



Latin America – California Specialty Crops Project 17-0275-007-SC Stakeholder Summary

Economic growth in Mexico, and increasing income/interest in new food products, provides a key opportunity for California specialty crops in a competitive market. Mexico has changed significantly as their living standards rise. Consumers are exposed to greater diversity of choice both locally and in travel abroad. Trade keeps the U.S. economy open and competitive; helping to ensure that California continues as a prime supplier of quality products.

This project's export trade opportunities provide participating specialty crop companies with increased sales by expansion into foreign markets. The project's unique market promotion of California specialty crops leads to increased consumer awareness and market share by leveraging the California Grown identity.

Latin America Dried Fruit & Nut Inbound Trade Mission to California: September 2019

- 8 qualified importers from Costa Rica, Panama, Colombia and Mexico
- 30 California dried fruit & nut suppliers participated in business-to-business meetings
- 30+ specialty crop exhibitors at the California Food Expo meet with importers
- \$2,020,000 in new export sales reported as a direct result of this trade mission

California Specialty Crop Outbound Trade Mission to Mexico City:

- 4 California specialty crop companies representing almonds, pistachios, prunes and other dried fruit participated
- California delegation had over 20 business-to-business meetings
- Provided a tasting of California specialty crops at Governor's reception to over 300 buyers and guests
- \$200,000 in new export sales reported as a direct result of this trade mission

Mexico Media and In-store Promotion of California Specialty Crops:

- 127 sampling days of California specialty crop products in 15 stores in two formats of the Walmart chain – Supercenter and Superama – 8% sales increase reported
- 2 days tasting at the Superama 5-10k Race reached 2,600 people, sampling California orange varieties, raisins, pistachios and mandarins
- Published a California seasonal specialty crop products campaign through the digital network of both Supermarkets with the following results. Walmart: Family Banner (1,112,330 impressions, 13,797 users, 278 clicks, .02%CTR), Banner search (10,391 users, 47 clicks, and 1.11% CTR), Banner ROS (100,130 impressions, 181 clicks and 0.18% CTR). Superama: Category Banner (34,620 impressions, 10,750 users, 102 clicks, .029%CTR) Banner search (2,580 users, 90 clicks, and 7.3% CTR), Banner ROS (97,561 impressions, 119 clicks and 0.12% CTR).

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