



Export Training for Dried Fruit Producers and Processors



Trade Mission to Mexico and Marketing to the Hispanic Market



Dried fruit producers and processors of California are encouraged to expand their sales by participating in a Federal-State Marketing Improvement Program (FSMIP) of the United States Department of Agriculture specifically designed to enhance domestic and foreign sales. The Sacramento Center for International Trade and Development (CITD) of the Los Rios Community College District is under contract to the Federal-State Marketing Improvement Program to assist California dried fruit producers and processors explore market opportunities in Mexico and the California/U.S. Hispanic markets.

This dried fruit program, aimed at California dried fruit producers and processors who want to increase their sales, offers training, a trade mission and trade show in Mexico, matchmaking meetings with Mexican agents and distributors, and an export guide to Mexico and the Hispanic market. This 2010-2011 program is a follow-on to the successful 2005-2006 FSMIP feasibility study that explored the possibilities of increasing sales of California dried fruit to Mexico and the California Hispanic markets.

Agricultural and food export training is available now through an agreement between the Sacramento CITD and the California Department of Food and Agriculture, which allows dried fruit processors and producers to register for all six of the following training sessions of the CalAgX program or specific sessions of your choosing.

- Session 1: Introduction to Food & Agriculture Exporting
- Session 2: International Marketing
- Session 3: Logistics and Documentation
- Session 4: Negotiation and Cultural Aspects
- Session 5: Financing Exports and Getting Paid
- Session 6: Foreign Regulations & Legal Aspects

Following the CalAgX training, the dried fruit participants will participate in a trade mission combined with a trade show in Mexico. Trade mission participants will receive training in tradeshow marketing, product display, and negotiation with buyers in Mexico. Training includes two **free-of-charge** Hispanic and Mexico marketing sessions via a video conference provided by the U.S. Department of Agriculture, Foreign Agriculture Service (USDA FAS) in Mexico City to help dried fruit producers and processors find new buyers in Mexico.

Trade mission participants will have a **free trade booth** at the California Pavilion and **free matchmaking meetings** with Mexican buyers and distributors. Trade mission participants will receive a guide on exporting dried fruit to Mexico and on marketing to California/U.S. Hispanic buyers.



CalAgX Training Session Dates:

April 2010-June 2010

Training locations in Fresno, Sacramento, and San Luis Obispo

Registration Fee: \$50 per Session

Registration and Information:

For registration and information about the CalAgX and Dried Fruit programs, contact Sacramento CITD at 916-563-3200 or at domingd@losrios.edu.



This California Dried Fruit Marketing Program is offered by the Sacramento CITD, a Workforce & Economic Development Program of the Los Rios Community College District. Grant funding for this program is provided by the Federal-State Marketing Improvement Program of the U.S. Department of Agriculture.



Program Partners

- California Centers for Int'l Trade Development
- California Department of Food and Agriculture
- U.S. Department of Food and Agriculture
- Western U.S. Agricultural Trade Association
- Allied Grape Growers
- Almond Board of California
- California Agricultural Export Council
- California Citrus Mutual
- California Dried Fruit Plum Board
- California Grape and Tree Fruit League
- California Table Grapes Commission
- Dried Fruit Association of California
- Raisin Administrative Committee
- Western Pistachio Association
- Fresno County Farm Bureau
- Tulare County Farm Bureau
- San Joaquin Valley Int'l Trade Association
- Specialty Crop Trade Council