

In August through December 2017, working with a major retail chain in Guatemala, California grape promotional activities were designed as incentives to carry, promote, and allocate larger display space in-store to prompt consumer purchase. Using USDA-MAP funds, activities such as in-store sampling demonstrations, point-of-purchase materials, costumed grape characters, and California grape stand-alone merchandising bins that assisted in moving overall chain-wide California grape volume were featured in targeted stores

Chain-wide California grape volume increased by 152,499 19-pound boxes, 265 percent over 2016 volume. The return on investment for the total chain-wide volume was \$106 for every USDA-MAP dollar spent, thus bringing important dollars back to table grape growing counties in California where unemployment remains higher than the state and national averages.

USDA data from May 2017 through January 2018 reported that California grape volume to Guatemala was 4,099 metric tons, or 475,648 19-pound boxes, with a value of \$8.4 million. USDA – Economic Services (USDA-ERS) in 2015 showed that each dollar of agricultural exports stimulated another \$1.27 in business activity. Using that multiplier, May 2017 through January 2018 California grape exports to Guatemala generated an additional \$10.7 million in U.S. business activity.¹ The California fresh grape industry exported 35.8 percent of the total volume produced in 2017, and USDA-MAP funding is critically important to the continued success of the California table grape export program.



2017 Guatemala sampling demonstration and displays.

¹ *USDA-ERS 2015 Data Overview and USDA Data May 2017 through January 2018.*