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TABLE GRAPE
COMMISSION

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News Release

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Suzanne Devereaux-McKinstrie Joins California Table Grape Commission

Fresno, CA – The California Table Grape Commission welcomes Suzanne Devereaux-McKinstrie as global marketing director for Canada, Mexico, and Central America.



Devereaux-McKinstrie brings more than 15 years of experience in marketing, communications, and brand development, with extensive experience in California agriculture and international marketing. Most recently, she served as chief executive officer of the Center for Produce Safety. Previously, she was international director of marketing for American Pistachio Growers, where she led marketing strategies across Asia and Europe, overseeing international promotional programs and USDA-funded marketing initiatives.

In her new role, Devereaux-McKinstrie will oversee the commission's marketing programs in Canada, Mexico, and Central America, working closely with in-market representatives, importers, and retailers to strengthen trade relationships, expand promotional opportunities, and increase demand for fresh California table grapes.

"Suzanne brings a valuable combination of international marketing experience, agricultural industry knowledge, and strategic leadership to our team," said Ian LeMay, commission president. "Her understanding of global markets and experience developing programs that build demand for California agricultural products will be tremendous assets as we continue working to maintain and expand markets for California table grapes."

Devereaux-McKinstrie joins the commission's global marketing team as it continues to strengthen trade partnerships and expand promotional opportunities across key international markets. Her addition to the team further supports the commission's commitment to maintaining a strong presence in Canada, Mexico, and Central America.

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