



CALIFORNIA
TABLE GRAPE
COMMISSION

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Dear Retail Partner,

During this uncertain time, the importance of the relationship among the farming community, food retailers, and consumers cannot be overstated. The ongoing cycle of interaction, shared dependency, and mutual benefit is more apparent today than it has ever been. As the farming community continues its work to provide safe food through a reliable food chain, we ask for your help.

California table grapes are coming to market in the midst of the COVID-19 pandemic. In this uncharted territory, about the only thing we know for sure is that we will all emerge from this pandemic different than we entered it. Consumers have already developed new ways of thinking and behaving that will not end with the lifting of stay-at-home orders; new ways of thinking about food and about feeding themselves and their families, new ways of shopping. However this goes, we stand ready to support you and your stores in reaching consumers in the weeks and months ahead.

As we move through this difficult time, the livelihoods of California table grape growers are dependent to a higher degree than ever before on the decisions you make about sourcing and pricing. Those decisions impact not just individual growers and their workers but the rural communities that support farming.

As you plan for the months ahead, we ask you to find a little extra room in your budgets, in your ads, and on your shelves for California table grapes. We ask you to stand with your customers who, when asked, make their preference for California grapes over those from other origins very clear; we ask you to stand with the farming community – all those who grow the grapes with quiet pride and a great hope that the return they receive will sustain them, their workers, their families, and their communities.

Thank you for all you and your teams are already doing through this difficult time. We have all relied on you and the many people working in your stores to keep food on the shelves, and have all taken comfort in knowing that even in this unsettling time your doors are open. Thank you for taking time to read this and to consider our request for help.

Stay safe,

Kathleen Nave
President

David Dudley
Marketing Director

Karen Hearn
Senior Marketing Director

Maria Montalvo
Marketing Director