



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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Fall and Early Winter Bring Promotable California Grape Volume

Fresno, CA – With school back in session and fall weather approaching, the California table grape industry is preparing to move the majority of its volume; every year roughly 65% of the crop ships after September 1.

“September through December is an exciting and productive time of year, as nearly 80 different varieties are harvested, promotions expand, and the majority of the crop ships to California grape-loving consumers around the world,” said Kathleen Nave, president of the California Table Grape Commission. “A robust global marketing campaign to promote California grapes throughout the fall and early winter tied to an amazing selection of varieties, great quality, and promotable volume creates strong demand,” said Nave. She noted that while the U.S. is the largest market and demand is strong from retail partners, there is significantly increased demand this year in export markets, and USDA is buying more grapes this season with deliveries already scheduled until close to Christmas.

In terms of crop size, Nave says the industry comes together three times a year to estimate the crop, and has been doing so with a high degree of accuracy for decades. “Individual viewpoints often circulate in the fall with a frequent favorite being talk of a short California grape crop. Whether coming from inside or outside the California industry, these individual narratives often masquerade as news.” Nave suggests being careful about putting too much weight on them.

With a harvest that will continue well into December, Nave said that fall and early winter bring great opportunities for retailers to stock California grapes, offering customers a great-tasting, healthy option for back-to-school lunches or fall and winter celebrations. “With promising weather ahead, great demand, and promotional activities scheduled in the U.S. and 21 export markets through December, the California table grape industry is on the move!”

Photos are included with this release. High resolution copies are available upon request.



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