

Table Grapes: A Growing Market Opportunity

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The trend toward consuming more locally grown produce has led to an increased marketing opportunity for Eastern Table Grapes. In addition to the traditional roadside markets and pick your own operations there are growers successfully marketing their grapes to local grocery stores as well as regional stores. The opportunity also extends to home winemakers with the proper variety selection.

The key to any of these markets is proper variety selection, consistent supply, quality and packaging. It is important to develop a good relationship with purchasing managers and work toward growing the market. Start slowly and increase as the market matures.



Jupiter Grape