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COMMISSION

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News Release

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California Grapes Poised for Strong December Finish, with Promotional Volumes Available Through Year-End

Fresno, CA – Despite an early start to harvest, steady shipments and cold storage supplies will keep California grapes available for holiday promotions.

California table grapes will remain available in promotable volumes throughout December, giving retailers continued opportunities to feature fresh, California-grown grapes during the important holiday shopping season. While the California grape harvest is expected to conclude in mid-November, the end of harvest does not signal the end of availability. Significant volumes of California grapes will remain available following harvest completion, allowing shipments to continue well beyond the final day grapes are picked from the vine.

"California's grape season got off to an early start this year, but consistent movement throughout the season has positioned the industry to continue supplying the market well into December," said Ian LeMay, president of the California Table Grape Commission. "The important message for retailers is that California grapes will remain available in volumes that support promotions throughout the holiday season."

Consumer research reinforces the value of maintaining California grapes on retail shelves. When given a choice, 72 percent of grape purchasers prefer U.S.-grown grapes, compared with fewer than five percent who prefer imported grapes. This strong preference for domestic origin presents an opportunity for retailers to highlight California grapes during the final weeks of the year.

"Consumers have made their preference for U.S.-grown grapes clear," LeMay added. "With California grapes available through December, retailers have an opportunity to deliver what shoppers want while building strong grape sales during the holiday season."

The commission encourages retailers to continue planning California grape promotions throughout December and to work with their suppliers to secure volume and coordinate promotional activities.

California grape promotional photos are included with this release. High-resolution copies are available upon request.







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