



## NEWS RELEASE

July 25, 2011

### Arkansas Agriculture Department Announces Juice Exports to China

Arkansas Agriculture Department • #1 Natural Resources Drive, Little Rock, AR 72205  
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The Arkansas Agriculture Department (AAD) announced today that for the first time since 2004 an Arkansas Winery and Vineyard will export juice to the People's Republic of China.

Post Familie Vineyards of Altus in Franklin County, a sixth generation Arkansas family operated winery founded in the 1880's, has completed a sale of its 100% pure Muscadine bottled grape juice to a Beijing, China based importer. The first shipment, a container containing thousands of bottles of "Arkansas Grown" Red and White Muscadine juice, will start its voyage from Altus on Tuesday July 26. Post Familie Vineyards & Winery in the past has marketed its grape juices in AAD's booth at The Produce Marketing Association Fresh Summit Show held annually around the United States.

Arkansas Secretary of Agriculture Richard Bell said, "AAD is pleased to assist an Arkansas small business in exporting an "Arkansas Grown" product to the rapidly expanding market of the PRC".

In 2010, the US exported over \$ 91 billion dollars in goods to the PRC, with Arkansas's share valued at over \$335 million dollars. The U.S. exports to the PRC in 2010 of Wine, Juice, and Liquors derived from Grapes totaled more than \$50 million dollars.

Questions regarding this press release may be directed to Zachary Taylor, Director of Marketing, at 501-219-6324 or email [Zachary.Taylor@aad.ar.gov](mailto:Zachary.Taylor@aad.ar.gov).

For more information on Post Familie Vineyards & Winery's shipment to the PRC, please contact Joseph Post, Vice President of Sales, Post Familie Vineyards & Winery, 479-468-2741 ext.17 or email at [joseph@postfamilie.com](mailto:joseph@postfamilie.com).

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