

Marketing – International Trade/Market Enhancement and Promotion

California Apple Commission

\$53,680

Title: Economic impact analysis of the removal of the starch-iodine requirement for Granny Smith apples

Abstract: In June 2011, at the request of the California Apple Commission (CAC), the State of CA removed the Granny Smith (GS) Maturity Standard. This standard, in place since 1992, stated that CA GS growers were not allowed to harvest the apple until the apple reached a 2.5 Starch-Iodine maturity reading. By comparing previous GS data to 2011 and 2012 seasons, this grant will quantify the amount of revenue earned due to the removal of the GS standard. The main question is: Did the removal of the standard have a positive or negative impact on the California GS market? In addition, if the removal of the standard was negative should it be reinstated and at what Starch-Iodine level?

California Cantaloupe Advisory Board

\$294,000

Title: Rebuilding Consumer Confidence in California Cantaloupes

Abstract: A 2011 outbreak of listeria associated with cantaloupes produced on one farm in Colorado that resulted in the death of at least 30 people has, understandably, impacted the confidence consumers have in buying and eating cantaloupes from any growing area. Over the past 20 years, the California Cantaloupe Advisory Board (CCAB) has invested significantly in research to enhance growing and packing practices that will ensure a safe product. These efforts are ongoing and are being expanded. The project seeks to educate and inform consumers of all that is being done by the California cantaloupe industry to protect public health. The outreach will be conducted utilizing Internet and other new media vehicles to encourage sales and consumption of California cantaloupe and alleviate consumer concerns about the safety of cantaloupes from California.

California Cling Peach Board

\$291,983

Title: Promoting Healthy Fruits to Safeguard California's Peach and Apricot Industries

Abstract: Peach and apricot imports are growing at the expense of California (CA) growers. Research provided by the CA Canning Peach Association shows U.S. canned peach sales has declined 16% in 10 years; processors also report declines for apricots. 18% of canned peaches sold in the US are imported; this percent is growing, as is the case for apricots. As sales of CA canned fruit declines, orchards are pulled; many are replanted in other orchard crops, taking years to produce. If domestic sales do not increase, growers will continue losing contracts and CA may lose much of its fruit canning industry. The peach/apricot industries seek to promote the taste/health benefits of CA canned peaches/apricots and to combat misperceptions about the nutritional benefits of canned fruit. Steps include evaluation of existing research; focus groups; evaluation of communication platforms; online surveys; in-store promotions; and print, TV, and/or social media campaigns depending on the research findings.

California Olive Oil Council

\$386,300

Title: Building Markets for California's Fastest Growing Specialty Crop Industry

Abstract: A University of California (UC) study reported 28,500 acres of oil olives as of 2010, twice the 2007 acreage, with expected plantings of 5,000 acres/year through 2020. Markets must be developed for this growing production. U.S. consumption has grown from 30 million to 70 million gallons in 20 years but 99% is imported. A second 2010 UC study found 69% of imported "extra virgin" olive oil did not meet the standard, an opportunity to increase market share for quality California oil. While the need to develop markets for this growing California olive production, nearly all California growers/oil producers are small & family-owned and resources are meager compared to the imports. Efforts to develop markets

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for California olive oil include events for key influencers (e.g., media, blogs, chefs); trade shows; marketing materials for events/shows; electronic and print advertising; website upgrades; and social media training for California oil producers.

Center for International Trade Development, Fresno

\$398,252

Title: Export Development of California Specialty Crops

Abstract: The Fresno Center for International Trade Development (CITD), working together with industry stakeholders, will address the following identified needs of California's specialty crop industries through customized training and counseling: 1) export training, counseling and assistance for specialty crop producers; 2) greater export readiness and increased trade awareness; 3) breaking down barriers facing future export markets and the high cost of developing these markets; and 4) the inability to locate buyers, distributors and importers. Utilizing experience in training new exporters, combined with connections throughout California's agricultural industry, CITD will conduct a program that develops new exporters of specialty crops, while increasing the skill level of both current and new to export companies, along with activities designed to introduce these new exporters to foreign markets through outbound and inbound trade missions.

El Dorado Winery Association

\$179,000

Title: El Dorado Winery Association Education & Public Relations Campaign

Abstract: The El Dorado Winery Association (EDWA) Education & Public Relations Campaign will educate media, trade and consumers about the wines and 90 wineries of the growing El Dorado American Viticultural Area (AVA), a sub-appellation of the Sierra Foothills AVA. The campaign will: 1. Strengthen marketing data and identify market growth potential for EDWA wines. 2. Enhance EDWA website with technology to facilitate key audience access and create core educational tools that communicate the uniqueness of the EDWA terroir characterized by high elevation and complex topography. 3. Create awareness of the area's wine industry with a year-round communications plan, social media platform to engage followers, plus media and wine buyer familiarization trips to EDWA. 4. Take EDWA story to the marketplace with brand-building seminars and tastings for media and trade in key markets. 5. Leverage marketing plans and work with tourism partners to grow local businesses traffic and sales of EDWA wine.

Lake County Winegrape Commission

\$80,405

Title: Sauvignon Blanc Advocacy Group - Summertime in a Glass (SIAG)

Abstract: This project is to provide funding assistance to an advocacy organization, Summertime in a Glass (SIAG), for the Sauvignon Blanc varietal. The purpose of the organization is to raise awareness and educate both the consumer and wine industry about this key winegrape. Funding will support several critical activities for the group, which has been founded in partnership with the Lake County Winegrape Commission. Similar to other food and agriculture based advocacy groups, the SIAG campaign, educational activities, public relations and informational content are designed to promote the varietal in the marketplace. It also seeks to assist growers, wineries and others in the industry to share knowledge and best practices. Through workshops, web-based and social media, and creative partnership building, SIAG will present a range of topics and provide educational and information resources to key audiences. The branded campaign will aggressively pursue media coverage and other similar public relations efforts.

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Sonoma County Winegrape Commission, Local District 3

\$378,881

Title: Branding Sonoma County Wines

Abstract: Sonoma County wines draw solid price premiums due to their quality and research shows 68% of wine consumers associate Sonoma with quality wine. All Sonoma American Viticulture Area (AVA) labels were recently required to include "Sonoma County," providing a unique chance to market and promote this highly valued name uniformly, and to build brand value for Sonoma County wines. This will be accomplished by local/regional/national promotional events, online & print ads, create an online wine locator for consumers to locate and purchase wines direct, and conduct on/off sale programs.

Sunsweet Growers, Inc

\$350,000

Title: Increasing Grower Returns by Marketing Phosphate Substitute for Food Processing

Abstract: Approximately 50% of U.S. poultry is treated with phosphates to preserve moisture; phosphates ultimately end up in wastewater. A prune-based substitute provides the same benefits at similar costs. Prune-treated poultry has no chemical aftertaste and can be labeled "natural". This project includes: Commercial chefs conducting onsite demonstrations, comparing prune-treated poultry to phosphate-treated poultry, working with technical staff at poultry suppliers/users, demonstrations at four key trade shows by chefs and sales consultant, a Public Relations/trade ad campaign and an informational website. Replacing just 10% of phosphates would bring \$16+ million in sales, \$4.3 million in additional grower returns over 3 years.