validate the process, the Tomapure Group demands periodic checks, which allow it to offer added-value. Its sanitization process uses a wide-spectrum acetic acid sanitizer that is 99.9%



Fresh and tasty products prepared by Tomapure.

effective in eliminating deposits, odours and considerably reducing the presence of microorganisms.

The Group's technology and procedures are the fruit of detailed research and continuous innovation. Its methods are patented and have been approved by the Canadian Food Inspection Agency.

In terms of infrastructure, after many years of success, its facilities need to expand to ensure business growth. The Tomapure Group is also making preparations to invest in large chains in eastern Canada and intends to start offering new products soon.

"We're constantly looking for something new to offer our customers. I can tell you now that we'll soon be offering ready-to-eat cherries and blueberries. And thanks to our new retail sales agreement, we'll soon be ramping up our production shifts. We'll be operating from 5 a.m. to midnight, which means new jobs and bigger facilities, as they have now become too small in many respects."

Although Tomapure concentrates on Canadian markets, it is also targeting the north-eastern United States. Aware of today's realities, the Laval company is striving to use eco-friendly products. In short, this is a picture of a responsible and flourishing company!

G R O U P E 
TOMAPURE
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Your food safety partner

For more information on the Tomapure Group, contact Marc-André Larivée, Business Development Director, at 450 663-6244 ext. 2218, or visit the company's Web site: www.groupetomapure.com.