

International Marketing for Muscadines

North Carolina Department of
Agriculture & Consumer
Services



蔬果市場

Opportunities for Fresh Muscadine Grapes

- Canada
- Europe
- Middle East
- Asia

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Canada

- Population: 37.6 Million
- GDP per capita: \$ 50,725
- Transit time: 3-4 days by Truck

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Europe

- Population: 747.4 Million
- GDP per capita: \$ 29,410
- Transit time: 10-14 days by Ocean



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Middle East

- Population: 411 Million
- GDP per capita: \$ 11,940 (IMF)
Qatar: \$ 130,475 (No.1) VS
US: \$ 62,606 (No. 12)
- Transit time: 30 days by Ocean





Asia

- Population: 4.6 Billion
- GDP per capita: \$7,351
Singapore: \$100,345
(No. 3)
- Transit time: 30 days by Ocean



Australia Black Grape
15 HKD per 100 g
8.8 USD per lb



Australia/USA Red Grape
11.8 CNY per 100 g
7.7 USD per lb

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| Country | Commodity | Product Name | Company Name | Outlet Type | Pack Type | Unit Price | Est Price (USD) | Est Price (AUD) | Incidence (%) | Vol |
|----------------------|-----------|--|---|------------------------|---------------------|------------|-----------------|-----------------|---------------|----------|
| China | Grapes | American Red Grapes | Thresh | Internet retailing | Flexible Plastic | 1 kg | 38.24 | 37.99 | 0.12 | Kilogram |
| United Kingdom | Grapes | Aula Umwelt's Seedless Seedless Green Grapes | Aula Group Ltd | Discount | Flexible Plastic | 500 g | 5.25 | 5.15 | 4.24 | Kilogram |
| Spain | Grapes | Australian Producer Controlled Grapes | Australian Group SA | Hypermarket | Other Plastic Trays | 0.5 kg | 2.22 | 4.22 | 4.22 | Kilogram |
| Australia | Grapes | Australian Red Seedless Grapes | Aldi Stores Supermarkets | Discount | Flexible Plastic | 1 kg | 7.98 | 7.98 | 8.13 | Kilogram |
| Australia | Grapes | Australian White Seedless Grapes | Aldi Stores Supermarkets | Discount | Flexible Plastic | 1 kg | 7.98 | 7.98 | 8.13 | Kilogram |
| Vietnam | Grapes | Be Ma Grapes | Be Ma Co Ltd | Supermarket | Paper based Trays | 1 kg | 118.980.00 | 118.980.00 | 8.74 | Kilogram |
| Australia | Grapes | Black | Howeys' ISA | Supermarket | Not Applicable | 1 kg | 12.88 | 12.88 | 8.68 | Kilogram |
| Mozambique | Grapes | Black Grapes | Acma | Convenience store | Not Applicable | 1 kg | 41.25 | 41.25 | 4.21 | Kilogram |
| Mozambique | Grapes | Black Grapes | Mapoja | Hypermarket | Not Applicable | 1 kg | 40.25 | 40.25 | 3.15 | Kilogram |
| Mozambique | Grapes | Black Grapes | Abacaxi Alacem | Supermarket | Not Applicable | 1 kg | 13.60 | 13.60 | 1.40 | Kilogram |
| United Arab Emirates | Grapes | Black Grapes | Diolfrans | Internet retailing | Not Applicable | 500 g | 3.62 | 3.62 | 5.42 | Kilogram |
| China | Grapes | Black Muscat Seed Grapes | Carrefour SA | Hypermarket | Not Applicable | 500 g | 22.02 | 42.00 | 6.74 | Kilogram |
| Vietnam | Grapes | Black Seedless Grapes | Lotus | Hypermarket | Paper based Trays | 1 kg | 771.000.00 | 771.000.00 | 12.13 | Kilogram |
| Brazil | Grapes | Brayl Fruit Raisins | Macon Comercio Importadora e Exportadora Ltda | Internet retailing | PET Jar | 100 g | 8.38 | 17.77 | 1.73 | Kilogram |
| Spain | Grapes | Carrefour Premium Grapes | Centros Comerciales Carrefour SA | Hypermarket | Not Applicable | 1 kg | 8.69 | 8.69 | 3.39 | Kilogram |
| Spain | Grapes | Carrefour Purple Grapes | Centros Comerciales Carrefour SA | Hypermarket | Not Applicable | 1 kg | 8.16 | 4.42 | 4.25 | Kilogram |
| Spain | Grapes | Carrefour White Grapes | Centros Comerciales Carrefour SA | Hypermarket | Not Applicable | 1 kg | 3.95 | 3.95 | 4.44 | Kilogram |
| Australia | Grapes | Colles Substante | Woolworths Ltd | Supermarket | Flexible Plastic | 1 kg | 5.18 | 5.65 | 4.25 | Kilogram |
| Brazil | Grapes | Cooper Vale Thompson Green | Coop de Prod Exp do Vale do São Francisco | Other grocery retailer | Flexible Plastic | 1 kg | 18.24 | 18.24 | 3.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Acma | Convenience store | Not Applicable | 1 kg | 13.20 | 13.20 | 5.44 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Av-Nam | Hypermarket | Flexible Plastic | 1 kg | 14.45 | 16.44 | 6.70 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Carrefour SA | Hypermarket | Not Applicable | 1 kg | 100.00 | 100.00 | 6.73 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Diyak Sam | Hypermarket | Flexible Plastic | 500 g | 22.00 | 22.00 | 2.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Howara | Hypermarket | Flexible Plastic | 1 kg | 32.75 | 27.75 | 3.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Chamisa | Supermarket | Flexible Plastic | 1 kg | 21.26 | 21.26 | 2.42 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Jani | Supermarket | Flexible Plastic | 1 kg | 45.40 | 45.40 | 6.02 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Diyak Sam | Supermarket | Flexible Plastic | 500 g | 20.50 | 20.50 | 5.22 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Howara | Supermarket | Flexible Plastic | 1 kg | 22.50 | 22.50 | 2.22 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden large | Mapoja | Hypermarket | Not Applicable | 100 g | 6.30 | 26.30 | 5.21 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden small | Mapoja | Hypermarket | Not Applicable | 1 kg | 110.40 | 100.40 | 1.14 | Kilogram |
| Mozambique | Grapes | Dried grapes - Golden | Abacaxi | Discount | Not Applicable | 1 kg | 12.40 | 13.40 | 3.02 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Aulita | Convenience store | Not Applicable | 1 kg | 36.25 | 34.88 | 3.02 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Av-Nam | Discount | Flexible Plastic | 1 kg | 47.52 | 47.52 | 4.42 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Abacaxi | Discount | Not Applicable | 1 kg | 42.50 | 42.50 | 4.42 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Chamisa | Discount | Flexible Plastic | 1 kg | 43.00 | 47.00 | 4.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Lini | Discount | Flexible Plastic | 500 g | 37.50 | 41.50 | 4.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Howara | Discount | Flexible Plastic | 1 kg | 45.50 | 45.50 | 6.73 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Av-Nam | Hypermarket | Flexible Plastic | 1 kg | 54.00 | 54.00 | 5.22 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Carrefour SA | Hypermarket | Not Applicable | 500 g | 10.24 | 49.40 | 5.71 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Diyak Sam | Hypermarket | Flexible Plastic | 500 g | 11.45 | 27.75 | 3.24 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Chamisa | Supermarket | Flexible Plastic | 1 kg | 16.50 | 16.50 | 2.22 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Chamisa | Supermarket | Flexible Plastic | 1 kg | 46.40 | 46.40 | 2.22 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Jani | Supermarket | Flexible Plastic | 1 kg | 45.25 | 45.25 | 4.74 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Diyak Sam | Supermarket | Flexible Plastic | 500 g | 41.25 | 41.25 | 4.21 | Kilogram |
| Mozambique | Grapes | Dried grapes - normal | Ricora | Supermarket | Flexible Plastic | 1 kg | 41.25 | 41.25 | 5.22 | Kilogram |

What Do We Do?

- Make international markets accessible to each and every agricultural based operation in NC
- Provide support including staffing expertise, research, training, financial assistance, certifications, hosting trade events, retail promotions etc.



Resources

- USDA Foreign Agriculture Service Programs
<https://www.fas.usda.gov/programs>
- Southern United States Trade Association (SUSTA)
 - **50% Cost Share Program**
 - International Trade shows
 - Inbound and Outbound trade missions



Resources Cont.

- Small Business Administration
 - **State Trade Expansion Program (STEP)**
 - Office of International Trade
 - Small Business Development Centers (SBDCs)
 - Exporting finance programs



Resources Cont.

- Small Business and Technology Development Center (SBTDC) -- International Business Development (IBD) unit
- U.S. Export Assistance Centers (USEACs)
- Export-Import Bank of the United States (EXIM)



GLOBALG.A.P. Certification

- Internationally recognized set of farm standards dedicated to Good Agricultural Practices (GAP).
- A compulsory standard as most retailers now require it as evidence of good agricultural practices.
- Exporters to Europe and other markets need to comply with GLOBALG.A.P.

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Any Questions?

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