



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
Suite 101
Fresno, California
93711-6150
Phone: 559-447-8350
Fax: 559-447-9184
grapesfromcalifornia.com

News Release

FOR IMMEDIATE RELEASE
March 29, 2023

Contact: Nick Nakashian
nick@grapesfromcalifornia.com

Commission to Expand Export Market Demand for California Table Grapes

Fresno, CA – The California Table Grape Commission is positioned to expand international demand for California table grapes in 16 target markets with its 2023 export marketing campaign.

The 16 target markets for the 2023 season represented 94.4 percent of export volume June through December in 2022. Of those markets, El Salvador, Hong Kong, Indonesia, Mexico, New Zealand, and Vietnam increased in both volume and value in 2022 compared to 2021 despite a variety of global export challenges. “In spite of labor and shipping challenges, and inflation and the value of the dollar, California table grapes still found success in export markets last season,” said commission president Kathleen Nave. “In 2023 the commission is determined to capitalize on that success and plans to expand market share of California table grapes in the target export markets,” said Nave.

The foundation of the 2023 campaign focuses on retail promotions, including providing a variety of retailer incentives. Digital retail promotions are planned throughout the target export markets. Wholesaler promotions are planned in select markets to reach smaller retailers with promotional activity. Campaign expansions include shopper app and social media advertising in all markets, plus work with influencers and retailer-tagged television in select markets. Promotional activities align with high-volume months in each market.

“While there still may be challenges ahead for global exports, the 2023 export marketing campaign will work to drive demand for California table grapes around the world,” said Nave.

###