



California Walnut Commission (CWC) collaborates with the California Agricultural Export Council

July 2019

London Produce Show Exhibition – Thursday 6th June (Grosvenor House Hotel). CWC collaborated with the California Agricultural Export Council (CAEC) for the exhibition which took place in early June. The event provides trade exhibitors with direct access to a wide range of international produce buyers from the retail, foodservice and wholesale sectors.

Nick Richardson from The Garden, the CWC's UK trade representative, commented: *"the link up with the CAEC provided an excellent platform to showcase California Walnuts with other great agricultural products originating from the state of California"*.

The 2019 show was hosted by respected US TV chef Amanda Freitag. Amanda visited the CAEC booth, together with Ms Yael Lempert US Embassy Deputy Chief of Mission, to sample California Walnuts which featured later in the day in Ms Freitag's live cooking demo.

CWC Spring/summer 2019 update

To read a roundup of the recent CWC activity in 2019, see the spring and early summer newsletter here: <https://californiawalnuts.co.uk/trade-news/>

For further information please contact the California Walnut Commission on 01628 535 755 or via email at trade@californiawalnuts.co.uk.

NOTES TO THE EDITOR

About the California Walnut Commission

The California Walnut Commission (CWC), established in 1987, represents the California walnut industry made up of over 4,800 growers and close to 100 handlers. The CWC is mainly involved in health research and export market development activities. More than 99% of the walnuts produced in U.S. are grown in the fertile soils of California. Internationally, California Walnuts supply two-thirds of the world's walnut trade.

UK website and social media channels:

www.californiawalnuts.co.uk

Instagram: @walnuts_uk

Facebook: @Walnuts.UK

Twitter: @Walnuts_UK

About the role of The Garden (Marketing & PR) Ltd

Activity for the California Walnut Commission in the UK is coordinated by The Garden (Marketing & PR) based in Bourne End near London. The programmes run in the UK with the broader aim of positioning the California Walnut as the walnut of choice. Working with importers, wholesalers, nut processors, manufacturers and retailers – to increase the sales of California Walnuts over other origins in the UK and thereby overall exports to the UK.

California Walnut Commission

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TRADE ACTIVITY UPDATE