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Mexico Table Grapes prepares for Spring Summit

By

Keith Loria

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The annual Mexico Table Grapes Spring Summit will take place April 20 at Hotel Pendry in San Diego, CA.



Oscar Salgado

The event will bring those in the grape industry together to talk about the challenges, opportunities and future of table grapes, but as it relates to Mexico and worldwide.

The day is comprised of presentations by some of the leading experts in the Mexican table grape market.

Oscar Salgado, an international advisor and table grape expert, will be the first speaker on the day, starting a presentation on the state of the industry at 10 a.m. For over three decades, he has engaged in various facets of the agricultural export industry, spanning production, quality control, post-harvest operations, farm management, research and development and overall management.

At 11 a.m., David Magaña, senior analyst for horticulture at Rabobank, will deliver a presentation. His research agenda and experience include agricultural market integration under the North American Trade Agreement, consumer trends in fresh fruit and vegetable markets, food security, food price dynamics, and other related topics.



Bryan Duarte

Roy Campos, president of the Mitofsky Group is up next at noon.

His company is a leading private market and public opinion research firm in Mexico. He is a member of the World Association of Public Opinion Researchers and vice-president of the Mexican Council of Public Opinion Researchers. After a break from lunch, Ildefonso Guajardo Villarreal, a Mexican economist and currently Secretary of Economy of Mexico, will provide his thoughts at 1:30 p.m.

Then at 2:30 p.m., Bryan Durate, senior sourcing manager for Walmart, will take to the stage to talk about what he's seeing in the table grape industry.

At 3:30, leaders from the industry will present the 2024 crop forecast, which is projected to be a better season than last year based on early estimates and weather.

For more information on the Mexico Table Grapes Spring Summit, visit www.summit.aalpum.org.

About Keith Loria | 

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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