

**SELLING CALIFORNIA DRIED FRUIT PRODUCTS TO MEXICO  
AND THE CALIFORNIA/U.S. HISPANIC MARKETS  
FY 2009**

This project builds on a FY 2005 FSMIP project to assess sales opportunities for dried fruits to both the U.S./California Hispanic market and the Mexican market. The focus was on determining consumer preferences in packaging, size, pricing, brand awareness, dried fruit shopping places, and other factors. Results indicated the existence of strong sales potential in both markets for flavored dried fruit. The goal of the FY 2009 project was to capitalize on those findings through activities including two trade missions to Mexico; four pre-travel export training and market development webinars and workshops specific to the Mexican market; participation in a major trade show in Mexico; buyer/seller matchmaking meetings; a trade mission, and creation of two publications--a how-to guide for exporting dried fruit to Mexico and a comprehensive directory listing California dried fruit producers and processors. As a direct result of the project, California producers sold dried fruit to Mexico and the foundation for future sales was firmly established.

**FINAL REPORT  
GUIDE TO EXPORTING CALIFORNIA DRIED FRUIT  
CALIFORNIA DRIED FRUIT DIRECTORY**

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# Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:

*Implementation of the 2005-2006 California FSMIP Feasibility Study*

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## CONTENTS

Project Background .....	4
Project Summary .....	5
Project Outcomes .....	7
Project Description .....	8
Export Training .....	8
Trade Mission / Trade Shows .....	10
Project Cooperators and Partners .....	13
Project Publications .....	13
Lessons Learned .....	15
Conclusions .....	15
Project Contacts .....	16

*State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture.*

## **Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:**

### *Implementation of the 2005-2006 California FSMIP Feasibility Study*

#### **PROJECT BACKGROUND**

The United States Department of Agriculture (USDA) awarded Federal-State Marketing Improvement Program funds to the California Department of Food and Agriculture (CDFA) through the Agricultural Marketing Service (AMS) program to implement an agricultural marketing project in cooperation with the Northern California & Sacramento Regional Center for International Trade Development (CITD). The performance period for the implementation of this special project, titled Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets: *Implementation of the 2005-2006 California FSMIP Feasibility Study*, was September 1, 2009 through November 30, 2011. The goal of this project was to provide California's dried fruit producers and processors the opportunity to sell their dried fruits into the California/U.S. Hispanic consumer and Mexican market.

This special project was motivated by the market and consumer research results of CITD's 2005-2006 FSMIP Feasibility Study titled *Mexico and Hispanic Market Opportunities for California Dried Fruit Products*. This Feasibility Study assessed the sales opportunities for dried fruits to both the California Hispanic consumer and Mexican market by conducting taste tests and market surveys to determine the consumers' preferences in packaging, size, pricing, brand awareness, dried fruit shopping places, and age range of the respondents. Market and consumer research results indicated the existence of strong sales opportunities in the Hispanic market in California and the Mexican market for flavored dried fruit. The Feasibility Study further identified that some dried fruits do not have potential in these markets and certain flavorings and colorings in the dried fruit make certain dried fruit more appealing.

The study and its implementation through this special project was prompted by the need to improve California's dried fruit producers and processors' profit margins, which year after year have suffered due to high-energy costs, regulatory compliance costs, and higher comparative labor costs. In addition, foreign competition from Mediterranean and Latin American countries adversely affect the marketability of California dried fruits both domestically and abroad.

Moreover, member data of the Specialty Crop Trade Council (SCTC) and the Dried Fruit Association of California (DFA) reveal at least 75% of California dried fruit producers and processors do not have marketing boards or marketing associations to rely upon when looking at non-traditional consumers and foreign markets. As a result, the majority of California dried fruit producers and processors have little to no resources to assess, market, or sell to non-traditional consumers or foreign markets. Historically, funds have been unavailable from the United States Department of Agriculture, Market Access Program (MAP) to assist dried fruit producers and processors in foreign market assessment, marketing and sales.

A solution for marketing California dried fruits is for this industry to look increasingly to non-traditional consumers and potential foreign markets to compete with foreign producers, grow market share, and create or retain jobs. Therefore, the funds for this special project were used to give California's dried fruit producers and processors the opportunity to sell their dried fruits into the California/U.S. Hispanic consumer and Mexican market. To market and implement this project the results and recommendations from the 2005-2006 FSMIP Feasibility Study were used as a guidepost and strategic plan.

## **PROJECT SUMMARY**

The Los Rios Community College District's Northern California & Sacramento Regional Center for International Trade Development (CITD), which was the recipient of the 2010 President's "E" Award for Export Service, spearheaded this special project. In May of 2010, the Los Rios CITD was selected by the U.S. Secretary of Commerce and the "E" Award multi agency review committee to receive the Presidential "E" Award for making significant contributions as an export service organization that substantially increased export growth in the U.S. business community. The CITD has demonstrated year after year, a sustained commitment to export expansion through trade education and promotion programs, in cooperation with its export promotion cooperators and partners.

CITD carried out this special project to create sales opportunities for California dried fruit producers, processors, and exporters into the Mexico and U.S./California Hispanic consumer markets. Key activities of this special project involved the following:

- Organizing two (2) trade missions to Mexico,
- Providing four (4) pre-travel export training and market development webinars and workshops specific to Mexico market,
- Hosting an ANTAD trade show booth in Mexico,
- Arranging and scheduling buyer/seller matchmaking meetings,
- Hiring and coordinating the trade mission activities with a USDA/Foreign Agriculture Service-approved Mexican contractor, and
- Creating a how to export dried fruit to Mexico guide, and a directory listing California dried fruit producers and processors.

Various partner organizations participated in the planning, marketing, and recruitment efforts of this special project. The principal cooperators and partners were the California Department of Food and Agriculture, together with the California Community College CITD's California Agricultural Export Training Certificate (CalAgX) Executive Program; the Specialty Crop Trade Council (SCTC), formerly known as California Dried Fruit Export Association; the Dried Fruit Association of California (DFA); and the California Dried Plum Board (CDPB).

To coordinate and accomplish the activities of this project in Mexico, CITD contracted with an established Mexican marketing firm in Mexico who, too, is an approved contractor of the U.S. Department of Agriculture, Foreign Agriculture Service. This in-country marketing contractor is also the same firm that successfully assisted the CITD and CDFA with the feasibility study and carried out the 2005-2006 *Mexico and Hispanic Market Opportunities for California Dried Fruit Products* survey and study in Mexico.

During the implementation of this project, and unfortunately just prior to the impending travel by trade mission participants to Guadalajara and its ANTAD trade show, the region and airport were struck with drug-related violence and mayhem, leading to travel warnings and Warden notices issued by the U.S. Embassy on safety recommendations for all U.S. citizens traveling in the Guadalajara area. In a Warden

## **Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:**

### *Implementation of the 2005-2006 California FSMIP Feasibility Study*

message issued in February 2011 the U. S. Consulate General in Guadalajara prohibited “U.S. Government officials from traveling after dark between Guadalajara and the Guadalajara International Airport” and recommended “U.S. citizens consider similar precautions.” After careful deliberation by the Los Rios CITD and input from valued colleagues, the trade mission was postponed and moved to Mexico City from Guadalajara.

Due to liability and personal safety concerns, the senior executives and administrators of the Los Rios Community College District recommended postponement of the trade mission until a later date and rescheduling to an alternative destination in Mexico and an alternative trade show. Registered and scheduled Trade Mission participants for the Guadalajara/ANTAD venue also withdrew from participating due to these same concerns. A replacement trade show, Alimentaria, was identified in Mexico City, and the FSMIP trade mission was moved to coincide with this trade show. While CITD postponed and moved the trade mission to Mexico City, still through our in-country contractor we hosted a trade show booth at the ANTAD 2011 Trade Show in Guadalajara.

Despite the drug related violence, change of venue and postponement of the trade mission, the CITD was able to complete this project, with one of the trade mission participants reporting a successful export sale of dried fruit to Mexico. The 10 California dried fruit companies that joined the trade mission to Mexico City had opportunity to meet face-to-face with 7 Mexico importers/buyers while also being educated about the various aspects of marketing their products to the Mexican market and the U.S./California Hispanic consumer. The trade mission was programmed in tandem with the Alimentaria 2011 Trade Show in Mexico City where the California companies attended a business seminar on how to import U.S. products into Mexico. Trade Mission participants also walked and “worked” the Alimentaria trade show floor and met with dozens of trade show vendors under the supervision and oversight of the CITD trade specialists and Mexico FAS contractor. Participants also visited and viewed Mexico’s largest Wholesale Market (Central de Abastos) where additional vendors sell dried fruits and nuts to small local markets throughout Mexico City. Additionally, the Produce Trader’s Union (UNCOFYL Spanish acronym) hosted a breakfast presentation and matchmaker meeting, especially for the participants of this trade mission at the Wholesale Market.

As a result of this project, the dried fruit businesses and trade mission participants reported that they accomplished the following:

- Acquired knowledge about the dried fruit market in Mexico, such as consumer patterns and best business practices.
- Learned that Mexico is the third largest consumer in the world of dried fruits.
- Had immediate and useful information upon which to make informed marketing decisions prior to the trade mission to Mexico.
- Conducted face-to-face matchmaking meetings with 7 importers in Mexico City.
- Provided samples to potential buyers.
- Visited and toured facilities of the potential buyers.
- Guided tour of the bulk and retail dried fruit section located in Mexico’s largest Central Market.

- Attended a seminar hosted and presented by the Produce Traders Union at the Central Market.
- Compared product prices and placement by visiting 4 different retail stores.
- Attended the Alimentaria trade show in Mexico City and a seminar presented by USDA's Agricultural Trade Office in Mexico (ATO).
- Delivered product samples for display at the USDA FAS office located in the U. S. Embassy in Mexico City.
- Received a copy of the Guide to Exporting Dried Fruit to Mexico.

#### **PROJECT OUTCOMES**

The highlight of this trade mission and FSMIP project was the initiation of an export order for California dried fruit during the conduct of the FSMIP trade mission in Mexico City. Following the Mexican importers initial request for a quotation, a face-to-face meeting was held in California between the prospective Mexican buyer and the California dried fruit company. The California dried fruit company reported to CITD in July 2011 that the meeting generated through the FSMIP trade mission has now led to a significant export sale of California dried fruit to Mexico.

Equally as encouraging and beneficial to the USDA FSMIP grant project was the news article published in the September 20, 2011 issue of Capital Press-The West's Ag newspaper. The headline for the article read, "**Dried fruit marketing mission pays off**". The article highlighted the project, its goals, and export success along with a comment about the use of combined federal and state grant funds to create and complete the project.

## Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:

### *Implementation of the 2005-2006 California FSMIP Feasibility Study*

#### **PROJECT DESCRIPTION**

Key activities of this special project involved organizing two trade missions to Mexico, providing export training, hosting a trade show booth in Guadalajara, Mexico, scheduling and hosting matchmaking meetings, hiring and coordinating the trade mission activities with an USDA/FAS-approved Mexican contractor, and creating a directory of California producers and processors and an export guide for use by California dried fruit exporters.

CITD initially programmed the FSMIP trade mission activities around the ANTAD 2011 Trade Show in Guadalajara on March 2011, with a projection of concluding the project in June 2011. However, late in the implementation of the project, and based on consultation with key Los Rios executives and discussions with trade mission participants, the level of safety concerns voiced by those participants and reports of violence against foreign travelers, CITD postponed the trade mission to Guadalajara and rescheduled it for June 2011 in Mexico City.

CITD quickly worked with its in-country contractor to save prepaid expenses wherever possible in Guadalajara by staffing a California Dried Fruit trade booth at ANTAD and using that booth to develop and recruit dried fruit trade leads. The contractor also was requested to move and reprogram the trade mission to Mexico City in tandem with the Alimentaria Trade Show. The 10 companies who participated in this trade mission were either not exporting to Mexico or expanding their market in Mexico.



#### **Export Training**

Prior to departing on the Trade Mission to Mexico City, producers and processors were included in the California Agricultural Export Training Certificate Executive Program (CAL Ag X) and attended three webinar presentations between Mexico and California.

Early in the FSMIP project, beginning in April 2010 agricultural export training was offered to and targeted California's dried fruit producers and processors through the CalAgX program, a comprehensive training program designed to meet the educational needs of California food producers, processors and marketers. The program consisted of 6 sessions aimed at new to export or non-exporting food and agriculture California companies. The session topics included 1) Introduction to Food & Agriculture

Exporting; 2) International Marketing; 3) Logistics & Documentation; 4) Negotiation & Cultural Aspects; 5) Financing Exports & Getting Paid; and 6) Foreign Regulations & Legal Aspects. The 4-hour CalAgX sessions were held every other week in Sacramento, Fresno, and San Luis Obispo, with a total of 8 companies and 14 participants.

Following the CalAgX training sessions were three webinars. The first webinar presented in November 2010 briefed the participants on Mexico's economy and consumer patterns, followed by another webinar in January 2011 on trade show tips about how to market their product to Mexico, and the last webinar was a briefing on post ANTAD and the new trade show venue in Mexico City. The first two webinars were hosted by CITD's in-country contractor, in conjunction with the Agricultural Trade Office in Mexico City and the last was hosted by CITD.

Our in-country contractor presented three 1-hour webinars covering the topics listed below, each followed by a question and answer session.

- Mexican Economic Background
- Consumer Patterns
- Trade Structure, Modern and Traditional
- Product Requirements: Display, Labeling, Phytosanitary, Logistics
- Pricing and Regulatory Affairs: Quoting to Mexican Businesses; Trade Documents and Contracts
- Trade Culture in Mexico: How to Contact, Negotiate, and Close Business with Mexican Buyers
- Trade Show Practices in Mexico: How to Attract, Meet and Follow Up with Buyers/Importers
- ANTAD Trade Show Facts
- Alimentaria Trade Show Facts

Our contractor hosted the first webinar, *Getting to Know Your Dried Fruit Market*, on November 2010. The webinar was presented at six offices throughout the state – Silicon Valley CITD, Chico Chamber of Commerce, Fresno CITD, Merced CITD, Great Valley Center in Modesto, and Sacramento CITD. It was also available through remote access. Our contractor and the U.S. Agriculture Trade Office in Mexico City provided an overview of the Mexican market, providing information on consumer patterns, demographics, the three main dried fruit markets in Mexico, distribution channels, and factors affecting the dried fruit market. Attending this webinar were 19 companies and state organizations, for a total of 26 viewers.

The second webinar, *Trade Show Tips and Know How*, presented in January 2011 prepared participants for the trade mission and show in Guadalajara. It offered participants tips and know how about what to have available at the trade show and matchmaking meetings, and talked about business practices in Mexico. Twenty-five (25) people registered for the webinar, 16 attended.

The last webinar was a briefing on post ANTAD and the new trade show and trade mission venue in Mexico City. The third webinar was scheduled following cancellation to the ANTAD trade show. CITD deemed it necessary to keep the trade mission and trade show momentum going with companies who

## Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:

### *Implementation of the 2005-2006 California FSMIP Feasibility Study*

had expressed interest in participating in the trade mission and show at ANTAD. Nine people registered for the webinar, 9 attended.

This export training afforded participants information about the dried fruit market in Mexico, consumer patterns, best business practices, and trade show practices. The training accomplished through CITD offered immediate and useful information to the participants, allowing them to make informed marketing decisions prior to the trade mission to Mexico. They also learned that Mexico is the third largest consumer in the world of dried fruits.

#### **Trade Mission**

On May 31, 2011 Sacramento CITD staff and its in-country contractor led a 3-day trade mission to Mexico City. The trade mission comprised of 10 California companies in the dried fruit industry had the opportunity to participate in 7 pre-arranged matchmaking meetings, conduct site tours and 4 store



surveys, and attend a trade show. CITD staff organized the trade mission to Mexico, recruited California companies, and conducted export training prior to the trade mission in an effort to create sales opportunities for California dried fruit producers and processors.

This trade mission helped California dried fruit producers, processors and growers begin exporting or expand their export markets through seven (7) face-to-face matchmaking meetings with decision makers, as well as afforded the participants long-term business

opportunities in Mexico. The meetings with industry contacts and decision makers, the visits to the buyer's facilities, and the visit to the Alimentaria trade show exposed the participating companies to the importance of value-added dried fruit such as color, flavor, size, packaging, texture, and strategic consumer pricing.

As Mexico's supermarket operators continue to locate stores in the United States, California's producers and processors have the opportunity to expand outside of Mexico and into the U.S./California Hispanic market.

## Trade Shows

### *ANTAD 2011 Trade Show in Guadalajara*

Initially the participants of this trade mission were scheduled to display their dried fruit products at the ANTAD 2011 trade show booth at the Western United States Agricultural Trade Association (WUSATA) USA Pavilion, free of charge. However, after CITD postponed participation at the ANTAD trade show, our in-country contractor agreed to provide a local trade representative to staff the booth at the trade show. Three banners were prominently displayed at the CITD booth promoting California dried fruits. Copies of the Directory of California Dried Fruit Producers and Processors were distributed to strategic contacts by the trade representative who staffed the CITD booth. In addition to distributing print and CD copies of the directory, CITD's contact information was included in the U.S. Pavilion booklet, a WUSATA insert, and in the general trade show directory.

ANTAD 2011 sold over 2,000 booths to exhibitors and attracted an estimated 35,000 people. ANTAD is the largest and most important supermarket trade show in Latin America and is organized by the National Retailers Association of Mexico (Asociación Nacional de Tiendas de Autoservicio y Departamentales (ANTAD)).

CITD's presence at ANTAD generated 43 trade leads from interested buyers of California dried fruit. These same leads were invited to meet with the California trade mission participants in Mexico City and the leads were supplied to the participants.



Expo ANTAD 2011 produced high quality leads, which were included in the export guide. CITD will use the leads in future projects and activities that involve doing business with Mexico and elsewhere as appropriate. Further, the Directory of California Dried Fruit Producers and Processors provided to strategic contacts at ANTAD gives Mexican buyers direct contact to California's dried fruit producers and processors.

## Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:

### *Implementation of the 2005-2006 California FSMIP Feasibility Study*

#### *Alimentaria Trade Show in Mexico City*

The 10 businesses that participated in the 3-day Trade Mission to Mexico City were provided the opportunity to meet with 7 Mexican dried fruit importers and distributors, attend the Alimentaria trade show, attend two trade seminars, visit 4 different retail stores, and tour Mexico's largest wholesale market for produce and other foodstuffs.



Seven one-on-one matchmaking meetings were held with buyers comprised of ingredient importers, distributors, packers, and a retail chain store. The channels of distribution used by the buyers consisted of central markets, retail stores, and foodservice industries. The retail chain store expressed great interest in value-added and processed dried fruits. It was also learned at these meetings and from store visits that the dried fruit market is inundated by Chilean products, especially prunes. The preference for Chilean prunes was due in part to pricing, texture, taste, and the absence of marketing in Mexico by California and U.S. companies. Participants noted, too, that most of the dried fruit products were coated with different flavor combinations, primarily of chili mixes.



A breakfast seminar was held at the facilities of the Produce Traders Union (UNCOFYL) inside Central Market. The presentation covered Mexico City's Central Market (Central de Abastos) and the dried fruit industry. During the presentation, UNCOFYL mentioned that the government of Mexico City is creating public awareness about

the importance of instilling healthy nutritional habits in children and is encouraging the incorporation of healthy snacks in school programs. Following the presentation, the participants were given a tour of the bulk and retail sections of dried fruits at the Central Market. UNCOFYL and the third largest dried fruit importer and distributor in Mexico facilitated a tour of Central Market. At the presentation and tour, trade mission participants had opportunity to ask questions about product pricing, sales, placement, distribution, and other.



**Selling California Dried Fruit Products to Mexico and the California / U.S. Hispanic Markets:**  
*Implementation of the 2005-2006 California FSMIP Feasibility Study*

During this trade mission, the participants visited two hypermarkets and two supermarkets to survey prices, packaging, placement, and other. Following the store visits, the participants attended the Alimentaria Trade Show where they had the opportunity to meet additional Mexican importers who were exhibiting at the show. Furthermore, they attended a seminar about importing U.S. products to Mexico that was presented by the Agricultural Trade Office in Mexico.



The combined trade mission activities were an effective way for the participants to learn about the dried fruit market, market entry, and an excellent way to conduct one-on-one face-to-face meetings. These matchmaking meetings gave the participants direct contact with buyers, providing insight to new marketing strategies for current and future product placement and distribution. Ultimately, this special project allowed California dried fruit producers and processors new sales opportunities targeting the California/U.S. Hispanic consumer retail market and the growing Mexico market.

#### **PROJECT COOPERATORS AND PARTNERS**

Various partner organizations assisted the CITD in the planning, marketing, and recruitment efforts of this special FSMIP project. The principal cooperators and partners were the California Department of Food and Agriculture, the California Community College CITD CalAgX Export and Marketing team; the Specialty Crop Trade Council (SCTC), formerly known as California Dried Fruit Export Association; the Dried Fruit Association of California (DFA); and the California Dried Plum Board (CDPB). These five groups, with different but complementary expertise, helped to introduce various flavor-enhanced dried fruit to the California Hispanic market and at the same time, trained California dried food producers and processors in exporting a variety of flavor-enhanced and natural dried fruit to Mexico.

Additionally, instrumental to the successful completion of this project were University of California, Davis student interns of the CITD and U.S. Commercial Service in Sacramento dual internship program. Students assisted in the organization and development of marketing materials, taking and directing phone calls, updating our Directory of California Dried Fruit Producers and Processors, marketing, participating in other various activities of the project, and conducting research for the creation of the Guide to Exporting Dried Fruit to Mexico.

#### **PROJECT PUBLICATIONS**

University of California, Davis student interns assisted the CITD in researching and publishing two multimedia publications for this project and its industry participants and partners, one titled ***Directory of California Dried Fruit Producers and Processors*** and the other titled ***Guide to Exporting Dried Fruit to Mexico***.



**Export Guide**

An Export Guide was produced in hard copy print and CD formats and provided to the trade mission participants, and project cooperators and partners. The purpose of this guide is to provide information to producers, processors, and exporters on exporting dried fruit to Mexico. The guide includes the contact information of the trade leads generated at the trade shows. The information in this guidebook was provided only as a guide to assist California's dried fruit industry in exporting dried fruit to Mexico.

2011  
Export Guide

**EXPORTING  
DRIED FRUITS**

TO MEXICO FROM CALIFORNIA

**CALIFORNIA**  
*Processors, Producers, and Exporters*  
**DRIED FRUIT  
DIRECTORY**

**CALIFORNIA**  
*Processors, Producers, and Exporters*  
**DRIED FRUIT  
DIRECTORY**

**Selling California Dried Fruit to Mexico  
and the U.S Hispanic Markets**

State funds for this project were matched with Federal funds under the Federal State Marketing  
Improvement Program of the Agriculture Marketing Service, United States of Agriculture.

www.sacramentoctd.org

**Directory**

A 28-page directory listing California's dried fruit producers, processors and exporters was created and distributed to buyers in Mexico.

CITD's in-country Mexico FAS certified contractor provided copies of the directory in print and on CD to strategic Mexican importers, retailers, wholesalers and agents at the ANTAD trade show booth in Guadalajara. Additionally, the Mexico City trade mission participants and Mexican buyers, wholesalers, retailers and agents in Mexico City were provided with copies of the directory.

#### **LESSONS LEARNED**

- Prior to carrying out any activity requiring new e-media tools involving high or new technology, it is best to schedule a couple of trial tests prior to the activity so that all participants and service providers are familiar with the equipment and its peculiarities
- In future trade promotion activities, have the participating companies mail or air parcel their product samples to its final destination abroad at least a week prior to the departing date of the trade mission.

#### **CONCLUSIONS**

The Trade Mission to Mexico allowed California dried fruit businesses to completely and thoroughly understand the Mexican market and how to best structure their market entry strategy into Mexico. The meetings with prospective buyers in Mexico City provided California companies with market intelligence information about their competition from other countries relative to pricing, quality, distribution, bulk or retail, packaging, and placement. This project also created a large export sale for one participating dried fruit producer immediately after the buyer/seller matchmaker meeting during the trade mission. This is rare in the export service industry in which the CITD resides and illustrates the demand for California dried fruit is real and accessible in Mexico given the right environment and exposure.

This CITD project played an important role in introducing California dried fruit producers and processors to the benefits of participating in professionally conducted trade missions with highly targeted in-country and customer-focused marketing and pre-travel components.

As Mexico's standard of living continues to improve, the lifestyle of the Mexican consumers will become more in line with the developed countries. Coincidentally, as Mexico's mega markets and supermarket operators continue to establish and locate their Mexican food stores in the United States, the dried fruit industry has the opportunity to place their Mexican, consumer-focused dried fruit products through that avenue into the U.S./California Hispanic consumer market.



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Fundamental to CITD's international trade mandate is the belief that investment in the agricultural sector is crucial for rural economic development and job creation in northern California and our region. This special project supports Cdfa's and CITD's long-term shared goals of enhancing the competitiveness of California's agriculture industry.

2011

Export Guide

# EXPORTING DRIED FRUITS

TO MEXICO FROM CALIFORNIA



## CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	
<b>THE DRIED FRUIT MARKET IN MEXICO</b>	
Market Overview .....	4
Dried Fruit Market in Mexico .....	4
Consumer Tastes .....	5
<b>REQUIREMENTS FOR EXPORTS TO MEXICO</b>	
Exporting to Mexico .....	6
Documentation .....	6
Imports Process Overview .....	7
<b>LABELING REQUIREMENTS</b> .....	8
<b>DUTIES AND TAXES</b>	
NAFTA Tariff Phaseouts .....	9
<b>DISTRIBUTION MARKETS</b> .....	10
<b>CONTACTS</b>	
Project Contacts .....	11
U.S. Contacts .....	11
Mexico Contacts .....	12
Web Resources .....	13
<b>APPENDIXES</b>	
Appendix A. NAFTA Certificate of Origin .....	15
Appendix B. Commercial Invoice .....	16
Appendix C. Bill of Lading .....	17
Appendix D. Phytosanitary Certificate .....	18
Appendix E. ANTAD Contacts .....	18
Appendix F. NOM-051-SCFI-1994 .....	22
Appendix G. Sources of Information .....	24

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*State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture.*

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## EXECUTIVE SUMMARY

In 2005, the Agricultural Marketing Service, United States Department of Agriculture (AMS, USDA) funded the California Department of Food and Agriculture (CDFA) through a Federal – State Marketing Improvement Program (FSMIP) grant to determine the feasibility for exporting California dried fruits to Mexico and to assess the interest and taste preferences within the California and US based Hispanic consumer group for California dried fruits.

The Northern California & Sacramento Regional Center for International Trade Development (CITD), which is an organization funded through the California Community College Chancellors Office, conducted the feasibility study and market research project under contract to the Dried Fruit Association of California (DFA). The study was divided into two parts. One part consisted of a “Best Market” export assessment for increasing sales of California dried fruit into Mexico, the second part consisted of assessing the taste preferences, including the addition of flavors and spices to California dried fruits. The studies were conducted in California and in Mexico.

The results of the feasibility study and taste preferences were very positive for California dried fruit producers and processors. The hundreds of members of the DFA of California received the study and market assessment, which was uploaded to the internet at [www.citd.org](http://www.citd.org). USDA AMS also uploaded the project results and findings on their national website: <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5058619&acct=gpfsmip>.

In 2009, the USDA AMS funded the CDFA through a FSMIP grant to assist the California dried fruit producers and processors in accessing the Mexico market and implementing the findings and conclusions of the 2005 project referenced above. One of the requirements of the implementation project was the preparation of an export guide about exporting dried fruit to Mexico from California.

This export guide provides exporting guidance specific to Mexico for the dried fruit exporter. It also provides market information and Mexico specific detail gleaned from the two grants referenced above. It should be noted that international shipping, regulatory compliance and food safety issues are always changing. It is therefore important to verify that no changes have been made since the publication of this guide prior to exporting. This can be done by contacting the California Mexico Trade Assistance Center of the Sacramento CITD or State Center California Ag Export CITD by visiting [www.citd.org](http://www.citd.org). A comprehensive list of additional regulatory, customs, and logistics contact information is also provided at the end of this guide. Exporters are encouraged to visit the listed websites for any new information prior to exporting.

## THE DRIED FRUIT MARKET IN MEXICO

### Market Overview

Mexico has a trillion dollar class economy and presents an enormous export opportunity for California companies. Mexico's private sector is increasingly dominating the country's mixture of modern and outmoded industry and agriculture. Historical logistics barriers to exporting into Mexico have improved making rail and truck freight relatively easy to obtain at competitive rates. Per capita income is roughly one-third that of the US. Further, Mexico has free trade agreements with over 50 countries including El Salvador, Guatemala, Honduras, the European Free Trade Area, and Japan, putting more than 90% of its trade under free trade agreements.

The North American Free Trade Agreement (NAFTA), which was enacted in 1994 and created a free trade zone for Mexico, Canada and the United States, is the most outstanding feature in the U.S.-Mexico bilateral commercial relationship.

- There are virtually no tariffs on U.S. exports to Mexico and no significant trade barriers.
- Since the implementation of NAFTA, Mexican imports from the U.S. have increased from \$3.6 billion in 2003 to \$11.5 billion in 2007.
- On December 1, 2006, Mexico inaugurated Felipe Calderon as President. Under Calderon, Mexico has adopted measures of pension, tax, energy and election reforms and is focusing on much-needed judicial and education reforms. With sustained macroeconomic management by the Mexican government, Mexico's macro-economic picture is a healthier one than in early years of this decade, even given the current world economic slowdown.
- The Mexican market has contracted due to the global economic downturn, however strong U.S.-Mexico trade continues.

Mexico has an estimated population of well over 112 million, with 70% of its people residing in urban areas. Thirty-four percent (34%) of the population is under 14 years of age while 4% are older than 64.

### Dried Fruit Products in the Mexican Market

As reported in CITD's 2005-2006 Feasibility Study, dried fruits are well-known in the Mexican market, with raisins and dried plums considered an everyday item. Even though retailers consider dried fruits seasonal premium items used for confection in gift sets for Christmas, major wholesalers import 80% of the total volume in Mexico and trade dried fruit all year long in bulk, repackaged snacks, or packaged items from other countries.

Bulk products are resold to smaller wholesalers and deli departments of major retailers. Another variant is that these importers also repack for owned brands or co pack for established brands in Mexico. Wholesalers also import packed snacks featuring local brands or represent well-known American brands. However, in general there is a very low awareness of brand names and nutritional value of dried fruits in the Mexican market.

During the trade mission in Mexico City, UNCOFYL (Produce Traders Union in Mexico) mentioned that the government of Mexico City is creating public awareness about the importance of instilling healthy nutritional habits in children and is encouraging the incorporation of healthy snacks in school programs.

### **Consumer Tastes**

The survey of the 2005-2006 Feasibility Study was conducted at four different locations in Mexico City: supermarket, mall, wholesale market, and a public market. The survey specifically targeted “decision makers” and “home providers.”

The study revealed that regardless of the purchasing pattern, respondents preferred the plain natural flavored fruit to the lime-cayenne flavored fruit. The difference, however, was not significantly different to conclude that one would be absolutely favored over the other. Even though chile powder is a typical seasoning used to flavor Mexican fruits and other snacks; it is not the determinant factor for preference of those who currently buy dried fruits. Still chile flavored fruits are one of the three predominant seasonings preferred by the Mexican consumer.

In terms of product packaging, both buying and non-buying groups preferred the individual and snack-size packages and their main point of purchase was the supermarket. The study also illustrated that Mexico has no standardized serving size or presentation.

Among the most relevant findings of the consumer taste survey was that a majority of consumers would like to buy dried fruits throughout the year but these dried fruits are not always available. The highest selling months for dried fruit in Mexico are September and October.

It was also reported that Mexican consumers are “brand” loyal. However, the results of this project clearly showed there is low brand awareness in the dried fruit markets.

## EXPORT REQUIREMENTS FOR DRIED FRUIT TO MEXICO

### Exporting to Mexico

Before exporting to Mexico the following steps are necessary for an efficient execution of the process and all required documentation must be available for exporter, importer and customs agent before the first transaction:

- The exporter will generate the NAFTA Certificate of Origin, and the appropriate Health, Phytosanitary and Microbiology Certificate from the FDA. Refer to Appendix A for an example of the NAFTA Certificate of Origin and Appendix D for an example of USDA's Animal and Plant Health Inspection Service, Plant Protection and Quarantine form.
- The importer will find a customs agent and issue an entrust letter and a letter of imports instructions, and with these instructions the customs agent will make a tax and expenses calculations of the shipment and the importer will transfer the funds in advance.
- The importer or the customs broker will process all import documentation and will apply for either the Sanitary Import Notice or the Sanitary Prior Approval to Import (in case of representing a health risk), present the Health Certificate, physical/chemical and microbiological analysis, original label sample, label in Spanish, and invoice.
- The importer and the customs broker will coordinate the compliance of labeling requirements and its verification.

### Documentation

The documents that must accompany the shipment are:

- Commercial Invoice or Bill of Sale describing the products to be imported including the name and address of supplier (no post office boxes). It must include the telephone number of supplier; tax identification of supplier; detailed description of the items without abbreviations or codes; unit price, items value and total invoice value (\$0.00 is not accepted even in samples); origin of the product; and incoterm (this is optional and can be informed as an annex or in the instructions sheet for the customs agent). Refer to Appendix B and C for examples of a Commercial Invoice and Bill of Lading, respectively.
- Packing List
- Bill of Lading (B/L) or Airway Bill, revalidated (if applicable).
- NAFTA Certificate of Origin issued by the manufacturer, to obtain NAFTA tariff benefits (tariff = 0).
- Phytosanitary Certificate or Quality Certificate issued by FDA.
- Certificate of Compliance with the NOM-051-SCFI-1994 (Packaged Foods and Non-Alcoholic Beverages Labeling Specifications), issued by a Verification Unit authorized by the Customs Authority.

### Imports Process Overview

The imports process into Mexico includes the following steps:

- Have a formal transaction between the seller (exporter) and the buyer (importer into Mexico), supported by a commercial invoice with the agreed upon incoterm (i.e., FOB, EXW, CIF, etc.).
- Ensure the importer is included in the Registry of Importers, specific to the foods/edible vegetables sector. This registry is filed with the Treasury Secretariat (Secretaría de Hacienda y Crédito Público also referred to as Hacienda). It is also important for the exporter to make sure that the Mexican importer has submitted all the required information regarding packing, labeling, and quality standards (Mexican Official Standards or NOMs) to the Mexican customs officials.
- Comply with the labeling regulations: NOM-051-SCFI-1994 (<http://www.ats.agr.gc.ca/lat/4137002.pdf>).
- Obtain required documentation at origin (commercial invoice, certificate of origin, phytosanitary certificate, etc.), with a set sent by fax to importer and an original set accompanying the shipment.
- The importer will hire the services of a customs agent at the point of entry into Mexico. It is important to verify documentation with a customs agent prior to the first transaction to ensure a smooth export/import process.
- Pay taxes, compensatory quotas and other contributions as well as storage, forwarding, transportation and other expenses.
- The importer will obtain a Definitive Customs Declaration or Import Declaration document (Pedimento de Importación Definitivo), once the information is verified and taxes are paid. This document proves the legal stay in the country for unlimited time, therefore it is imperative to keep it with the rest of the documentation and while in transit.
- Pass through the traffic light verification system at the Customs facility, which randomly assigns review of merchandise by Customs.
- Deliver the goods to the buyer to the specified location.

## LABELING REQUIREMENTS

The referenced NOM-051 in Appendix F ensures “that products and services sold in Mexico are accompanied by the commercial information necessary to enable consumers and users to make appropriate decisions regarding the purchase, use and enjoyment of the products and services they acquire.” Such information includes:

- product name or description;
- list of ingredients;
- net content and drained weight;
- local manufacturer’s name and address;
- importer’s name and address (this information can be affixed after clearing Customs but before the product reaches the consumer);
- country of origin;
- lot number;
- expiration date (if applicable);
- nutritional information (not mandatory).



Fig. 1: Label Example (Used with permission)

Labeling can be done before the imports process or after entering Mexico by two ways:

- In the facility of the importer if he or she has been registered for the last two years, with \$100,000 imports value in the last 12 months.
- In a Warehouse (Almacén General de Depósito) if the product cannot meet listed requirements. Either of the two options will require a certificate of compliance issued by a Verification Company addressed by the Authority.

New label regulations were published in April 5, 2010 denoting a new version of the Mexican Official Standard, NOM- 051-SCFI-2010, which establishes general labeling and sanitary specifications for pre-packaged food and non- alcoholic beverages (both domestic and imported) that are for retail sale directly to consumers in Mexico. The revised NOM became effective July 1, 2011. Exporters who wish to export pre-packed dried fruit will need to adjust the label to comply with the revised NOM. Some of the changes to NOM-051 include: a change of the indication of nutritional information in the labels, a new requirement indicating on the labels all the ingredients/additives associated with hypersensitivity, intolerance or allergy; and new provisions related to health and nutritional claims, among others. The Spanish and Unofficial English Translations of NOM-051-SCFI/Salud1-2010 can be found on the Mexico ATO website at [www.mexico-usda.com](http://www.mexico-usda.com).

## DUTIES AND TAXES

### **NAFTA Tariff Phase-out**

The NAFTA, which was enacted in 1994, eliminated tariffs on most goods originating in Canada, Mexico and the United States over a maximum transition period of fifteen years. The schedule eliminating tariffs already established in the 1998 Canada-United States Free Trade Agreement will continue as planned so that all Canada-United States trade is duty-free. For most Mexico-United States and Canada-Mexico trade, the NAFTA either eliminated existing customs duties immediately or were phased out over a period of five to ten years. On a few sensitive items, the Agreement phased out tariffs over fifteen years.

Customs administrations still exist and merchandise entering Canada, Mexico or the United States must still comply with each country's laws and regulations.

Taxes are based on the total invoice value plus all the additional expenses related to the imports (i.e., freight). Dried fruits from California are exempt from tariff and IVA (VAT) payment.

Additional expenses are the forwarding fee, forwarding agent fee, and customs agent fee, which range from 0.45% to 0.50% of invoice value. A directory of customs agents in both Tijuana and Nuevo Laredo can be found at

<http://www.portaltijuana.com/regional/dir/agenciasaduanales.html> and  
[http://www.sre.gob.mx/laredo/asf\\_asocageadu.htm](http://www.sre.gob.mx/laredo/asf_asocageadu.htm).

Below is a list of dried fruit showing the duties imposed by Mexico.

Dried fruit	Tariff Item Number	VAT	Tariff (ad valorem)
Dates	08041099	Exempt	20%
Dried figs	08042099	Exempt	Free
Mangoes	08045003	Exempt	Free
Oranges	08051001	Exempt	20%
Mandarins	08052001	Exempt	Free
Grapefruits	08054001	Exempt	20%
Lemons	08055001	Exempt	Free
Dried Grapes	08062001	Exempt	Free
Apricots	08131001	Exempt	Free
Prunes	08132001	Exempt	Free
Apples	08133001	Exempt	20%
Pears	08134001	Exempt	Free
Cherries	08134002	Exempt	Free
Peaches	08134003	Exempt	Free
Mixture of dried fruit	08135001	Exempt	20%
Dried citrus	08140001	Exempt	Free

Source: <http://export.customsinfo.com/Default.aspx>

## DISTRIBUTION MARKETS

In Mexico, imported dried fruits are sold in both modern and traditional markets. In modern markets, fruits are provided by wholesalers to supermarkets, specialty retailers, convenience stores and corner shops. In traditional markets, dried fruits are directly purchased by local businesses such as street markets, hotels, restaurants, and end consumer. Data from 2003 to 2009 have shown that more sales occurred in traditional businesses than modern businesses; however, it is estimated that sales of modern businesses will surpass that of traditional businesses by 2015. Among the modern markets, supermarkets possess the biggest share. A table of their market share is provided below (2005-2006 data).

<b>National</b>		
<b>Name</b>	<b>Stores</b>	<b>Share</b>
Wal-Mart	1034	37%
Soriana	479	17%
Gigante (Super precio)	335	12%
Com. Mexicana	231	8%
Total	2079	75%
<b>Regional</b>		
Casa Ley	158	6%
Chedraui	143	5%
Calimax	60	2%
S-Mart	46	2%
S. Fco Asis	43	2%
Al Super	43	2%
HEB	35	1%
Merco	34	1%
Arteli	27	1%
Total	589	21%
<b>Local</b>		
Santa Fe	43	2%
MZ	31	1%
Super Kompras	21	1%
Super Gutierrez	12	0.4%
Super Ahorros	8	0.3%
Gran'D	6	0.2%
Total	121	4%

Source: Webinar Presentation by Servicios de Mercadotecnia Imalinx S.A. de C.V.

In this report includes our sources of information and a list of contacts from the ANTAD 2011 Trade Show , under Appendixes E and G.

## CONTACTS

### Project Contacts

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[ohlsonb@losrios.edu](mailto:ohlsonb@losrios.edu)  
[www.sacramentocitd.org](http://www.sacramentocitd.org)  
[www.citd.org](http://www.citd.org)

#### **Josh Eddy**

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1220 N Street, 2<sup>nd</sup> Floor  
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(916) 651- 8423  
[jeddy@cdfa.ca.gov](mailto:jeddy@cdfa.ca.gov)  
[www.cdfa.ca.gov](http://www.cdfa.ca.gov)

### U.S. Contacts

#### **US Department of Agriculture (USDA)**

1400 Independence Avenue, SW  
Washington, DC 20250-0002  
Tel: (202) 720-2791  
<http://www.usda.gov/wps/portal/usda/usdahome>

To find the nearest USDA office Select “Contact Us,” then Click on “ USDA Service Center Locations”

#### **U.S. Department of Agriculture (USDA)**

#### **Foreign Agricultural Service (FAS)**

1400 Independence Avenue, SW  
Washington, DC 20250-0002  
Tel: (202) 720-3656  
<http://www.fas.usda.gov/contactus.asp>

To find the nearest USDA FAS office Select “Overseas Offices,” then select one of the ATO offices in Mexico.

**U.S. Department of Commerce  
International Trade Administration**  
1401 Constitution Avenue, NW  
Washington, DC 20230  
Tel: 202-482-2000 / 1-800-USA-TRAD(E)  
Internet: [www.commerce.gov/contact-us](http://www.commerce.gov/contact-us)

To find the nearest U.S. Commercial Service office Select “Commerce Services and Offices Near You.”

Offices of the U.S. Commercial Service are located in nearly 80 countries in the U.S. Embassies and Consulates. To locate the offices in Mexico to go <http://export.gov/mexico/contactus/index.asp>

**U.S. Customs Service**  
1300 Pennsylvania Avenue  
Washington, DC 20229  
Tel: (202) 927-2340  
Fax: (202) 927-1879  
Website: <http://www.customs.ustreas.gov>

**California Department of Food and Agriculture**  
1220 N Street  
Sacramento, CA 95814  
Tel: General Information – (916) 654-0466  
<http://www.cdfa.ca.gov/>

Northern California & Sacramento Regional  
Center for International Trade Development  
1410 Ethan Way  
Sacramento, CA 95825  
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[www.sacramentocitd.org/](http://www.sacramentocitd.org/)  
[www.citd.org](http://www.citd.org)

## Mexico Contacts

### **Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación (SAGARPA) (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food)**

Municipio Libre 377, Col. Santa Cruz Atoyac

Del Benito Juárez

C.P. 03310, Mexico, D.F.

Tel: + 55 3871 1000

Email: [contacto@sagarpa.gob.mx](mailto:contacto@sagarpa.gob.mx)

### **Dirección General de Normas (General Bureau of Standards)**

Av. Puente de Tecamachalco No. 6

Col. Lomas de Tecamachalco

Sección Fuentes

Mexico – C.P. 53950

Naucalpan de Juárez, Edo. De México

Tel: 52 55 57 29 94 80

Fax: 52 55 55 20 97 15

Email: [iso-mex@economia.gob.mx](mailto:iso-mex@economia.gob.mx)

[www.economia.gob.mx](http://www.economia.gob.mx)

## Web Resources

American Chamber of Commerce in Mexico: <http://amcham.com.mx>

Centers for International Trade Development: <http://www.citd.org> / [www.sacramentocitd.org](http://www.sacramentocitd.org)

Confederation of the Industry for Marketing Communication: <http://www.cicom.org.mx/>

International Trademark Association: <http://www.inta.org/>

Mexican Government Procurement Portal: <http://www.compranet.gob.mx>

U.S. Chamber of Commerce: <http://www.uschamber.com/default>

U.S. Commercial Service Mexico: <http://www.buyusa.gov/mexico/en/>

U.S. Department of Commerce IPR Portal: <http://www.stopfakes.gov>

APPENDIX A - CERTIFICATE OF ORIGIN

DEPARTMENT OF HOMELAND SECURITY U.S. Customs and Border Protection		OMB No. 1651-0098 Exp. 03-31-2012			
<b>NORTH AMERICAN FREE TRADE AGREEMENT                  CERTIFICATE OF ORIGIN</b> 19 CFR 181.11, 181.22					
1. EXPORTER NAME AND ADDRESS  TAX IDENTIFICATION NUMBER:		2. BLANKET PERIOD FROM _____ TO _____			
3. PRODUCER NAME AND ADDRESS  TAX IDENTIFICATION NUMBER:		4. IMPORTER NAME AND ADDRESS  TAX IDENTIFICATION NUMBER:			
5. DESCRIPTION OF GOOD(S)	6. HS TARIFF CLASSIFICATION NUMBER	7. PREFERENCE CRITERION	8. PRODUCER	9. NET COST	10. COUNTRY OF ORIGIN
I CERTIFY THAT: <ul style="list-style-type: none"> <li>• THE INFORMATION ON THIS DOCUMENT IS TRUE AND ACCURATE AND I ASSUME THE RESPONSIBILITY FOR PROVING SUCH REPRESENTATIONS. I UNDERSTAND THAT I AM LIABLE FOR ANY FALSE STATEMENTS OR MATERIAL OMISSIONS MADE ON OR IN CONNECTION WITH THIS DOCUMENT;</li> <li>• I AGREE TO MAINTAIN AND PRESENT UPON REQUEST, DOCUMENTATION NECESSARY TO SUPPORT THIS CERTIFICATE, AND TO INFORM, IN WRITING, ALL PERSONS TO WHOM THE CERTIFICATE WAS GIVEN OF ANY CHANGES THAT COULD AFFECT THE ACCURACY OR VALIDITY OF THIS CERTIFICATE;</li> <li>• THE GOODS ORIGINATED IN THE TERRITORY OF ONE OR MORE OF THE PARTIES, AND COMPLY WITH THE ORIGIN REQUIREMENTS SPECIFIED FOR THOSE GOODS IN THE NORTH AMERICAN FREE TRADE AGREEMENT AND UNLESS SPECIFICALLY EXEMPTED IN ARTICLE 411 OR ANNEX 401, THERE HAS BEEN NO FURTHER PRODUCTION OR ANY OTHER OPERATION OUTSIDE THE TERRITORIES OF THE PARTIES; AND</li> <li>• THIS CERTIFICATE CONSISTS OF <input style="width: 40px;" type="text"/> PAGES, INCLUDING ALL ATTACHMENTS.</li> </ul>					
11a. AUTHORIZED SIGNATURE		11b. COMPANY			
11c. NAME		11d. TITLE			
11e. DATE	11f. TELEPHONE NUMBERS	(Voice)	(Facsimile)		
CBP Form 434 (04/11)					

Source: export.gov

**APPENDIX B – COMMERCIAL INVOICE**

<b>Commercial Invoice</b>					
<b>Seller / Shipper (Name, Full Address)</b>		<b>Invoice Date and No.</b>	<b>Customer Order No.</b>		
		<b>Bill of Lading / Air Waybill Number</b>			
<b>Consignee (Name, Full Address, Country)</b>		<b>Country of Manufacture</b>			
		<b>Date of Export</b>			
<b>Notify Party (Intermediate Consignee)</b>		<b>Terms and Conditions of Delivery and Payment</b>			
<b>Air/Ocean Port of Embarkation</b>	<b>Final Destination</b>	<b>Currency of Sale</b>			
<b>Marks &amp; Numbers</b>	<b>Exporting Carrier</b>	<b>Total No. of Packages</b>	<b>Total Gross Weight (kg)</b>		
<b>Complete and Accurate Commodity Description</b>	<b>Quantity/ Unit of Measure</b>	<b>Unit Price</b>	<b>Amount</b>		
<p>These commodities, technology or software were exported from the United States of America in accordance with the Export Administration Regulations. Diversion contrary to U.S. law is prohibited. It is hereby certified that this invoice show the actual price of the goods described, that no other invoice has been or will be issued, and that all particulars are true and correct.</p>					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Insurance Costs</b></td> </tr> <tr> <td style="padding: 5px;"><b>Total Invoice Value</b></td> </tr> </table>				<b>Insurance Costs</b>	<b>Total Invoice Value</b>
<b>Insurance Costs</b>					
<b>Total Invoice Value</b>					
_____ <b>Signature and Status of Authorizing Person</b>	_____ <b>Date</b>	_____ <b>Place</b>			

Source: Sacramento CITD Study - Mexico and Hispanic Market Opportunities for California Dried Fruit Products

APPENDIX C - BILL OF LADING

<b>Bill of Lading</b>			
Carrier:			
Shipper:		B/L No.	
		Export Reference:	
Consignee or Order:		Forwarding Agent:	
		Consignee's Reference:	
Notify Address:		Place of Receipt:	
Pre-Carriage by:		Place of Receipt by Pre-Carrier:	
Ocean Vessel:		Port of Loading:	
Port of Discharge:		Place of Delivery by On-Carrier:	
Place of Delivery:			
Container Nos., Seal Nos., Marks and Nos.	Number and Kind of Packages; Description of Goods	Gross Weight (kg)	Measurement (cbm)
Total Number of Containers/Packages received by the Carrier:	Shippers declared value	<p><b>Received</b> by the Carrier from the Shipper in apparent good order and condition (unless otherwise noted herein) the total number of quantity of Containers or other packages of units indicated in the box opposite entitled "Total No. Of Containers/Packages received by the Carrier" for Carriage subject to all the terms and conditions hereof from the Place of Receipt or the Port of Loading, whichever is applicable, to the Port of Discharge or the Place of Delivery, whichever is applicable. One original Bill of Lading, duly endorsed, must be surrendered by the Merchant to the Carrier in exchange for the Goods or for a delivery order. In accepting this Bill of Lading the Merchant expressly accepts and agrees to all its terms and conditions whether printed, stamped, written, or otherwise incorporated, notwithstanding the non-signing of this Bill of Lading by the Merchant. <b>In Witness whereof</b> the number of original Bills of Lading stated below have been signed, one of which being accomplished the others to stand void.</p>	
Movement	Currency		
Charge Rate Basis	WT/ME A/VAL Payment Amount		
Place and Date of Issue			
		Freight Payable at:	Number of Original Bs/L:
Total Freight Prepaid	Total Freight Collect	Total Freight	Signature:

Source: Sacramento CITD Study - Mexico and Hispanic Market Opportunities for California Dried Fruit Products

**APPENDIX D - U.S. DEPARTMENT OF AGRICULTURE ANIMAL AND PLANT HEALTH INSPECTION SERVICE PLANT PROTECTION AND QUARANTINE**

1. NAME AND ADDRESS OF EXPORTER		3. NAME AND ADDRESS OF APPLICANT <i>(or exporters agent)</i>	
2. NAME AND ADDRESS OF FOREIGN CONSIGNEE		4. PLACE WHERE ARTICLES WILL BE MADE AVAILABLE FOR INSPECTION AND/OR TREATMENT AND CERTIFICATION <i>(Port and location)</i>	
		5. APPROX. DATE OF DEPARTURE	6. PORT OF EXPORT
7. DESCRIPTION OF ARTICLES TO BE CERTIFIED			
a.	QUANTITY AND NAME OF PRODUCE AND BOTANICAL NAME		
b.	NUMBER AND DESCRIPTION OF PACKAGES		
c.	DISTINGUISHING MARKS		
d.	CERTIFIED ORIGIN		
8. DECLARED MEANS OF CONVEYANCE		<i>I certify that the origin (place where grown) of the articles listed is as represented.</i>	
9. DECLARED POINT OF ENTRY		10. SIGNATURE <i>(applicant or exporters agents)</i>	11. DATE
EXPORT INSPECTION DATA - <i>(To be filled in by Plant Protection and Quarantine Officer)</i>			
12. LOCATION OF ARTICLES		13. % OF MATERIALS EXAMINED	14. % OF MATERIALS INFESTED
15. FINDINGS AND/OR TREATMENT GIVEN <i>(Use reverse if necessary)</i>			
16. SIGNATURE			17. DATE AND TIME INSPECTED

Source: [www.export.gov](http://www.export.gov)

## APPENDIX E – ANTAD CONTACTS

### **N.Y. Deli & Bagel**

Jeremy Magdole M.  
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[www.terra-fertil.com](http://www.terra-fertil.com)

### **Scientific Certification Systems**

Oscar Morales  
National Sales Manager  
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[omorales@scscertified.com](mailto:omorales@scscertified.com)  
[www.scscertified.com](http://www.scscertified.com)

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### **Walmart**

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### **Mr Pistachio**

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### **AMBA**

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[www.amba.org.mx](http://www.amba.org.mx)

### **Centro Comercial Cruz Azul**

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### **United World Cargo**

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**APPENDIX F - NOM-051-SCFI-1994**

Source: U.S. Department of Agriculture, Foreign Agricultural Service, GAIN Report. A report prepared by Carlos Zartuche.

NOM-051-SCFI-1994 establishes the information requirements for labels for pre-packaged food and non-alcoholic beverages, which are sold directly to consumers in Mexico. The NOM provides consumers with clear and adequate information in order to make informed purchasing decisions. The NOM does not apply to products that are sold in bulk.

Known as NOM-051-SCFI-1994, (General Labeling Specifications for Pre-packaged Foods and Non-Alcoholic Beverages) the standard became effective on July 1, 1997 for all imported and domestically manufactured products. Some products are subject to additional labeling requirements, and in such cases NOM-051 does not supersede those requirements but rather supplements them. For example, table grapes are subject to requirements of NOM-120-SCFI-1966. NOM-051 requirements, which are not included in other product-specific labeling requirements, must be added to the product label. Other products affected by additional labeling requirements include meat and poultry. For information about these specific requirements refer to the table in this section of this report.

The following summarizes the current minimum regulations for imported products. In general, Mexican labeling rules are as stringent as those in the United States, especially in the area of consumer information. The responsibility to meet the rules falls on the Mexican importer, who advises his U.S. exporter of the specifics for any particular product. Beyond these specific requirements, U.S. exporters are urged to keep in close contact with their importer or distributor to determine what additional information or other stylistic elements will help to sell their products in Mexico.

**NOM-051 Requirements in Spanish**

Following are the specific NOM-051 labeling requirements, which are verified at the border and at in-country manufacturing facilities. All label information must be in Spanish, but may also include other languages.

- Name or type of product and brand. There is no need to translate the brand name.
- List of ingredients (“lista de ingredientes”): in descending order for those ingredients equal to or exceeding 5 percent of the product composition; including added water; plus the specific percent content of combined additives or colors.
- Net content (“contenido neto”) or drained weight (“masa drenada”), as appropriate, in metric units. In the Mexican metric system, a comma is used in place of a decimal point. Other units of measure may also be shown. Standards detailing the acceptable methods of measurement include: NOM-002-SCFI, Pre-Packaged Products-Net Content and Verification Methods; NOM-008-SCFI, General System of Measuring Units, and NOM-030-SCFI, Commercial Information-Declaration of Quantity on Label Specifications. Translations of Mexico and Hispanic Market Opportunities for California Dried Fruit Products Page 47 of 53 these NOMS are available at ATO Mexico City, please call, or e-mail for information.

- Name and address (“nombre y domicilio”) of manufacturer. In the case of prepackaged imported products, the label must bear the name and address of the importer, as well. This information may be added to the pre-packaged product once inside the country, after clearing customs and before sale.
- Country of origin (“pais de origen”), using language such as “hecho en” (made in) or “producto de” (product of).
- Batch number. This can be based on the manufacturer’s own numbering system and is intended for the purpose of product recall if such becomes necessary.
- Expiration date (“fecha de caducidad”), as determined by the manufacturer.
- Nutritional information, required when the label makes any nutritional claim, (product boosts your energy, for example).
- Optional label information may include: “best consumed by” (date), complementary nutritional information such as vitamins and minerals and instructions for use or preparation.

NOTE: At a minimum, labeling showing product type, brand and net content must appear on the package’s primary front surface. All other required or optional labeling information may appear on any surface of the packaging.

The labeling regulations for general consumer goods require all information on a package to be displayed in Spanish text at least as large and prominent as that of the foreign language label. Stickers are permitted for the first three months of the importation of a new -tomarket food or beverage product. Labels of imported goods have to comply with the NOM’s requirements at the point of entry to Mexico.

#### **Labeling for Products Sold in Multiple Packages**

The provisions of NOM-051-SCFI-1994 (batch identification, expiration date and inclusion of the text, “Not Labeled For Individual Sale”) do not apply to products marketed in multiple or collective packages or containers if the mass of each of the individual products (without exception) is equal to or less than twenty-five grams per unit and the main display area is equal to or less than sixteen square centimeters. A multipack of chewing gum may qualify for this exemption.

In the case of the above mentioned products, the information set forth in the standard, regarding batch identification, expiration date and inclusion of the words, “Not Labeled for Individual Sale,” should be shown on the multiple or collective package, if it is not shown on each of the products individually. This exemption is not applicable to fish, dairy or meat products.

#### **Labeling of Multiple Packages or Containers**

According to Official Mexican Standard NOM-051-SCFI-1994, if a wrapping covers the package, such wrapping should contain all the necessary information, unless the label on the package or container can be easily read through the outer wrapping.

This criterion is extended to the situation of multiple and collective packages, in which case the obligatory commercial information may be shown on the multiple or collective package, or on each and every individually pre-packaged product. In any event, the multiple packages should display quantity information (only the quantity of the multiple package, and not that of each of the individually packaged items) according to the Official Mexican Standard NOM-030-SCFI-1993 Commercial Information – Statement of Quantity on the Label – Specifications.

The data on expiration date, batch and the words: “Not Labeled for Individual Sale,” should be displayed on each individual item, according to the Standard NOM-051-SCFI-1994, aside from the size/weight exception detailed above. If the multiple packages are opened and the products they contain are removed in order to sell them individually to a consumer, such products should individually contain all the obligatory commercial information called for by the standard.

### **Related Commodity-Specific Standards**

Following are commodity-specific standards, which have their own labeling requirements. However, this is not intended to be a complete list of all commodity-specific standards.

NOM-053-FITO-1995	Requirements and phytosanitary specifications for publication of information about phytosanitary inputs (pesticides, etc.).
NOM-001-RECNAT-1995	Establishment of the characteristics the markings that wood veneer in rolls should have, such as guidelines for its use and control.
NOM-050-SCFI-1994	Commercial Information – General dispositions for products.
NOM-051-SCFI-1994	General specifications of labeling for pre-packaged food and non-alcoholic drinks.
NOM-120-SCFI-1996	Labeling requirements for table grapes.
NOM-128-SCFI-1997	Commercial information: avocado-labeling requirements.

## APPENDIX G – SOURCES OF INFORMATION

The sources used to generate this guide book are listed below.

Sacramento Regional Center for International Trade Development, *Feasibility Study on Mexico and Hispanic Market Opportunities for California Dried Fruit Products*, October 2006

Servicios de Mercadotecnia Imalinx S.A. de C.V., a webinar titled *New Market Opportunities for Selling California Dried Fruit Products to Mexico*

U. S. Department of Agriculture, website at [www.usda.gov](http://www.usda.gov).

U. S. Department of Agriculture, Foreign Agricultural Services, website at [www.fas.usda.gov](http://www.fas.usda.gov).

U. S. Commercial Service, U. S. Department of Commerce, website at [www.export.gov](http://www.export.gov).

Central Intelligence Agency, website at [www.cia.gov/library](http://www.cia.gov/library)

Customs and Border Protection, website at [www.cbp.gov](http://www.cbp.gov).

# CALIFORNIA

*Processors, Producers, and Exporters*

## DRIED FRUIT DIRECTORY



**About this Directory**

This directory was prepared by the Sacramento Center for International Trade Development (CITD) staff in Sacramento to provide a listing of California dried fruit producers, processors and exporters. Every effort was made to obtain complete and accurate information for this directory.

This directory is part of a California dried fruit marketing program offered by the Sacramento Center for International Trade Development, a Workforce and Economic Development Program of the Los Rios Community College District. Program partners are the California Department of Food & Agriculture, the California Export Program of the California Centers for International Trade Development, Specialty Crop Trade Council, Dried Fruit Association of California, and the California Dried Plum Board.

State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, United States Department of Agriculture.

**About CITD**

The Sacramento Center for International Trade Development, a California Community College funded program administered by the Los Rios Community College District in Sacramento, supports and promotes California's private sector expansion and entry into the global market, and assists private investment in California.

The five statewide CITD centers and its affiliates concentrate in introducing international trade to small businesses, expanding California's international trade, and providing technical assistance in importing and exporting.

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City of Commerce, CA 90040  
T: (562) 776-5770

**Cal-Tropic Producers Inc**

P.O. Box 745  
Fallbrook, CA 92088  
T: (760) 723-1811

[Dale.new@calltropic.com](mailto:Dale.new@calltropic.com)

**Carlos Bravo**

735 15th Street  
San Diego, CA 92101  
T: (619) 231-2600

**Carlos Cardenas**

1037 Robert Lane  
Santa Maria, CA 93458  
T: (805) 354-3294

**Caruthers Raisin Packing Company In**

12797 South Elm Avenue  
Caruthers, CA 93609  
T: (559) 864-9448

[dennis@caruthersraisin.com](mailto:dennis@caruthersraisin.com)

**Centurion Trade Inc**

5809 Stoddard Road #111  
Modesto, CA 95356  
T: (209) 545-2105

**CFD-Global Trading Inc**

325 Fallon Street  
Oakland, CA 94607  
T: (510) 763-8356

[Chinanoodle2010@gmail.com](mailto:Chinanoodle2010@gmail.com)

**Charles Dean Ferguson**

42157 Tollhouse Road  
Shaver Lake, CA 93664  
T: (559) 284-3271

**Charlie's Enterprises**

1762 G Street  
Fresno, CA 93706  
T: (559) 445-8600

[info@okproduce.com](mailto:info@okproduce.com)

<http://www.okproduce.com/>

**Chasin Foods Inc**

1119 South Hayworth Avenue  
Los Angeles, CA 90058  
T: (323) 939-9319  
T: (323) 544-0000

**Chico Produce Inc**

70 Pepsi Way  
Durham, CA 95938  
T: (530) 893-0596

<http://propacificfresh.com/>

**Chooljian and Sons Inc**

5287 South Del Rey Avenue

Del Rey, CA 93616

T: (559) 888-2031

[gchooljian@delreypacking.com](mailto:gchooljian@delreypacking.com)<http://www.delreypacking.com/>**Chooljian Bros Packing Co Inc**

3192 South Indianola Avenue

Sanger, CA 93657

T: (559) 875-5501

[mchooljian@chooljianbrothers.com](mailto:mchooljian@chooljianbrothers.com)<http://www.chooljianbrothers.com/>**Cindy's Mini Mart Inc**

156 East Channel Island Blvd

Oxnard, CA 93033

T: (805) 487-0580

[Cindy\\_mini\\_mart@hotmail.com](mailto:Cindy_mini_mart@hotmail.com)**Circle K Ranch**

8640 East Manning

Selma, CA 93662

T: (559) 834-1571

[ak@circlekranch.com](mailto:ak@circlekranch.com)<http://www.circlekranch.com/>**Coast Citrus Distributors Inc**

7597 Bristow Court

San Diego, CA 92154

T: (619) 661-7950

[jalvarez@coastcitrus.com](mailto:jalvarez@coastcitrus.com)<http://www.coasttropical.com>**Coast Produce Company**

1601 E Olympic Blvd Bays 206-209

Los Angeles, CA 90021

T: (213) 955-4900

[info@coastproduce.com](mailto:info@coastproduce.com)<http://www.coastproduce.com/>**Coastal Brokerage Co of So Calif**

925 Hooper Avenue

Los Angeles, CA 90021

T: (213) 219-1339

**Colorful Earth Inc**

2020 Franciscan Way #104

Alameda, CA 94501

T: (510) 521-7717

**Con Agra Foods Inc.**

700 Airport Rd

King City, CA 93930

<http://www.conagrafoods.com/>**Cornejo's Produce**

768 East Telegraph Road

Fillmore, CA 93015

T: (805) 524-2776

T: (805) 524-3743

**Crabill & Sons Inc**

1039 Sabina

Anaheim, CA 92801

T: (714) 535-4816

T: (714) 535-0237

**D & C Distributing Co Inc**

746 Towne Avenue

Los Angeles, CA 90021

T: (213) 627-2008

[Nat-lee@pacdell.net](mailto:Nat-lee@pacdell.net)**D & N Produce Inc**

2640 East Washington Blvd #13

Los Angeles, CA 90023

T: (323) 581-4333

[dnproduce323@jahoo.com](mailto:dnproduce323@jahoo.com)**D J Forry Co Inc**

30 Nancy Drive

Novato, CA 94947

T: (415) 892-8352

<http://www.djforry.com/>**Dan Correia**

13197 Highway 20

Meridian, CA 95957

T: (530) 696-2600

**Daniel D & Wanda K Doerksen**

1477 North Birch

Reedley, CA 93654

T: (559) 638-5298

**Dates R Us**

84842 Sundance Lane

Coachella, CA 92236

T: (760) 601-4460

**Davalan Sales Inc**

1601 East Olympic Blvd Unit 325  
Los Angeles, CA 90021  
T: (213) 623-2500  
T: (213) 426-3233

**Dave Heafner**

24895 Baxter Ranch Road  
Lake Elsinore, CA 92532  
T: (951) 657-3056

**David & Esperanza Chavez FLP**

2327 McKee Rd.  
San Jose, CA 95116  
T: (408) 529-2144  
<http://www.chavezsuper.com>

**Del Rey Properties Inc**

120 Calle Del Oaks Place  
Del Rey Oaks, CA 93940  
T: (831) 899-2022

**Del Sala Farmers Produce Inc**

PO Box 10189  
Salinas, CA 93912  
T: (831) 443-1231  
[delsfarmers@yahoo.com](mailto:delsfarmers@yahoo.com)

**Del's Distributing Company Inc**

11794 Mariposa  
Hesperia, CA 92345  
T: (760) 948-3357  
<http://www.delsdistributing.com>

**Derco Associates Inc**

2670 West Shaw Lane #101  
Fresno, CA 93711  
T: (559) 435-2664  
[derco@dercofoods.com](mailto:derco@dercofoods.com)  
<http://www.dercofoods.com>

**Douglas and Doreen Lum**

2820 Rockville Road  
Fairfield, CA 94534  
T: (707) 427-8164  
[www.suisunvalley.com](http://www.suisunvalley.com)

**Dry Creek Peach & Produce**

2179 Yoakim Bridge Road  
Healdsburg, CA 95448  
T: (707) 433-8121; (415) 673-8918  
[gayle@drycreekpeach.com](mailto:gayle@drycreekpeach.com) -or-  
[brian@drycreekpeach.com](mailto:brian@drycreekpeach.com)  
<http://www.drycreekpeach.com/>

**Edulis Inc**

131 Terminal Court #43  
South San Francisco, CA 94080  
T: (650) 875-3838

**El Caporal Produce**

6633 Leanne Street  
Mira Loma, CA 91752  
T: (909) 938-4491

**El Dorado Produce Inc**

418 South Colyton Street  
Los Angeles, CA 90013  
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**Elizabeth A & Stephen P Zaharris**

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Redding, CA 96002  
T: (530) 221-3392

**EM Biosyn Inc**

1069 Pennsylvania Avenue  
San Francisco, CA 94107  
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**Emilia Lourdes Balbuena**

Freia Markets (Fresno County), CA  
T: (559) 801-8404

**Enrique Produce**

510 South 13th Street  
Chowchilla, CA 93610  
T: (559) 871-9364

**Ensenada Produce LLC**

10388 Avenue 416  
Dinuba, CA 93618  
T: (559) 358-0933  
T: (559) 595-9572

**Epic Foods LLC**  
242 Redwood Highway  
Mill Valley, CA 94941  
T: (415) 331-4658

**Eureka Specialties Inc**  
1219 Wholesale Street  
Los Angeles, CA 90021  
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T: (213) 488-6480  
[sales@eurekaspecialties.com](mailto:sales@eurekaspecialties.com)  
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**EuroPacific Sales**  
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Los Angeles, CA 90021  
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**Fabbriela Distribution**  
1607 F Street  
Sacramento, CA 95814  
T: (916) 296-8555

**Family Tree Produce Inc**  
5510 East La Palma Avenue  
Anaheim, CA 92807  
T: (714) 696-3039  
T: (714) 696-3037  
[tkaspereen@familytreeproduce.com](mailto:tkaspereen@familytreeproduce.com)  
<http://www.familytreeproduce.com>

**Farm and Trade Inc**  
9287 Midway  
Durham, CA 95938  
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**Farmer's Garden LLC**  
1 Ferry Building Market Shop #9  
San Francisco, CA 94111  
T: (415) 296-1090

**Field Research & Development**  
7474 N Cressey Way  
Livingston, CA 95334  
T: (209) 394-7979  
[corporate.communications@sensient-tech.com](mailto:corporate.communications@sensient-tech.com)  
<http://www.sensient-tech.com/home/index.htm>

**Fig Garden Packing Inc**  
5545 West Dakota Avenue  
Fresno, CA 93722  
T: (559) 271-9000  
T: (559) 275-2191

**FJ Produce Inc**  
2460 East Washinton  
Los Angeles, CA 90023  
T: (323) 589-0446

**Flying Food Group LLC**  
25324 Frampton Avenue  
Harbor City, CA 90710  
T: (310) 534-3888  
<http://www.flyingfood.com>

**Food 4 Thought LLC**  
3938 North Ann Avenue  
Fresno, CA 93727-7446  
T: (559) 292-2628  
[lorenw@food4thought-usa.com](mailto:lorenw@food4thought-usa.com)  
<http://www.food4thought-usa.com>

**Four Bar C Farms Dehydrator**  
10616 S West Ave  
Fresno, CA 93706  
T: (559) 266-7965

**Francisco Calderon**  
1314 East Avenue R-2  
Palmdale, CA 93550  
T: (661) 305-6861

**Francisco Nunez Sanchez**  
19209 Avenue 232  
Lindsay, CA 93247  
T: (559) 562-3388

**Fresh & Best Produce Inc**

1585 Mabury Road #E  
San Jose, CA 95133  
T: (408) 937-9005  
T: (408) 287-8225

**Fresh & Easy Neighborhood Market In**

2120 Park Pl Ste 200  
El Segundo, CA 90245-4741  
T: (310) 341-1200  
[www.freshandeasy.com](http://www.freshandeasy.com)

**Fresh Pacific Fruit/Vegetable Inc**

7650 North Palm Avenue Suite 103  
Fresno, CA 93711  
T: (559) 432-3500  
T: (559) 437-1006

**Fresh Point Central California Inc**

5900 North Golden State Blvd  
Turlock, CA 95382  
T: (209) 216-0221  
T: (209) 216-0200  
<http://www.freshpoint.com/>

**Fresno Cooperative Raisin Growers**

4466 North Dower Avenue  
Fresno, CA 93723  
T: (559) 275-3710  
[info@fresnocoop.com](mailto:info@fresnocoop.com)  
<http://www.fresnocoop.com>

**From The Farm Inc**

1003-C Humphreys Drive  
Stockton, CA 95203  
T: (209) 943-6550

**Frutas Frescas**

213 South 4th Street  
Patterson, CA 95363  
T: (209) 324-1220

**Fukano Brothers Walnut Co.**

5650 N 11th Ave  
Hanford, CA 93230  
T: (559) 582-1166

**Fujii Melons Inc**

201 Franklin Street  
Oakland, CA 94607  
T: (510) 451-5708

**FVZ Import & Export LLC**

4201 Jewetta Avenue Suite C1  
Bakersfield, CA 93312  
T: (661) 374-1316  
[fvarelazuniga@gmail.com](mailto:fvarelazuniga@gmail.com)

**G & S Fresh Inc**

2630 5th Street  
Sacramento, CA 95818  
T: (916) 441-7323

**Garcia's Produce**

286 Winchester Canyon Road  
Goleta, CA 93117  
T: (805) 968-0039

**Gee Agri Transport Inc**

7317 South George Washington Blvd  
Yuba City, CA 95993  
T: (530) 682-1182  
[geefarms@succeed.net](mailto:geefarms@succeed.net)

**Gelson's Markets**

6191 Peachtree St  
Commerce, CA 90040  
T: (310) 638-2842  
T: (310) 761-4500  
[jbehrens@gelsons.com](mailto:jbehrens@gelsons.com)  
<http://www.gelsonmarket.com>

**General Produce Co Ltd**

T: (916) 557-2937  
T: (916) 441-6431  
[solutions@generalproduce.com](mailto:solutions@generalproduce.com)  
<http://www.generalproduce.com>

**Gloria J Bermudez Produce**

The Capital Flea Market  
3630 Hillcap Avenue  
San Jose, CA 95136-1344  
T: (408) 665-2865

**Go-Fresh Produce Inc**

1601 East Olympic Blvd #204  
Los Angeles, CA 90021  
T: (213) 612-4500

**Golden Greek Produce**

514 North Van Ness Avenue  
Los Angeles, CA 90004  
T: (714) 892-2255  
<http://goldengreekproduce.com/index.shtml>

**Gong & Kong Trading Co Inc**

1275 South Main Street  
Salinas, CA 93901  
T: (831) 422-3951  
T: (831) 422-3961  
[starmarket@starmkt.com](mailto:starmarket@starmkt.com)  
<http://www.starmkt.com>

**Gonzalez Produce**

731 Yale Place  
Oxnard, CA 93033  
T: (805) 947-6764

**Good Life Organics**

17964 Duncan Street  
Encino, CA 91316  
T: (818) 515-9227

**Green Zone International Inc**

2800 Keller Drive #11  
Tustin, CA 92782  
T: (714) 724-2580  
[info@greenzone6.com](mailto:info@greenzone6.com)  
<http://www.greenzone6.com>

**Greengate International Inc**

4824 Stratos Way Suite A  
Modesto, CA 95356  
T: (209) 604-6612  
[afuna@sbcglobal.net](mailto:afuna@sbcglobal.net)

**Green Leaf**

1955 Jerrold Avenue  
San Francisco, CA 94124  
T: (415) 647-2991  
[Greenleaf@sfc.com](mailto:Greenleaf@sfc.com)

**Growers Ranch**

2016 Newport Blvd  
Costa Mesa, CA 92627  
T: (949) 642-6025  
F: (949) 642-0116  
[growersranch@gmail.com](mailto:growersranch@gmail.com)  
<http://www.growersranch.com>

**Gust Picoulas Nuts Co.**

746 Towne Ave  
Los Angeles, CA 90021  
T: (213) 627-2008  
[Nat-lee@pacbell.net](mailto:Nat-lee@pacbell.net)

**H. Naraghi Farms, Inc.**

20001 Mchenry Ave  
Escalon, CA 95322  
T: (209) 838-3299

**Hadley Inc**

83-555 Airport Blvd  
Thermal, CA 92274  
T: (760) 399-5191  
<http://hadleys.com/>

**Whole Farms**

1807 Broadway  
Fresno, CA 93721  
T: (559) 277-8929  
T: (559) 497-5085  
[info@wholefarmsexpress.com](mailto:info@wholefarmsexpress.com)  
<http://wholefarmsonline.com>

**Hamilton Ranches Inc.**

31881 Road 160  
Visalia, CA 93292  
T: (559) 798-1161  
F: (559) 798-1062  
[info@hamiltonranches.com](mailto:info@hamiltonranches.com)  
[HamiltonRanches@sbcglobal.net](mailto:HamiltonRanches@sbcglobal.net)  
<http://www.hamiltonranches.com/index.html>

**Hannam Chain USA Inc**

2740 West Olympic Blvd  
Los Angeles, CA 90006  
T: (213) 382-2922  
<http://hannamchain.com>

**Hector Ochoa**

904 West Hwy 98  
Calexico, CA 92231  
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[Hector\\_ochoa8a@hotmail.com](mailto:Hector_ochoa8a@hotmail.com)

**Helloharvest Inc**

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Santa Barbara, CA 93101  
T: (310) 383-9355  
T: (805) 551 3454

[contact@helloharvest.com](mailto:contact@helloharvest.com)  
<http://www.helloharvest.com>

**Hilda & Alice Inc**

1366 San Mateo Avenue  
South San Francisco, CA 94080  
T: (650) 583-1788

**Hill View Packing**

PO Box 36189  
San Jose, CA 95158  
T: 408-448-5246 or 530-668-7642  
[rmannee@hillviewpacking.com](mailto:rmannee@hillviewpacking.com) (Ryan Mannee)

-or-  
[sales@hillviewpacking.com](mailto:sales@hillviewpacking.com)  
<http://www.hillviewpacking.com/aboutus.php>

**Honeyville Grain Inc**

11600 Dayton Drive  
Rancho Cucamonga, CA 91730  
T: (909) 980-9500  
[webmaster@honeyvillegrain.com](mailto:webmaster@honeyvillegrain.com)  
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**Houston Lee**

7206 Gothan Court  
Sacramento, CA 95828  
T: (916) 716-1459

**Ignacio Cuevas**

583 East Jefferson Avenue  
Reedley, CA 93654  
T: (559) 637-7213

**Imperial Date Gardens**

PO Box 100  
Bard, CA 92222  
T: (760) 572-0277  
[contact@imperialdategardens.com](mailto:contact@imperialdategardens.com)  
<http://imperialdategardens.com/>

**Imperial Western Products Inc**

86-600 Avenue 54  
Coachella, CA 92236  
T: (760) 398-0815  
[info@imperialwesternproducts.com](mailto:info@imperialwesternproducts.com)  
<http://www.imperialwesternproducts.com/>

**Inder Singh Farms, LLC**

10511 S. Orange Ave.  
Fresno, CA 93725  
T: (559) 260-2402 (Gurpal Batth)  
[gsbatth87@gmail.com](mailto:gsbatth87@gmail.com)

**Inner Gardens**

434 South Orchard Drive  
Burbank, CA 91506  
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**Innovative Sales Inc**

2909 Coffee Road Suite 12B  
Modesto, CA 95355  
T: (209) 577-8727  
T: (916) 454-4060  
[sales@innovativeingredientsales.com](mailto:sales@innovativeingredientsales.com)  
<http://innovativeingredientsales.com/>

**International Commodity Consultants**

1060 Fourth Street Suite B  
Santa Rosa, CA 95404  
T: (707) 573-9500

**Iyer Farms**

P.O. Box 157  
Gustine, CA 95322  
T: (209) 652-8561  
[luckydax@aol.com](mailto:luckydax@aol.com)  
<http://iyerfarms.com/6236.html>

**J & J Ramos Farms Inc**

2507 Geer Road  
Hughson, CA 95326  
T: (209) 883-4680

**J R Simplot Company**

999 Main Street, Suite 1300

Boise, ID 83702

T: (208) 336-2110

[jrs\\_info@simplot.com](mailto:jrs_info@simplot.com)[www.simplot.com/home/index.htm](http://www.simplot.com/home/index.htm)**Jacob's Produce**

10954 East Highway 120

Manteca, CA 95336

T: (209) 239-2400

**Jayone Foods Inc**

7212 Alondra Blvd

Paramount, CA 90723

T: (562) 633-7400

F: (562) 633-7401

[info@jayone.com](mailto:info@jayone.com)<http://www.jayone.com/>**Jesus Magana**

2178 South Carpenter Road

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T: (209) 996-2720

**Jewel Date Co.**

84675 60th Avenue

Thermal, CA 92274

T: (760) 399-4474

F: (760) 399-4476

<http://www.jeweldate.com/>**Jim Brubaker**

13316 Vispera Drive

Chico, CA 95973

T: (530) 345-0907

**John Potter Specialty Foods**

406 Orange Ave

Patterson, CA 95363

T: (209) 577-8700

F: (209) 577-8727

[john@jpsfinc.com](mailto:john@jpsfinc.com)**John P Serra**

1001 Phelps Avenue

Modesto, CA 95350

T: (209) 544-2957

**Jordanos' Inc**

550 South Patterson Avenue

Santa Barbara, CA 93111

T: (805) 964-0611

T: (805) 325-2278

F: (805) 964-3821

[jordanos@jordanos.com](mailto:jordanos@jordanos.com)<http://www.jordanos.com/>**Jorge Produce**

1551 Vineyard Road

Roseville, CA 95678

T: (209) 465-2661

**Jose and Romana Hernandez**

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Kingsburg, CA 93631

T: (559) 213-4985

**Jose F Venegas**

83181 Blue Mountain Court

Indio, CA 92201

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**Jose Hernandez Fruits & Vegetables**

Madera Swapmeets

Fresno, CA

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**Jose Luis Mercado**

10797 Boone Drive

Sultana, CA 93666

T: (559) 318-6443

**Jose Muro**

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T: (916) 583-3437

**Jue LLC**

7357 East Dennett Avenue

Fresno, CA 93727

T: (559) 456-4900

**Jumbo Distributing Inc**

30273 Corte Coelho

Temecula, CA 92591

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**Just Tomatoes, Etc.**

P.O. Box 807  
Westley, CA 95387  
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[vicki@justtomatoes.com](mailto:vicki@justtomatoes.com)  
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<http://www.justtomatoes.com>

**K V Mart Co**

1245 East Watson Center Road  
Carson, CA 90745  
T: (310) 816-0200  
<http://www.kvmart.com/>

**Kachy Produce Inc**

8655 Monterey Road  
Gilroy, CA 95020  
T: (408) 842-8272

**Kahve**

3719 Mission Blvd  
San Diego, CA 92109  
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**Kenneth Bernard Rogers**

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**Kenneth L Tatman Sales & Brokerage**

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San Francisco, CA 94122  
T: (415) 661-9257

**La Canasta De Fruta**

15132 Harding Road  
Turlock, CA 95380  
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**LA Consolidation LLC**

1995 East 20th Street  
Los Angeles, CA 90058  
T: (213) 746-1940

**LA Grange Fruitsand**

29606 Yosemite Avenue  
La Grange, CA 95329  
T: (209) 853-2240  
<http://www.lagrangefruitsand.farmvisit.com>

**LA Herradura**

12 Fourth Street  
Crows Landing, CA 95313  
T: (209) 613-5278

**LA Surianita Produce**

603 South Blosser  
Santa Maria, CA 93458  
T: (805) 406-8486

**Lake County Community Co-op**

14773 Lakeshore Drive  
Clearlake, CA 95422  
T: (707) 993-4270  
[drygoods@lakeco-op.org](mailto:drygoods@lakeco-op.org)  
<http://www.lakeco-op.org/>

**Lake County Farm Bureau**

65 Soda Bay Road  
Lakeport, CA 95453  
T: (707) 263-0911  
<http://www.lakecofb.com>

**Lamanuzzi & Panteleo**

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**Lauenroth Dryer**

6425 Jacobson Rd  
Kelseyville, CA 95451  
T: (707) 279-8561  
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**Lee Strawberries**  
11506 Yosemite Blvd  
Waterford, CA 95386  
T: (209) 614-9122

**Lester Farms**  
4317 Margaret Lane  
Winters, CA 95694  
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F: (530) 795-3970  
[comments@lesterfarms.com](mailto:comments@lesterfarms.com)  
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**Lester Ray Brooks**  
12602 Highway 99 E  
Red Bluff, CA 96080  
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**LHC Commodities Inc**  
10810 Avenue 184  
Tulare, CA 93274  
T: (559) 686-0009  
T: (559) 686-8381

**Lion Raisins**  
9500 South De Wolf Avenue  
Selma, CA 93662  
T: (559) 834-6677  
[blion@lionraisins.com](mailto:blion@lionraisins.com)  
[www.lionraisins.com](http://www.lionraisins.com)

**Los Kitos Produce LLC**  
423 W. Fallbrook #208  
Fresno, CA 93711  
T: (550) 490-0727  
T: (213) 427-1163 (Belzi Palencia)  
F: (559) 490-0731  
[Belzi@loskitosproduce.com](mailto:Belzi@loskitosproduce.com)  
[www.loskitosproduce.com](http://www.loskitosproduce.com)

**Ly Thao Nyia Yi**  
2717 Sebestan  
Stockton, CA 95212  
T: (209) 981-8217

**M & K Trading Inc**  
748 South Alameda Street  
Los Angeles, CA 90021  
T: (213) 623-5686

**M J Farms**  
37107 Avenue 9  
Madera, CA 93636  
T: (559) 645-5523

**Made in Nature, LLC**  
2500 S Fowler Avenue  
Fresno, CA 93625  
T: (800) 906-7426  
T: (559) 445-8601  
[info@madeinnature.com](mailto:info@madeinnature.com)  
[www.madeinnature.com/](http://www.madeinnature.com/)

**Madera Produce Company Inc**  
701 South Gateway  
Madera, CA 93637  
T: (559) 674-8533

**Magnos Produce**  
1104 West 8th Street  
Antioch, CA 94509  
T: (925) 813-0279

**Mama Cuisine Inc USA**  
404 South Shatto Place #303  
Los Angeles, CA 90020  
T: (323) 881-9289

**Marco A Perez**  
78499 Orcabessa Drive  
Bermuda Dunes, CA 92203  
T: (760) 360-9868

**Maria Josefa Carranza**  
1551 Vineyard Road  
Roseville, CA 95678  
T: (209) 629-9770

**Mariani Land Co-Fiske Ranch**  
9281 State Highway 70  
Marysville, CA 95901  
T: (530) 749-6565  
<http://mariani.com>

**Mariani Packing Company**

500 Crocker Drive  
Vacaville, CA 95688  
T: (707) 452-2800 x 271  
F: (707) 452-2973

[productinfo@marianipacking.com](mailto:productinfo@marianipacking.com)  
[varmstrong@mariani.com](mailto:varmstrong@mariani.com) (Valerie Armstrong)  
<http://www.marianifruit.com/>

**Market 52**

P.O. Box 8050  
Visalia, CA 93290  
T: (559) 625-7040  
<http://www.market52.com>

**Markon Cooperative Inc**

830 Park Row  
Salinas, CA 93901  
T: (831) 775-1410  
T: (831) 757-9737  
[webmaster@markon.com](mailto:webmaster@markon.com)  
<http://www.markon.com/>

**Mathews Packing**

950 Ramirez Road  
Marysville, CA 95901  
T: (530) 743-9000  
[mathewspacking@hughes.net](mailto:mathewspacking@hughes.net)

**Matsutani & Nakao Inc**

880 Eureka Avenue  
Brentwood, CA 94513  
T: (925) 634-4130

**Matt Minton Farms**

10081 Garden Highway  
Yuba City, CA 95993  
T: (530) 632-8929

**McLane Group International LP**

1400 Woodloch Forest Drive # 200  
The Woodlands, TX 77380  
T: (281) 210-3295  
1400 Woodloch Forest Drive \\\  
The Woodlands  
USA Houston, California

**Medina Products**

1847 6th Avenue  
Olivehurst, CA 95961  
T: (530) 741-2458

**Melecio's Produce**

1930 Pacheco Pass  
Gilroy, CA 95020  
T: (408) 838-1920

**Melkonian Enterprises**

2730 South Dewolf  
Sanger, CA 95657  
T: (559) 485-6191

**Mendoza Produce**

Merced, Madera, Kerman, Turlock Swpmt  
T: (559) 223-0416

**Merced Fruit Barn**

4526 East Hwy 140  
Merced, CA 95340  
T: (209) 385-2222  
F: (209) 385-1215  
[mfb@mercedfruitbarn.com](mailto:mfb@mercedfruitbarn.com)  
<http://www.mercedfruitbarn.com/>

**Meridian Nut Growers LLC**

1625 Shaw Avenue  
Clovis, CA 93611  
T: (559) 458-7272; (559) 458-7270  
[jzion@meridiannut.com](mailto:jzion@meridiannut.com)  
<http://www.meridiannut.com/>

**MG Commodities Inc**

1321 I Street Suite 2  
Modesto, CA 95354  
T: (209) 572-7412  
<http://www.mgcommodities.com/>

**Michael E Green**

1375 East 6th Street Bldg A Unit 6  
Los Angeles, CA 90021  
T: (213) 624-6601

**Midway Farms**

1303 S Cornelia Ave  
Fresno, CA 93706  
T: (559) 233-0970

**Miguel A Alatorre**

2209 South Madison Street  
Stockton, CA 95206  
T: (209) 941-2356

**Miki Orchard Inc**

801 Boyer Road  
Marysville, CA 95901  
T: (530) 742-0870

**Minturn Huller Coop Inc**

Po Box 760  
Chowchilla, CA 93610  
T: (559) 665-1185  
[jeffhamilton@minturnhuller.com](mailto:jeffhamilton@minturnhuller.com)  
<http://www.minturnhuller.com/index.php>

**Mitsubishi International Corp**

333 South Hope Street Suite 2500  
Los Angeles, CA 90071  
T: (213) 687-2800  
<http://www.mitsubishicorp.com/us/en/>

**Moceri Produce**

8597 Spectrum Lane  
San Diego, CA 92121  
T: (858) 550-9010

**Monterey Produce Market**

2333 North Fremont Street  
Monterey, CA 93940  
T: (831) 373-5017

**Monterrey Provision Co Inc**

5235 Lovelock Street  
San Diego, CA 92110  
T: (619) 954-5153  
T: (800) 201-1600  
[information@monprov.com](mailto:information@monprov.com)  
<http://www.monprov.com/>

**Moreno Produce**

Corner of Airport Way + Charter St  
Stockton, CA  
T: (209) 342-8958

**Morning Star Ranch Distribution**

12458 Keys Creek Road  
Valley Center, CA 92082  
T: (760) 742-2370  
T: (760) 742-8953  
<http://www.themorningstarranch.org/>

**Mountain Produce Inc**

305 W Napa Avenue  
Fresno, CA 93773  
T: (559) 270-2100  
T: (559) 268-7804  
[adam@mountainproduce.com](mailto:adam@mountainproduce.com)  
<http://www.mountainproduce.com/>

**Mrs Gooch's Natural Foods Mkts Inc**

15315 Magnolia Blvd Suite 320  
Sherman Oaks, CA 91403  
T: (818) 501-8484

**National Raisin Company**

626 S. 5th Street  
Fowler, CA 93625  
T: (559) 834-5981  
[lhurtado@nationalraisin.com](mailto:lhurtado@nationalraisin.com)  
[labdulian@nationalraisin.com](mailto:labdulian@nationalraisin.com)  
[kkbedrosian@nationalraisin.com](mailto:kkbedrosian@nationalraisin.com)  
[www.nationalraisin.com](http://www.nationalraisin.com)

**Nature's Best Inc**

6 Pointe Drive Suite 300  
Brea, CA 92821  
T: (714) 255-1690

**Nature's Sungrown Foods Inc**

4340 Redwood Highway #F145  
San Rafael, CA 94903  
T: (415) 491-4944  
[hal@naturessungrown.com](mailto:hal@naturessungrown.com)  
<http://www.naturessungrown.com>

**New Star Sales & Service Inc**

161 Kearny Street  
Watsonville, CA 95076  
T: (831) 287-0503

**Nor-Cal Produce Inc**

2995 Oates Street  
West Sacramento, CA 95691  
T: (916) 373-0830  
<http://www.nor-calproduce.com>

**North Coast Cooperative Inc**

811 I Street  
Arcata, CA 95521  
T: (707) 826-8670  
T: (707) 822-5947  
<http://www.northcoastco-op.com>

**North Valley Produce**

1747 Broadway  
Chico, CA 95928  
T: (530) 345-8136  
[steve@chicotickets.com](mailto:steve@chicotickets.com)  
<http://www.chicotickets.com/>

**Northern Produce Mushrooms Inc**

5354 East Slauson Avenue  
Los Angeles, CA 90040  
T: (323) 724-6969  
[northernproduce@aol.com](mailto:northernproduce@aol.com)  
<http://northernproduce.com/>

**Northgate Gonzalez LLC**

522 East Vermont Avenue  
Anaheim, CA 92805  
T: (714) 778-3784

**Numero Uno Acquisitions LLC**

6701 Wilson Avenue  
Los Angeles, CA 90001  
T: (323) 846-5015

**Oakhurst Fruit Stand**

40842 Highway 41  
Oakhurst, CA 93644  
T: (559) 692-2777

**Organic Harvest Network Inc**

741-B Addison Street  
Berkeley, CA 94710  
T: (510) 222-5333  
F: (510) 222-5393  
[contact@organicharvestnetwork.com](mailto:contact@organicharvestnetwork.com)  
<http://www.organicharvestnetwork.com/>

**Pacific Coast Producers**

1376 Lemen Avenue  
Woodland, CA 95776  
T: (530) 534-1344  
T: (530) 662-8661  
F: (530) 668-1119  
[www.pcoastp.com](http://www.pcoastp.com)

**Pacific Grain & Foods LLC**

4067 West Shaw Avenue #116  
Fresno, CA 93722  
T: (559) 276-2580  
<http://www.pacificgrainandfoods.com/>

**Pacific Prime Produce Inc/ Bruno's quality produce**

22805 Savi Ranch Parkway A  
Yorba Linda, CA 92887  
T: (714) 606-4691  
T: (714) 637-8764

**Page's Produce Co Inc**

4601 Pacific Blvd  
Vernon, CA 90058  
T: (323) 277-3660  
[www.lawmexfoods.com](http://www.lawmexfoods.com)  
[mpage@lawmexfoods.com](mailto:mpage@lawmexfoods.com)

**Pajaro Azul**

843-B Guadalupe Street  
Guadalupe, CA 93434  
T: (805) 598-9210

**Palomate Packing Company Inc**

2917 East Shepherd Avenue  
Clovis, CA 93619  
T: (559) 299-0201

**Paniagua Products**

328 East Newport Winchester Swapmee  
Hemet, CA 92596  
T: (714) 635-4546

**Park Place No. 7**

P.O. Box 5610  
Fullerton, CA  
T: (714) 336-3931  
[lancehyde@roadrunner.com](mailto:lancehyde@roadrunner.com)

**Parkview Produce Inc**  
1821 Parkview Drive  
San Francisco, CA 94080  
T: (650) 873-0124

**Patt Sales**  
555 Wilson Way  
Stockton, CA 95207  
T: (209) 808-4908

**Persaud Produce Inc**  
658 Mesquit Street  
Los Angeles, CA 90021  
T: (213) 687-9702

**Peter Scheer**  
2727 West Bluff Avenue #116  
Fresno, CA 93711  
T: (559) 431-0196

**Petra Produce Inc**  
131 Terminal Court - Office #46  
South San Francisco, CA 94080  
T: (650) 588-3500

**Phil Moody Walnut Hulling**  
276 S Mariposa Ave  
Visalia, CA 93292  
T: (559) 747-0911

**Pica Trade Company Ltd**  
6837 Road 25  
Madera, CA 93637  
T: (650) 838-1100  
[info@picatrade.com](mailto:info@picatrade.com)  
<http://www.picatrade.com>

**Pinnacle Trading International Inc**  
339 7th Street Suite Q  
Hollister, CA 95023  
T: (831) 634-0152  
[info@pinnacletrading.net](mailto:info@pinnacletrading.net)  
<http://www.ptiinc.com>

**Plantas y Arboles**  
Flea Market (Gold, Stockton, Merced  
Roseville, Turlock), CA  
T: (209) 474-1356

**Polo's Produce Inc**  
300 Old Yard Drive  
Bakersfield, CA 93307  
T: (661) 837-4464

**Pott Moua**  
2208 Dinkey Creek Avenue  
Merced, CA 95341  
T: (209) 756-3765  
[Pottko.m@gmail.com](mailto:Pottko.m@gmail.com)

**Princeton Produce**  
1370 West 9th Street  
Upland, CA 91786  
T: (909) 981-2114

**Produce Express Inc**  
2630 Fifth Street  
Sacramento, CA 95818  
T: (916) 446-8918  
<http://produceexpress.net/past-issues/JimMillsarticle.html>

**Produce Service of Los Angeles Inc**  
725 South Merchant Street  
Los Angeles, CA 90021  
T: (800) 714-4871  
T: (800) 622-5874  
[josh@pslainc.com](mailto:josh@pslainc.com)  
<http://www.pslainc.com/>

**Produce West Inc**  
18911 Portola Drive  
Salinas, CA 93908  
T: (831) 455-2981

**Productos San Miguel**  
Marysville, Galt, Oroville  
Swapmeets, CA  
T: (916) 591-2851

**Professional Produce**  
2570 East 26th Street  
Vernon, CA 90058  
T: (323) 277-1550  
[harryv@profproduce.com](mailto:harryv@profproduce.com)  
<http://www.profproduce.com>

**R A D Produce Inc**  
205 Terramar  
San Clemente, CA 92673  
T: (949) 498-0141  
T: (949) 498-9642

**R A Davis Commodities LLC**  
1645 Shaw Avenue  
Clovis, CA 93611  
T: (559) 490-4500  
T: (559) 292-0245  
[info@daviscommodities.com](mailto:info@daviscommodities.com)  
<http://www.daviscommodities.com/>

**R Kelley Farms**  
1150 Scribner Road  
Sacramento, CA 95832  
T: (916) 665-1191

**Raisin Bargaining Association**  
1300 E Shaw Ave # 175  
Fresno, CA 93710  
T: (559) 221-1925  
F:(559) 221-0725  
[raisinbargaining@sbcglobal.net](mailto:raisinbargaining@sbcglobal.net)  
<http://www.raisinbargaining.com/index.php>

**Rand Laurence Medina**  
1606 West Benjamin Holt Drive  
Stockton, CA 95207  
T: (209) 956-0372

**Ravinder Singh Bath**  
1420 South Academy  
Sanger, CA 93657  
T: (559) 284-6528

**RDK Distributing Co LLC**  
2910 San Fernando Road  
Los Angeles, CA 90065  
T: (323) 344-7074

**Real Food 4 Real People**  
P.O. Box 905  
Gridley, CA 95948  
T: (530) 979-1455  
[paul0288@aol.com](mailto:paul0288@aol.com)

**Red Blossom Farms Inc**  
2948 San Marcos Avenue Unit 2-B  
Los Olivos, CA 93441  
T: (805) 686-4747  
[Craig@redblossom.com](mailto:Craig@redblossom.com)  
<http://www.redblossom.com>

**Reliable Produce Sourcing LLC**  
1303 East Grand Avenue Suite 211  
Arroyo Grande, CA 93420  
T: (805) 310-5575

**Richard J Gitmed Jr**  
900 Old Stockton Rd. #203  
Oakland, CA 95361  
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[gricky419@aol.com](mailto:gricky419@aol.com)

**Richard Valdez**  
49 Blanca Lane #907  
Wastonville, CA 95076  
T: (831) 588-9672

**Riverbend Fresh LLC**  
3610 North Del Norte  
Kerman, CA 93630  
T: (559) 846-3320  
F: (559) 846-3319  
[dennis@riverbendfresh.com](mailto:dennis@riverbendfresh.com)

**Robert Edmondson, Miranda Edmondson**  
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Redding, CA 96002  
T: (530) 223-6830

**Rodney Louis Bock**  
10342 Highway 70  
Marysville, CA 95901  
T: (530) 713-2438

**Roger L Newborg**  
21206 Avenue 356  
Woodlake, CA 93286  
T: (559) 731-7091

**Roger's Produce Inc**

1874 East 22<sup>nd</sup> Street  
Los Angeles, CA 90058  
T: (213) 746-8811  
F: (213) 746-8814

[rogersproduce@sbcglobal.net](mailto:rogersproduce@sbcglobal.net)

**Romanini Distributing Inc**

1845 PO Box  
Sonoma, CA 95476  
T: (707) 935-7684

**Ruben Beas & Adam Beas**

26194 Club Drive  
Madera, CA 93638  
T: (559) 479-1357

**Rubens Produce**

6427 Ventura Blvd  
Ventura, CA 93003  
T: (805) 658-2014

**Rumiano Farms**

5485 Highway 99 East  
Vina, CA 96092  
T: (530) 839-2178

**S & C Foods Inc**

8825 Mercury lane  
Pico Rivera, CA 90660  
T: (562) 942-3400

**S & L Dryers**

11402 State Highway 70  
Marysville, CA 95901  
T: (530) 741-0244

**Sacramento Packing Inc**

Po Box 3540  
Yuba City, CA 95992  
T: (530) 671-4488  
F: (530) 671-7841  
[jbains@sacramentopacking.com](mailto:jbains@sacramentopacking.com)  
<http://www.sacramentopacking.com/>

**Safco of America LLC**

1150 North Chinowth Suite A  
Visalia, CA 93291  
T: (559) 749-0600

**Safeway Inc Delaware Corp**

20427 North 27th Avenue  
Phoenix, AZ 85027  
T: (623) 869-3577  
T: (623) 869-3423  
<http://www.safeway.com>

**Sai Chang Inc**

3250 West Olympic Blvd  
Los Angeles, CA 90006  
T: (323) 733-4725  
T: (323) 733-7787

**Salcido Produce**

1057 Aileron Avenue  
La Puente, CA 91744  
T: (626) 926-1623  
T: (626) 336-8819

**Salle Orchards****Sundried nectarines and dried pears**

3947 Wheatland Rd.  
Wheatland, CA 95692  
T: (530) 633-0805  
F: (530) 633-0815  
[www.salleorchards.com](http://www.salleorchards.com)

**San Isidro Produce Inc**

52 South Linden Avenue Suite 4  
South San Francisco, CA 94080-6432  
T: (650) 872-1040

**San Joaquin Figs Inc**

3564 North Hazel Avenue  
Fresno, CA 93722  
T: (559) 224-4963  
[kjura@nutrafig.com](mailto:kjura@nutrafig.com)  
<http://www.nutrafig.com/>

**Sanchez Produce**

Galt, Modesto, Turlock, Atwater  
Flea Market, CA  
T: (209) 408-6703

**Santa Maura Spice & Garlic Co**

747 South Central Avenue  
Los Angeles, CA 90021  
T: (213) 489-9018  
<http://www.santamauraspiceandgarlic.com/>  
[info@santamauraspiceandgarlic.com](mailto:info@santamauraspiceandgarlic.com)

**Santa Monica Farms Inc**  
2015 Main Street  
Santa Monica, CA 90405  
T: (310) 396-4069

**Satisfaction Produce Inc**  
418 Colyton Street  
Los Angeles, CA 90013  
T: (213) 617-0265

**Scalia Bros & Sons Farming**  
836 North Cindy Court  
Visalia, CA 93291  
T: (559) 625-2270

**Seashore West Inc**  
1321 Wholesale Street  
Los Angeles, CA 90021  
T: (213) 627-0208

**Seaview Packing Inc**  
86-235 Avenue 52  
Coachella, CA 92236  
T: (760) 398-8850  
<http://www.seaviewsales.com/>  
[info@seaviewsales.com](mailto:info@seaviewsales.com)

**Sensible Foods LLC**  
P.O. Box 750832  
Petaluma, CA 94975  
T: (888) 222-0170

**Seoul Trading Inc**  
5659 Mansfield Way  
Bell, CA 90201  
T: (323) 262-7500

**Serhat Hilmi Sonmez**  
1837 Whitley Avenue #302  
Los Angeles, CA 90028  
T: (310) 424-0192

**Simone Fruit Company Inc**  
8008 West Shields Avenue  
Fresno, CA 93722  
T: (559) 275-1368  
[Mo\\_farmer@msn.com](mailto:Mo_farmer@msn.com)

**Sin Lee Food Corporation**  
4665 El Cajon Blvd  
San Diego, CA 92115  
T: (619) 521-2828

**Six Jewels Dehydrator**  
6692 S Peach Ave  
Fresno, CA 93725  
T: (559) 834-4690  
[sixjewels@gmail.com](mailto:sixjewels@gmail.com)

**Soil Born Farms**  
2140 chase Drive  
Rancho Cordova, CA 95670  
T: (916) 363-9685  
[info@soilborn.org](mailto:info@soilborn.org)  
<http://www.soilborn.org/>

**Sonoma County Growers Exchange**  
240 Barham Avenue  
Santa Rosa, CA 95407  
T: (707) 575-1667  
<http://www.scge.net/>

**Southwest Produce Supply Inc**  
13181 Chestnut Street  
Westminster, CA 92683  
T: (714) 891-4793  
F: (866)493-5155  
[AJ@SouthwestProduceSupply.com](mailto:AJ@SouthwestProduceSupply.com)  
<http://www.southwestproducesupply.com/>

**Specialty Commodities Inc**  
1530 47th Street NW  
Fargo, ND 58102  
T: (701) 282-8222  
<http://www.specialtycommodities.com>

**Spice King Corp**  
438 El Camino Dr  
Beverly Hills, CA 90212  
T: (310) 277-9665  
T: (310) 277-7487  
<http://www.manta.com/c/mmcljj4/spice-king-corporation>

**St George Spirits Inc**

2601 Monarch Street  
Alameda, CA 94501  
T: (510) 769-1601

[info@stgeorgespirits.com](mailto:info@stgeorgespirits.com)

<http://www.stgeorgespirits.com/>

**Stapleton-Spence Packing Co**

1530 The Alameda, Suite 320  
San Jose, CA 95126  
T: (408) 297-8815 x1305

[rkenny@stapleton-spence.com](mailto:rkenny@stapleton-spence.com)

<http://www.stapleton-spence.com/index.php>

**Stater Bros Markets**

301 South Tippecanoe Avenue  
San Bernardino, CA 92408  
T: (909) 733-5000

<http://www.staterbros.com>

**Sumner Peck Ranch Inc**

14860 Highway 31  
Madera, CA 93636  
T: (559) 822-2525

**Sun Garden Date Growers LP**

PO Box 190  
Bard, CA 92222  
T: (928) 783-8321

T: (760) 572-0676

[www.medjooldates.com](http://www.medjooldates.com)

**Sun Maid Growers of California**

13525 South Bethel Avenue  
Kingsburg, CA 93631  
T: (559) 897-6334

[www.ingsales@sunmaid.com](mailto:www.ingsales@sunmaid.com)

[www.sunmaid.com](http://www.sunmaid.com)

**Sun Valley Raisins Inc**

9595 South Hughes  
Fresno, CA 93706  
T: (559) 233-8070

[info@raisins.org](mailto:info@raisins.org)

<http://www.raisins.org/>

**Sunshine Raisin Corp**

P.O. Box 219  
Fowler, CA 93625  
T: (559) 834-5981

[info@nationalraisin.com](mailto:info@nationalraisin.com)

<http://www.nationalraisin.com/>

**Sunsweet Growers (Sunsweet Dryers)**

704 Magnolia Rd  
Marysville, CA 95901  
T: (530) 742-5695

F: (530) 742-2084

[mjohnson@sunsweet.com](mailto:mjohnson@sunsweet.com)

[sunsweet@casupport.com](mailto:sunsweet@casupport.com)

<http://sunsweet.com/sub/dryers.asp>

**Sunview Marketing International**

1998 Road 152  
Delano, CA 93215  
T: (661) 792-3151

[sales@sunviewmarketing.com](mailto:sales@sunviewmarketing.com)

<http://www.sunviewmarketing.com/>

**Sunview Vineyards of California Inc**

31381 Pond Road Ste 4  
McFarland, CA 93250  
T: (661) 792-3151

**Super Center Concepts Inc**

15510 Carmenita Road  
Santa Fe Springs, CA 90670  
T: (562) 345-8903

**Sysco Food Services of Central CA**

136 South Mariposa Road  
Modesto, CA 95354  
T: (209) 527-7700

[NewCustomer@centralca.sysco.com](mailto:NewCustomer@centralca.sysco.com)

<http://www.syscocentralca.com/>

**Sysco Food Services of San Francisco**

5900 Stewart Avenue  
Fremont, CA 94538  
T: (510) 226-3000

<http://www.syscosf.com/>

**Sysco Food Services of Ventura Inc**

3100 Sturgis Road  
Oxnard, CA 93030  
T: (877)205-9800  
<http://www.sysco.com/>

**Sysco San Diego Inc**

12180 Kirkham Road  
Poway, CA 92064  
T: (858) 513-7300  
T: (877) 513-7201  
<http://syscosandiego.com/>

**Tac Produce Inc**

2121 East 8th Street  
Los Angeles, CA 90021  
T: (213) 955-5967

**Tara Produce Express Inc**

1901 East Violet Street  
Los Angeles, CA 90021  
T: (213) 622-0358

**Taylor Bros Farm Inc**

182 Wilkie Avenue  
Yuba City, CA 95991  
T: (530) 671-1505  
[taylorwebsales@taylorbrothersfarms.com](mailto:taylorwebsales@taylorbrothersfarms.com)  
<http://taylorbrothersfarms.com/>

**Tern**

780 Bogue Road  
Yuba City, CA 95991  
T: (916) 995-6853

**The Apricot Farm**

420 Lucy Brown Lane  
San Juan Bautista, CA 95023  
T: (800) 233-4413  
[sales@apricot-farm.com](mailto:sales@apricot-farm.com)  
<http://www.apricot-farm.com/>

**The Crows Landing Nursery**

21913 Hwy 33  
Crows Landing, CA 95313  
T: (209) 480-8984

**Thomas H Willey Farms**

13886 Road 20  
Madera, CA 93637  
T: (559) 674-2642  
<http://www.tdwilleyfarms.com/>

**Three "B" Company**

6335 East Lyell Avenue  
Fresno, CA 93727  
T: (559) 252-0647

**Tobin & Gonzalez LLC**

1717 East Hawkeye Avenue  
Turlock, CA 95380  
T: (209) 564-7605

**Tomatoes Extraordinaire Inc**

1929 Hancock Suite 150  
San Diego, CA 92110  
T: (619) 876-4070  
T: (619) 295-3172  
[www.specialtyproduce.com](http://www.specialtyproduce.com)

**Tom's Farms LLC**

23900 Temescal Canyon Road  
Corona, CA 92883  
T: (951) 277-4422

**Torn & Glasser Inc**

1622 East Olympic Blvd  
Los Angeles, CA 90021  
T: (213) 627-6496  
[sales@tornandglasser.com](mailto:sales@tornandglasser.com)  
<http://www.tornandglasser.com/>

**Tortilleria Pinto**

1717 Sonoma Blvd  
Vallejo, CA 94590  
T: (707) 642-7486

**Toshoku America Inc**

3 Park Plaza Suite 1230  
Irvine, CA 92614  
T: (949) 724-0100

**Toyota Tsusho America Inc**

California Office:  
1000 Broadway, Suite 330  
Oakland, CA 94607  
T: (510) 808-0104  
T: (510) 251-8930  
Mexico Office:  
Toyota Tsusho Mexico S.A. DE C.V  
Calle Septima #300, Suite 1020, Parque Industrial  
Monterrey, Apodaca, Nuevo Leon, C.P. 66603,  
Mexico  
T: 011-528-345-4143  
<http://www.taiamerica.com/>

**Traina Foods**

P.O. Box 157  
Patterson, CA 95363  
T: (209) 892-5472 x15  
F: (209) 892-6231  
[paul@traina.com](mailto:paul@traina.com) –or– [info@traina.com](mailto:info@traina.com)  
<http://www.trainafoods.com/>

**Transmeridian Exporess Inc**

101 10th Avenue  
Oakland, CA 94606  
T: (510) 834-0988  
[Thomas@fargo-trucking.com](mailto:Thomas@fargo-trucking.com)

**Tree of Life LLC**

5560 East Slauson Avenue  
Commerce, CA 90040  
T: (323) 604-5639  
T: (323) 722-2100  
<http://www.kehefood.com>

**Tri County Produce Co Ltd**

335 South Milpas Street  
Santa Barbara, CA 93103  
T: (805) 965-4558  
<http://www.tricountyproduce.com/index-5.html>  
[greenrocer@tricountyproduce.com](mailto:greenrocer@tricountyproduce.com)

**Tucson Fruit and Produce Ltd Partne**

810 East 17th Street  
Tucson, AZ 85719  
T: (520) 624-8827  
T: (520) 622-4605

**Tule River Dehydrator**

17033 Road 192  
Porterville, CA 93257  
T: (559) 781-3181

**Turkhan Foods Inc**

17641 French Camp Road  
Ripon, CA 95366  
T: (209) 982-9933  
[sales@turkhanfoods.com](mailto:sales@turkhanfoods.com)  
<http://turkhanfoods.com/>

**U S Foodservice Inc**

15155 Northam Street  
La Mirada, CA 90638  
T: (714) 670-3500  
<http://www.usfoodservice.com>

**Underwood Farm Market LLC**

PO Box 596  
Somis, CA 93066  
T: (805) 389-7305  
[info@underwoodfamilyfarms.com](mailto:info@underwoodfamilyfarms.com)  
<http://www.underwoodfamilyfarms.com/>

**Unified Grocers Inc**

5200 Shiela Street  
Commerce, CA 90040  
T: (323) 881-4280  
T: (323) 265-8054

**Union Street Produce**

801 Union Street  
San Francisco, CA 94133  
T: (415) 928-2611

**United Fruits (Calif) Corp**

260 South Los Robles Avenue #208  
Pasadena, CA 91101  
T: (626) 396-0880

**United Natural Foods West Inc**

1101 Sunset Blvd  
Rocklin, CA 95765- 3710  
T: (916) 625-4100  
T: (916) 889-9531  
<http://www.mpwnw.com>

**United Potato Distributors Inc**

1230 East 6th Street  
Los Angeles, CA 90021  
T: (213) 623-7121

<http://www.uniteddistributors.com>

**V & F Chile Sales**

222 West Avenue 42  
Los Angeles, CA 90065  
T: (213) 880-8564

[Vrichard3@yahoo.com](mailto:Vrichard3@yahoo.com)

**Vacaville Fruit Co**

830-D Eubanks Drive  
Vacaville, CA 95688  
T: (707) 448-5292  
F: (707) 447-1085

[mary@vacavillefruit.com](mailto:mary@vacavillefruit.com)

<http://www.vacavillefruit.com/home.php>

**Valley Fig Growers**

2028 South 3rd Street  
Fresno, CA 93702  
T: (559) 237-3893  
F: (559) 237-3898

[gjue@valleyfig.com](mailto:gjue@valleyfig.com) (Gary Jue)

[www.valleyfig.com](http://www.valleyfig.com)

**Valley Produce Market Inc**

1117 Crows landing Road  
Modesto, CA 95351  
T: (209) 529-8220

**Valley Sun Products**

3324 Orestimba Rd  
Newman, CA 95360  
T: (209) 862-1200  
F: (209) 862-1100

[avieyra@valleysun.com](mailto:avieyra@valleysun.com) –or- [cperry@valleysun.com](mailto:cperry@valleysun.com)

<http://www.valleysun.com/>

**Valley View Packing Company Inc**

PO Box 5699  
San Jose, CA 95150  
T: (408) 289-8300

[salesdept@valleyviewpacking.com](mailto:salesdept@valleyviewpacking.com)

<http://valleyviewpacking.com/>

**Vegiworks Inc**

1910 Jerrold Avenue  
San Francisco, CA 94124  
T: (415) 643-8686

[sales@vegiworks.com](mailto:sales@vegiworks.com)

<http://www.vegiworks.com/>

**Veg-Land Sales Inc**

1518 East Valencia Drive  
Fullerton, CA 92831  
T: (714) 871-6712

[jimmy@veg-land.com](mailto:jimmy@veg-land.com)

**Vereschagin Farms Dehydrator**

8262 County Road 23  
Hamilton City, CA 95951  
T: (530)826-3248; Cell  
T: (530)514-0260 (Bob Mattice)

E: [matticebob@yahoo.com](mailto:matticebob@yahoo.com)

**Veritable Vegetable Inc**

1100 Cesar Chavez Street  
San Francisco, CA 94124  
T: (415) 550-4810

[info@veritablevegetable.com](mailto:info@veritablevegetable.com)

<http://www.veritablevegetable.com/>

**Verni Farms**

11990 North Auberry Road  
Clovis, CA 93619  
T: (559) 299-0074

[Suesarieddine@vernifarms.com](mailto:Suesarieddine@vernifarms.com)

<http://www.vernifarms.com/default.html>

**Victor Packing Inc**

11687 Road 27 1/2  
Madera, CA 93637  
T: (559) 673-5908

F: (559) 673-4225

[victor@victorpacking.com](mailto:victor@victorpacking.com);

[richard@victorpacking.com](mailto:richard@victorpacking.com)

<http://victorpacking.com/index.html>

**Vie-Del Company**

11903 South Chestnut Avenue  
Fresno, CA 93745  
T: (559) 834-2525

**Wakefern Food Corporation**

4670 North El Capitan #210  
Fresno, CA 93722  
T: (559) 275-4706  
<http://www.wakefern.com>

**Walong Marketing Inc**

6281 Regio Avenue  
Buena Park, CA 90620  
T: (714) 670-8899  
[sales@asianfood.com](mailto:sales@asianfood.com)  
[www.asianfood.com](http://www.asianfood.com)

**West Coast Citrus Corporation**

8 Monrovia  
Irvine, CA 92602  
T: (714) 505-0566  
[tednegishi@westcoastcitrus.com](mailto:tednegishi@westcoastcitrus.com)  
<http://www.westcoastcitrus.com/>

**Western Berry Co.**

P.O. Box 759  
Guadalupe, CA 93434  
T: (805) 343-7855; (805) 343-0464  
[mikedevan78@yahoo.com](mailto:mikedevan78@yahoo.com); [jayme.offllc@gmail.com](mailto:jayme.offllc@gmail.com)

**Western Mixers Produce & Nuts Inc**

2910 San Fernando Road  
Los Angeles, CA 90065  
T: (323) 443-2553  
<https://www.nutsite.com/>

**Westside Produce**

Denioes 1551 Vineyard Road  
Roseville, CA  
T: (916) 410-5218

**Whole Foods Market California Inc**

2101 Jerrold Avenue Suite 110  
San Francisco, CA 94124  
T: (510) 206-9180  
<http://www.wholefoodsmarket.com>

**Wilbur Packing Company**

P.O. Box 3598  
Yuba City, CA 95992  
T: (530) 671-4911 or (510) 338-0497  
F: (530) 671-4905  
[emily@wilburpacking.com](mailto:emily@wilburpacking.com) -or-  
[sales@wilburpacking.com](mailto:sales@wilburpacking.com)  
<http://wilburpacking.com/>

**Woodland Nut Inc**

919 Messick Rd  
Yuba City, CA 95991  
T: (530) 673-6638  
F: (530) 662-1906  
[wno@caloils.com](mailto:wno@caloils.com)  
[webmaster@woodlandnut.com](mailto:webmaster@woodlandnut.com)  
<http://www.woodlandnut.com/index.html>

**WP Wholesale Supply Inc**

450 Kansas Street #101  
Redlands, CA 92373  
T: (909) 792-7558

**Xai Yang**

7338 Alcedo Circle  
Sacramento, CA 95823  
T: (916) 393-7438

**Xee Thao**

6601 65th Street  
Sacramento, CA 95828  
T: (916) 381-9020

**Xiong's Produce**

2536 West Griffith Way  
Fresno, CA 93705  
T: (559) 274-8498

**Zymex Industries Inc**

168 Hawk Drive  
Merced, CA 95341  
T: (209) 722-2770  
[sales@zymex.com](mailto:sales@zymex.com)  
<http://www.zymex.com/>

## California Resources

### **Sacramento Center for International Trade Development**

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### **California Department of Food and Agriculture**

1220 N Street

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### **Foreign Agriculture Service in Mexico**

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