

NC Muscadine Grape Promotions in Canada and Asia

Cathy Ma

NCDA&CS International Marketing





SWOT Analysis – Exporting to Canada

Strengths

- Geographic proximity
- Language
- Cultural Similarity
- Most products are duty-free
- Integrated supply chain

Weaknesses

- Small and dispersed population
- Consolidated market
- Cost of doing business

Opportunities

- Canada's short growing season
- Ethnically diverse population
- Interest in healthy eating
- Federal marketing funding

Threats

- Competition from other state
- Fluctuating exchange rate
- Timeline for economic recovery
- Buy local sentiment

2021 NC Muscadine Grape In-store Promotion in Canada

- Funded by the Southern United States Trade Association (SUSTA):
www.susta.org
- September 4-6 and September 11-12, 2021
- Eight Nations and Oceans grocery chain stores across the Greater Toronto Area: www.nationsfreshfoods.ca; www.oceansfood.ca
- Store flyer ads and in-store brand ambassador promotions
- NC fresh muscadine grapes displayed by the NCDA&CS' branded booth

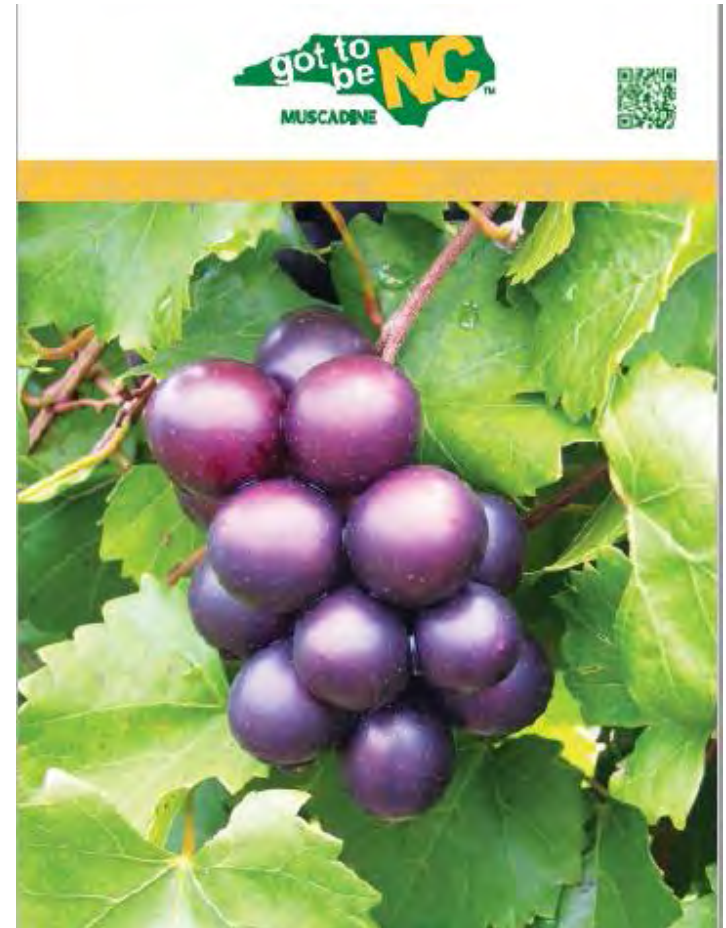
Fruit

<p>Banana</p>  <p>49¢ /lb</p> <p>Great Deal</p>	<p>Watermelon</p>  <p>2.99 /ea</p> <p>Great Deal</p>
<p>Royal Gala Apple</p>  <p>99¢ /lb</p> <p>Great Deal</p>	<p>Muscadine Grapes</p>  <p>2.59 /lb</p> <p>Great Deal</p>
<p>Pineapple</p>  <p>2.99 /ea</p> <p>Great Deal</p>	<p>Hami Melon</p>  <p>79¢ /lb</p> <p>Great Deal</p>
<p>Avocado in Bag</p>  <p>2.99 /bag</p> <p>Great Deal</p>	<p>Passion Fruit</p>  <p>3 \$2.99 FOR</p> <p>Great Deal</p>
<p>Indian Golden Dates</p>  <p>4.99 /lb</p> <p>Great Deal</p>	<p>Green Grapes</p>  <p>1.88 /lb</p> <p>Great Deal</p>

Nations Toronto Flyer



- Brand ambassadors









- 5,000 copies of a tri-lingual 5"X5" brochure were distributed in the stores





- **Approx. \$90,000 USD in muscadine grapes were imported from NC during the fall 2021 season.**
- **Feedback from on-site brand ambassadors and customers was positive.**





**Samples shipped to an importer in Hong Kong
in Aug/Sep 2021**





- **Feedback from the importer was very positive.**

2022 Asia Fruit Logistica Show


Nov 2-4, Bangkok

← → ↻ asiafruitlogistica.com

Apps SAP BEACON NCID SUSTA FAS WiserTrade LinkedIn Facebook Instagram FTH TTM TTM GoogleDrive Outlook MDI Expo » Reading list

ASIA FRUIT LOGISTICA FRUIT LOGISTICA

ABOUT VISITORS EXHIBITORS PRESS



2-4 November 2022

Queen Sirikit National Convention Center, Bangkok

ASIA FRUIT LOGISTICA

The leading continental trade show for Asia's fresh produce business

ASIA FRUIT LOGISTICA

together with ASIAFRUIT CONGRESS 亚洲水果国际展大会

NEWSLETTER

NEW DATES

NEW LOCATION

BECOME AN EXHIBITOR

TEST AND GO SCHEME

COUNTDOWN TO 2022

“ We are all looking forward to catching up in person at ASIA FRUIT LOGISTICA in 2022.”

PETER MCPHERSON
GENERAL MANAGER OF THE BROWN CATEGORY, COSTA

We use cookies to deliver the best possible web experience. By continuing and using the site you consent to the use of cookies. [More information.](#) **OK**

media partner

Questions?

Cathy Ma

International Marketing Specialist

North Carolina Department of Agriculture & Consumer Services

Phone: +1 919.707.3132

Mobile: +1 919.946.5753

Email: Cathy.Ma@ncagr.gov

www.ncagexports.com

A summary of the qualitative feedback received:

- Brochures: Patrons expressed appreciation for the brochures.
- Product familiarity: Many of the customers commented that they have tried the grapes before and enjoyed the taste. A few customers who were familiar with the fruit even engaged with other customers and advocated for the fruit. Some customers said they purchase them every year when they're available. Repeat buyers were generally very happy with the product.
- Messaging: Consumers were eager to learn about the health benefits of the grapes. Customers commented that they liked that the grapes weren't treated with as many chemicals and are high in antioxidants.
- Product and format: Some wanted smaller packaging options. A few customers indicated that the skin was too tough, and some said they don't like the seeds. In some cases, grapes were loose in a large box and customers requested pre-packaged formats.
- Sampling: Many customers who were not familiar with the fruit were hoping to sample or taste before purchasing

2021 NC Muscadine Grape In-store Promotion in Canada

- Funded by the Southern United States Trade Association (SUSTA):
www.susta.org
- September 4-6 and September 11-12, 2021
- Eight Nations and Oceans grocery chain stores across the Greater Toronto Area: www.nationsfreshfoods.ca; www.oceansfood.ca
- NC fresh muscadine grapes displayed by the NCDA&CS' branded booth
- Flyer ads and in-store brand ambassador promotions
- Brand ambassadors handed out brochures and educated customers about the key attributes of muscadine grapes
- 5,000 copies of a tri-lingual 5"X5" brochure were distributed in the stores
- A QR code linking to the NC Muscadine Grapes Grower Association website is included in both the brochure and the signage.
- According to the Canadian importer, \$88,600 USD in muscadine grapes were imported from North Carolina during the fall 2021 season
- Feedback from on-site brand ambassadors and customers was positive.
- Similar promotions will be conducted in 2022.

Key Messages for Brand Ambassadors

1. What is a muscadine grape? Muscadine grapes are a type of grape grown in North Carolina and other parts of the Southern U.S. Muscadine grapes have thick skin and typically have a couple of thick seeds. The skin gives the muscadine grapes a natural resistance to disease, fungi and insects, allowing it to be treated with fewer chemicals compared to other grapes
2. Health benefits of muscadine grapes: Skin and seeds include the polyphenolic compound resveratrol. Muscadine grapes have significantly more antioxidant power than other grapes and blueberries and are an excellent source of fiber
3. How to eat a muscadine grape? Place grape with the stem mark facing upward in your mouth, then squeeze or bite the grape. For the greatest nutritional benefit, eat the skin, seeds, pulp and juice all in one!
4. What is the best way to store Muscadine Grapes? In the refrigerator in a closed container or clamshell. Fresh grapes will store for at least a week in the fridge and don't wash until just before eating them