



Developing Post COVID-19 Export Markets for California's Specialty Crop Industry

Project: 21-0433-002-SF

Industry Stakeholder Summary Report

This project aimed to create economic opportunities for California specialty crop companies, including organic producers, through market development activities targeting international markets. By leveraging the unique qualities of California-grown specialty crops, we seek to expand their reach.

Export trade opportunities offered by this project have helped participating specialty crop companies increase sales through expansion into foreign markets. Our foreign market education webinars have enhanced awareness of market entry, key considerations, next steps, and trade show best practices. Project activities and outcomes included the following:

Southeast Asia Bulk Dried Fruits & Nuts Inbound Trade Mission to California: Sep 2022

- 5 qualified importers from Singapore, Malaysia, and the Philippines participated.
- 23 California dried fruit & nut suppliers participated in business-to-business meetings and/or facility site visits.
- \$2,400 in baseline sales to target countries were reported.
- \$389,000 in new export sales directly attributed to this trade activity was reported.

Coordinated and participated in the Gulfood 2023 trade show in Dubai, UAE: Feb 2023

- A 32 sqm California-themed shared exhibit space was secured.
- 5 qualified California specialty crop companies participated in this trade activity.
- Over 100 prescheduled business-to-business meetings took place.
- The exhibit space attracted over 5,000 visitors during the trade show.
- \$9,000,000 in baseline sales in UAE, Saudi Arabia, Israel, Kuwait, Qatar, Egypt, and India were reported.
- \$2,232,600 in new export sales directly attributed to this trade activity was reported.

Coordinated and participated in the Gulfood 2024 trade show in Dubai, UAE: Feb 2024

- A 25 sqm California-themed shared exhibit space was secured.
- 7 qualified California specialty crop companies participated in this trade activity.
- Over 120 prescheduled business-to-business meetings took place.
- The exhibit space attracted over 5,000 visitors during the trade show.
- \$1,500,000 in baseline sales in UAE, Saudi Arabia, Israel, Kuwait, Qatar, Egypt, and India were reported.
- \$6,141,925 in new export sales directly attributed to this trade activity was reported.

Coordinated and facilitated World Trade Outlook webinars: 2022-2024

- WTO Webinar: Persian Gulf and Gulfood 2023 – Nov 2, 2022 with 35 participants.
- WTO Webinar: China, Hong Kong & Macau – Jul 18, 2023 with 29 participants.
- WTO Webinar: Thailand – Aug 29, 2023 with 28 participants.
- WTO Webinar: Persian Gulf and Gulfood 2024 – Nov 7, 2023 with 36 participants.
- WTO Webinar: Germany and Czech Republic – Jan 10, 2024 with 27 participants.
- WTO Webinar: Singapore, Malaysia & FHA Trade Show – Apr 3, 2024 with 32 participants.
- WTO Webinar: China & SIAL China Trade Show – Apr 17, 2024 with 31 participants.
- WTO Webinar: Canada & SIAL Canada Trade Show – May 1, 2024 with 22 participants.
- Recorded webinars hosted at: <https://calcitd.com/webinars-world-trade-outlook/>

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