Global Table Grapes Production Trend.

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PRODUCTION BY COUNTRY:
“Size of the bubble indicates share of Global Production”
CHINA – IMPORTS:
CHILE – EXPORTS:

![Bar chart showing exports from Chile to various countries in 2011, 2012, and 2013. The countries are United States, China, Netherlands, Korea, South, United Kingdom, and Others. The United States shows the highest exports in all three years, followed by Others, Netherlands, and China.](chart.png)
CHILE:

• CHALLENGES:
  • Production Costs (Labor and Currency Exchange).
  • Water Shortages.
  • Weather Conditions.
  • Port Strikes.

OPPORTUNITIES:
  • Asia is a priority for many growers – High Volume Industry.
  • ASOEX: “By 2020 – Expecting at least 4 new varieties”.
  • Global Demand- New Markets.
U.S. EXPORTS:
U.S. – PRODUCTION:

• CHALLENGES:
  • Higher Production Cost
  • Labor Shortage
  • Water Shortages
  • China Domestic Production.

OPPORTUNITIES:
  • New Production Areas.
  • 40% of Production is for the Export Market.
  • New Varieties (Cotton Candy & Witch Fingers) – High end retailers.
NEW VARIETIES:

Cotton Candy

“Read Cotton Candy grapes really do taste like cotton candy. What a fun, delicious way to enjoy everyone’s favorite flavor from the fun! Let me know if you agree.”

Jill Frederick

Vice President, California Grape Growers

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PERU – PRODUCTION:

• CHALLENGES:
  • Distance (Transportation a sizable Cost Factor)
  • Export Infrastructure (Roads and Ports)
  • Water Management

• OPPORTUNITIES:
  • Labor (Relatively low Prices)
  • Climate (Predictable Weather)
  • Grape Exports, relatively young – Experimenting with different areas and varieties.
  • Seasonality (Nov to Feb)
PERU – EXPORTS:
• **SHOPPER ATTITUDES:**

  - 66% of consumers make some effort to purchase and eat fruits with antioxidants - grapes are among those fruits.

  - 40% of consumers are much more likely to purchase grapes after learning that they have antioxidants****

  - Price, quality (appearance) and taste were the factors for deciding to purchase grapes. Once in the store, **taste** trumped quality. **Here’s to the value of sampling!** In the end, however, price led the way in all cases.

  - 72% of shoppers say they buy grapes as a substitute for chips and cookies. Most shoppers consider grapes a healthy snack.

• **HEALTH BENEFITS:**

  - **Heart Diseases:** A study from the Journal Nutrition showed that eating fresh grapes could prevent Heart diseases.

  - **Fight Cancer:** Grapes have a high level of Caffeic Acid. Caffeic Acid helps fight cancer.

  - **Boost Brain Activity:** Grapes have a significant amount of Potassium and increase brain activity.

  - **Calorie Burning:** Grapes clean out your cholesterol and intestines and strengthen your heart, they increase your blood flow and help with Calorie burning.

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XIE – XIE!

THANK YOU!
REFERENCES:


