



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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Recognizing 25 Years of Service to the California Table Grape Industry

Fresno, CA – Susan Day, vice president of international marketing for the California Table Grape Commission and 25-year veteran in table grape export promotion, retires at the end of December with thanks from the industry she has served. So said Kathleen Nave, commission president, in sharing the announcement of Day’s retirement.

“Susan’s focus on the expansion of opportunities for table grape growers in export markets has been at the core of her work for over two decades,” said Nave. “The grower community recognizes and appreciates all that she has done.”

As the vice president of international marketing, Day led both the international promotion and market access work for many years, traveling all over the world representing California table grape growers. According to Nave, combining market access with promotion meant Day was involved in working with government agencies in the U.S. and foreign countries to open and keep markets open and with in-country marketing teams to develop and implement promotional activities that move volume.

“Susan has been an integral part of the successful movement of California table grapes into export markets for 25 years,” said Nave. “Her focus on creating demand for the product, passion for travel, interest in other cultures, and marketing expertise made Susan a valuable asset to the industry.”

Day moved to Fresno from London, England, in 1995 and joined the commission in 2000, bringing her experience marketing a number of U.S. commodities across Europe as the owner and operator of a marketing consultancy. Prior to that, she worked on international branding campaigns with advertising agencies in Australia and the U.K.

A photo of Susan Day is included with this release. High resolution copies are available upon request.



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