



CALIFORNIA
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COMMISSION

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News Release

FOR IMMEDIATE RELEASE
July 11, 2022

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California Goodness Campaign Highlights Pride in Growing Table Grapes

Fresno, CA – With the harvest underway in both the Coachella and San Joaquin valleys, California grapes are available around the country and shoppers and retailers can celebrate the *California Goodness* that comes with every bunch of California table grapes.

As the season kicked off, so did The California Table Grape Commission (commission) *California Goodness* campaign, to remind shoppers and retailers alike that when they purchase California grapes, they are supporting an industry of table grape growers and farmworkers dedicated to producing a high-quality, safe, and healthy product to shoppers around the world.

The campaign features a series of videos shot in the table grape growing regions of California with growers and farmworkers sharing their pride in producing table grapes for the world to enjoy. The first set of videos features a grower and several farmworkers in the Coachella Valley. Their stories are being shared on GrapesfromCalifornia.com and on commission social media platforms. Similar stories from the San Joaquin Valley will be gathered and shared later this season. Another video that shows shoppers how to find California grapes on packaging is also airing on social media.

In addition to the videos, *California Goodness* radio spots are available for retailers.

“Shoppers should know that when they purchase California table grapes, they are not only choosing the best-tasting, highest-quality grapes in the world, they are also supporting growers, farmworkers, their families, and the communities in which they work and live,” said Kathleen Nave, commission president.

Videos featuring a grower and farmworkers in Coachella Valley can be found at the link below. Photos are available upon request.

https://www.youtube.com/playlist?list=PLqyv76LY_yVPjAB4oPNe3lWIWMfNL60Gm

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