



California Walnuts show continued positive trend

July 2019

The RM Curtis Trade market report commented that “*California Walnut’s shows a continued trend of significantly higher domestic and export sales. While April was expected to be an active month, the numbers have surpassed all expectations. This trend looks likely to continue over the rest of the current crop season with California packers reporting strong existing and likely new demand over the rest of the summer and up to the harvest over September to October [with harvesting starting in late August]. This also suggests a growing trend of buyers switching their demand from Indian/Eastern European... as buyers clearly look both at the better flavour and foreign body controls from the premium origins*”.

Meanwhile, as part of the California Walnut Commission’s active export marketing programmes, a number of initiatives during spring continued to inspire and encourage the UK food industry to use more California Walnuts.

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 and origin 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