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Sun World expands in markets targeted for growth

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Sun World International LLC, a global fruit genetics and licensing company, has granted six additional licenses to Egyptian table grape grower/marketers, bringing the total Egyptian licensees to seven. Two new Italian table grape grower/marketers have also been appointed as part of the company's strategy to extend its reach in these high-potential gateway markets, bringing the total Italian licensees to 10.



One of the primary motivations for this expansion is to satisfy the growing market demand for newer and improved table grape varieties for the fresh market globally. The expansion also reflects the transition taking place in these regions as public table grape varieties are replaced by superior proprietary varieties, such as those Sun World breeds at its Center for Innovation in California. Having an expanded portfolio of innovative table

grape varieties will give the new licensees greater access to domestic and international markets and the opportunity for meaningful new revenue streams.

“We have been eager to announce this group of tremendous new licensees,” said Garth Swinburn, Sun World’s vice president of licensing. “A hallmark of Sun World’s many years as an international fruit breeder and licensor is the longevity of our relationships with our licensees. We make the decision to grant a license with deliberation and care, so this is an important move for our company.”

The new marketers have been granted rights to distribute fruit from existing and new varieties developed by Sun World, marketed under the company’s powerful brands, such as Autumncrisp, Midnight Beauty, Sable seedless, Adora seedless, Scarlotta seedless and Sophia seedless.

Joining Sun World’s existing Egyptian licensed table grape and stone fruit marketer, PICO Modern Agriculture, the company’s newly appointed licensees in Egypt are as follows: Agrostar for Modern Agriculture, Belco, Daltex, El Roda Co. for Agricultural Development, Fayed Horticulture Export Ltd. Co. and Magrabi Agriculture SAE.

Sun World's existing Italian licensed grape marketers include Giuliano, Di Donna, Orchidea Frutta, Peviani, Salvi Unacoa, and Unifrutti, while Agrintesa and Apofruit Italia are licensed marketers of Sun World’s table grape and stone fruit varieties. Joining this select group of Sun World licensed marketers in Italy are AgriMessina and Agricoper.

“Everything we do, and every aspect of our breeding and genetics program, is done with the success and prosperity of our growers and marketers in mind,” said Swinburn. “I’m delighted to welcome these impressive new marketers to the global Sun World Community.”

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