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TABLE GRAPE
COMMISSION

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News Release

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Chinese Market Continues to Expand for California Grapes

Fresno, California – Governor Arnold Schwarzenegger’s recent trade trip to China for the California Grown program highlighted the importance of the Chinese market for California products. While visiting a market in Hangzhou, China, the governor posed with a basket of California-grown grapes (pictured) showcasing the high-quality California products available to Chinese consumers. In a 2009 survey, the majority of Chinese grocery shoppers preferred grapes from California over any other source, including Chinese-grown grapes.

“From the beginning, we knew China had the potential to be a great market for California grapes,” said Kathleen Nave, president of the California Table Grape Commission. When the market first opened in late 1997, California grapes were available in just three cities in that country. “Since then, we’ve expanded access to California grapes and promotion programs into all regions of the country.”

Last year, China was the number two export market for California grapes with nearly 4.2 million 19-pound boxes of grapes shipped to that country. Canada was the number one export market.

The California Table Grape Commission was created by the California legislature in 1967 to increase worldwide demand for fresh California grapes through a variety of research and promotional programs. More information can be found at grapesfromcalifornia.com.

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