



California Specialty Crops Sales and Promotional Mission to Southeast Asia Project 18-0001-010-SC Stakeholder Summary

This project was originally approved to expand market share of California specialty crops in the China region through in-store promotions, trade missions, and trade show participation opportunities for California specialty crop suppliers. At the start of this project, the “tariff war” with China halted trade activities. After refocusing our trade activities efforts with other foreign regions, the COVID-19 global pandemic manifested and prevented international travel, forcing our project team to restructure realistic trade activities that would accomplish the same overall goal of developing new export sales.

With input from industry stakeholders and California specialty crop suppliers, project team removed live trade missions and trade show participation, and coordinated and facilitated a virtual trade show targeting United Kingdom, Australia/New Zealand, Hong Kong/Southern China, a virtual trade mission with Latin America, and an outbound trade mission to Costa Rica/Panama.

Latin America Inbound Fresh Produce Trade Mission to California

- This trade mission was converted to virtual due to international trade restrictions and low availability of COVID-19 vaccines in foreign markets.
- 13 qualified importers from Latin America participated.
- 21 California specialty crop suppliers participated in business-to-business meetings.
- A Latin America market update webinar was facilitated and available on Forum.

Virtual Trade Show (Taste of California):

- 19 California specialty crop companies exhibited on the Taste of California virtual trade show platform and had an opportunity pre-schedule business-to-business virtual meeting with vetted buyers from United Kingdom, Australia/New Zealand, Hong Kong/Southern China, Latin America and India.
- Since conclusion of trade activities, the virtual trade show platform has moved from <https://tasteofcalifornia.showcases.live> to <https://foodandbeverage.showcases.live/FB00101>. Positioning the platform under the USA Food & Beverage Showcase umbrella provides long-term promotion of California specialty crops.

Export Sales Developed:

- \$4,225,300 in new export sales reported as a direct result of these trade activities.

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