

HARVEST 2011

california raisin

REVIEW

INDUSTRY NEWS AND MARKETING UPDATES



Come see us at
The Big Fresno Fair
October 5-16th!

More details inside.

CALIFORNIA RAISIN
MARKETING BOARD
& RAISIN ADMINISTRATIVE
COMMITTEE

2445 Capitol Street, Suite 200 • Fresno, CA 93721

Phone: (559) 248-0287 • Fax: (559) 224-7016

LoveYourRaisins.com



HARVEST 2011

FEATURE ARTICLE

JAMES PAINTER, RD, PHD

Nutrition Research Director/National Spokesperson



“-the fiber content of raisins actually increases through the drying process, where heart-healthy fibers are formed.”

-James Painter, RD, PhD

By Erika Paggett | Professionally Dr. Painter is known as a dynamic motivational and educational speaker but to his family he is known as a wonderful husband and devoted father and grandfather. His professional endeavors have literally taken him around the world but what brought him to California was his work with Sun-Maid. He happened to be giving a talk in San Luis Obispo at a time when the CRMB was in search of a new Nutrition Research Director/National Spokesperson. When the board got wind of Dr. Painter's energetic and unique ability to convey the importance of nutrition to various audiences he was invited to apply for the position. Two interviews and several months later he hit the ground running delivering the “California Raisin” message to nutrition professionals across the US.

Today Dr. Painter, in addition to serving as the Nutrition Research Director/National Spokesperson and Chair of the Scientific Nutrition Research Panel, serves as the Chair of Family and Consumer Sciences at Eastern Illinois University (EIU) where he works with students majoring in hospitality, family services and nutrition. He also serves on the advisory board for the Disney College Program at EIU (where some 7,000 interns participate), the Childhood Nutrition Speakers Bureau for the Dairy Council and works with Paramount Farms.

Nationally and internationally, raisins are in a great position. In a report by internationally recognized researchers (including Dr. Painter) presented at the 30th annual World Nut & Dried Fruit Congress on May 21, it concluded that traditional dried fruits should be included side by side with fresh fruit recommendations by policy makers around the world. In the US this recommendation came on the heels of the new food guide introduced by USDA as MyPlate which recommends filling half of the plate with fruits and vegetables. When asked what impact these two recommendations had on raisins Dr. Painter stated, “Because raisins and dried fruit in general have been overlooked in national nutrition programs, this has the great potential to reverse some thoughts. In some respect dried fruits are superior to fresh – the fiber content of raisins actually increases through the drying process, where heart-healthy fibers are formed.”

Many of Dr. Painter's scheduled talks this year will cover the topic of MyPlate and convey the message that dried is equal to fresh. For example, for the fifth year the CRMB will host an invitation-only breakfast during the annual conference of the American Dietetics Association and Dr. Painter will be the featured speaker. His presentation will focus specifically on the MyPlate food guide and similar talks will be delivered at regional dietetics conferences throughout the year.

The talking points for Dr. Painter's presentations for this year and last are derived from the various Health and Nutrition research projects funded by the marketing board annually. A large part of the segment is handled by the Scientific Nutrition Research Panel which Dr. Painter chairs. The Panel is tasked with suggesting research, drafting requests for research proposals and reviewing proposals. In this last year the panel, under Dr. Painter's direction, worked diligently to get raisins removed from various lists as a choking hazard. Contrary to popular belief raisins do not pose a choking hazard to children and the research lead by the Panel was successful in that they were unable to find a record of any choking incidents involving raisins.

According to Dr. Painter the future is bright for raisins and the positive outcome of research on the horizon imminent. Scientific Panel member Dr. Rui Hai Liu at Cornell University is currently overseeing a project profiling the nutrients found in



raisins – which in the 13 year history of the marketing board has never been done. Another project underfoot and also being overseen by a Scientific Panel member – Dr. James Anderson – is focusing on heart-health. Projects like these are news-worthy and have the potential to gain traction within the public domain, namely with our target audience—working women, ages 25–54 with children in the home. Another project in the near future will be similar to that of the raisins and choking issue only it will target getting raisins removed from the “do not eat list” that some pediatric dentists give to the parents of their patients.

On a national scale Dr. Painter feels that combating childhood obesity and type II diabetes has become a great concern. He was recently appointed to an advisory board for a new childhood overweight and obesity prevention initiative, Gen YOUTH that is being administered through the Surgeon General’s Office. His expertise in food psychology and nutrition will be called upon but he will also be able to tap into the wealth of raisin knowledge he has gained and make recommendations accordingly.



<http://supporters.fueluptoplay60.com/join/gen-youth-foundation/>





HARVEST 2011

PRESIDENT'S MESSAGE



INDUSTRY NEWS

By Gary Schulz, President/General Manager, CRMB and RAC

2010-2011 Crop Year-End in Review | A look back on the 2010 crop year for California Raisins is one of success, profits, good weather, a good field price (\$1,500 per ton) and 100% free tonnage. With these levels of return to the grower, the USDA/CDFA cooperative statistical service reported in August 2011 that raisin grape bearing acreage had held steady at 210,000 acres.

The 2010 harvest was two weeks later than average with a cool, wet spring followed by a rain in July and cooler than average drying temperatures. A rain event from the end of September through early October caused some mold and sand reconditioning issues. The winter of 2010-2011 was known for extraordinary precipitation and corresponding mountain snowpack.

2011 Harvest | The upcoming 2011 harvest of California Raisins is two and one-half weeks later than normal. In 2010 a late harvest rain in late September/early October nearly spelled disaster for a promising crop, but the industrious California raisin producer worked long and hard to get the crop in.

The 2011 crop appears to be equally susceptible to fall rain events. Another cool, wet spring, as in 2010, and only normal summer temperatures has caused many veteran raisin observers to calculate the 2011 crop to be 3 days later than the 2010 version. Therefore, a rain as was experienced in 2010 could be devastating! Only time will tell...

Early season bunch counts and qualitative evaluation by the USDA's NASS led to an early August prediction of a raisin-grape variety forecast of 7% less than July. Overall the prognosticators predicted "an average sized crop."

As of this writing, August 15, 2011, much can happen to this raisin crop: adverse temperatures, rain, labor availability issues and more invasive pests. But a good development for the California Raisin grower is the action of the Raisin Administrative Committee in declaring the 2011 raisin crop 100% FREE TONNAGE for all varieties! This marks the first time since 1972 and 1973 that two successive crop years were declared 100% free.

When you couple this with the RBA-negotiated field price of \$1,500 per ton, this equates to another year of excellent returns to the grower.

We will all pray for good drying and harvest weather!

Gary Schulz, President
California Raisin Marketing Board
Raisin Administrative Committee

Top Destinations for California Natural Seedless Raisins in 2010-2011 were:

Country	Packed Tonnage	+/-% compared to 2009-2010
United States	169,125	-3%
United Kingdom	18,592	-41%
Japan	17,412	-18%
Germany	13,240	-27%
China	12,262	+22%
Canada	11,219	-5%
Sweden	5,350	-20%
Mexico	5,050	+28%
Denmark	4,834	-17%
Taiwan	4,611	-11%

The predominant California Raisin cultivar, Natural Seedless (NS), experienced these levels of delivery and shipment in 2010-2011:

- 354,878 natural condition tons of NS delivered (+19%)
- 129,197 packed tons of NS shipped to export (-15%)
- 180,344 packed tons of NS shipped to domestic and Canada (-3%)
- 110,206 tons of NS inventory (+32%)

comparison to 2009-2010 in parentheses

Total deliveries for other varieties for 2010-2011 were:

• Dipped Seedless	4,440 tons	(+16%)
• Golden Seedless	21,827 tons	(+28%)
• Zante Currants	3,468 tons	(+28%)
• Other Seedless	11,351 tons	(+55%)

Before the State of California | Department of Food and Agriculture

May 19, 2011 | Order of the California Department of Food and Agriculture Appointing Members and Alternate Members to the California Raisin Marketing Board for the term of office beginning on June 1, 2011 and continuing through May 31, 2013.

WHEREAS, the Department of Food and Agriculture of the State of California, acting pursuant to and by virtue of the authority vested in it by the provisions of the California Marketing Act, being Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code, issued the "Marketing Order for California Raisins" (Marketing Order), which became effective July 29, 1998, and

WHEREAS, Article II of the Marketing Order provides for the appointment of producer members and alternate members and a member and alternate member representing the largest cooperative bargaining association to the California Raisin Marketing Board, the administrative agency established pursuant to the Marketing Order, and

WHEREAS, pursuant to Article II, the numbers of producer members representing cooperative marketing associations, cooperative bargaining associations, and independent growers were determined by multiplying the thirteen producer member positions on the Board by the percentage of all raisins received from growers of each of the three groups in the last marketing season, with the outcome being the allocation of four members, four members, and five members, respectively, and in addition to these thirteen members there is one bargaining association member, and;

WHEREAS, using the allocations calculated pursuant to Article II, persons eligible to serve as producer members of the Board to represent cooperative bargaining associations and the member representing the largest cooperative bargaining association were nominated by the Raisin Bargaining Association, those eligible to serve as producer

members representing cooperative marketing associations were nominated by Sun-Maid Growers of California, and those eligible to serve as producer members representing independent growers were nominated at a meeting held on April 15, 2011, and

WHEREAS, as is required by Article II, mail voting procedures were conducted to obtain producer preferences for persons nominated at the independent grower nomination meeting; the results of all nomination procedures have been tabulated and preferences for producer members and alternate members as well as the member and alternate member representing the largest cooperative bargaining association have been determined as shown on the attached "Exhibit A";

NOW, THEREFORE, the California Department of Food and Agriculture, acting pursuant to and by virtue of the authority vested in it by the California Marketing Act and the Marketing Order for California Raisins, does hereby appoint the persons indicated on the attached "Exhibit A" as members and alternate members of the California Raisin Marketing Board for the term of office beginning June 1, 2011 and continuing through May 31, 2013.

ROBERT MAXIE, Chief
Marketing Branch
Department of Food and Agriculture

Exhibit "A"

California Raisin Marketing Board Board Roster - June 1, 2011 through May 31, 2013 Term of Office

Independent Grower Representatives	
MEMBERS	ALTERNATE MEMBERS
Ron Kazarian	Manuel Medeiros
Kimberly Bedrosian	George Salwasser
Stacy Creasy	Randy Cervelli
Michael Bedrosian	Alan Kasparian
Kathy Merlo	Victor Sahatdjian
Raisin Bargaining Association Grower Representatives	
MEMBERS	ALTERNATE MEMBERS
Edward Fanucchi	Michael Koligian
Harvey Singh	Ken Shinkawa
Steve Spate	Chris Gunlund
Dennis Wilt	E.G. Huter
Raisin Bargaining Association Representatives	
MEMBERS	ALTERNATE MEMBERS
Glen Goto	Monte Schutz
Sun-Maid Growers of California Representatives	
MEMBERS	ALTERNATE MEMBERS
Nindy Sandhu	Jeffrey Bortolussi
Jon Marthedal	Rick Stark
Barry Kriebel	Vaughn Koligian
Harold Hilker	Douglas Cords



HARVEST 2011

MARKETING UPDATES

NEW REPORT EQUATES DRIED FRUITS AND FRESH FRUITS

International Scientists Recommend Considering Dried Fruits Equivalent to Fresh Fruits in Dietary Recommendations

Budapest, Hungary – May 19, 2011 | Internationally recognized health researchers presented their views at the recent 30th World Nut & Dried Fruit Congress, recommending that food policy makers consider dried fruits equivalent to fresh fruits in dietary recommendations around the world. The presentations recognized that traditional, no-sugar added dried fruits, such as raisins, dried plums (prunes), figs, dates, apricots and apples should be included side by side with fresh fruit recommendations by global policy makers.

Organized by the International Nut and Dried Fruit Foundation (INC), the 30th World Nut & Dried Fruit Congress brought together industry leaders and researchers in an international dried fruit round table. The round table highlighted the collaboration by thirteen scientists from the United States, Greece, Turkey, Japan, and the United Kingdom on the paper entitled Traditional Dried Fruits: Valuable Tools to Meet Dietary Recommendations for Fruit Intake accessible at <http://www.nutfruit.org/inc-projects/driedfruits>.

Research presented at the Congress by Daniel D. Gallaher, Ph.D., Professor, Department of Food Science and Nutrition, College of Food, Agriculture and Natural Resources – University of Minnesota; Andriana Kaliora, Ph.D., Lecturer in Foods and Human Nutrition, Department of Nutrition and Dietetics – Harokopio University; and, Gary Williamson, Ph.D., Professor of Functional Food, Procter, Department of Food Science – University of Leeds, UK, supported the paper's statement that traditional dried fruits should be included with fresh fruits in dietary recommendations for fruit and vegetable intake around the world.

“Dried fruits are great sources of total and soluble fiber in the diet,” said Gallaher. “Just as fresh fruit, they have low glycemic index values and can play an important role in preventing different aspects of metabolic diseases.”

In addition to providing fiber, dried fruits rank among the top potassium sources in diets around the world, according to Arianna Carugh, Ph.D., C.N.S., Health and Nutrition Research Coordinator for the California Dried Fruit Coalition. Dried fruits also contain a range of increasingly important bioactive phenolic compounds as well as specific vitamins and minerals unique to each fruit.

“There is little doubt that plant polyphenols protect from heart disease. The health effects are complex, and they appear to work in many different ways, not just simply as antioxidants,” said Williamson. “Some fruits, including dried fruits, contain high levels of a variety of polyphenols, and we are just starting to understand their health protective effect.”

Not only did the researchers clarify the misconceptions that have perpetuated the idea that dried fruits may not be as healthy as their fresh counterparts, their work highlighted the added benefits that dried fruits provide.

“Our research into dried fruits (Greek currants) suggests that they inhibit some forms of cancer in vitro,” said Kaliora. “While the mechanisms are unknown, extracts appear to stop propagation of cancer cells, bring on cancer cell death, and suppress inflammation.”

One of the common problems encountered with comparing dried foods on nutritional grounds is the routine practice of equating on a weight for weight basis, for example, per 100 grams. Not surprisingly, since the weight of water is removed in drying, the sugar content of dried versus fresh fruits appears disproportionately high, contributing to the mixed messages about the sugar concentration of dried fruits. However, when portion size and water content are taken into account, the natural fruit sugars and calories become equal for fresh and dried fruits.

Increasing consumption of fruits and vegetables has been shown to lower the rates of obesity and chronic diseases. However, despite campaigns and educational efforts, a significant gap still remains between the recommended amount of fruits and vegetables and the quantities actually consumed by populations around the world.

Dried fruits are already included alongside fresh fruits in official dietary recommendations for Argentina, Australia, Canada, France, Germany, Italy, Sweden, the United Kingdom, and the United States. Policy makers in other countries should follow the lead of these countries to include dried fruits with their recommended guidelines for fruit and vegetable intake.

Considering their important nutritional qualities and because they are naturally resistant to spoilage, easy to store and transport, available year round, readily incorporated into other foods, and relatively low in cost, dried fruits represent an important means to increase overall fruit consumption.

The scientific evidence for considering dried fruits nutritionally equivalent to fresh fruits not only provides policy makers with tools to improve dietary recommendations but also offers a healthful solution for populations worldwide.

SCIENTIFIC NUTRITION RESEARCH PANEL MEETING

Fresno, CA | In April 2008, the CRMB formed the Scientific Nutrition Research Panel for the purpose of assisting the board and staff in developing overall goals for Health and Nutrition research, establishing year-to-year priorities, issuing RFPs as needed for new agreed-upon research projects, assuring that completed projects obtain peer review to verify content and conclusions, and lastly assisting CRMB's public relations agency in getting new messages out to professionals and influencers.

Dr. James Painter of EIU serves as the panel's chair and spokesperson for the media on Health and Nutrition findings regarding California Raisins. This year's panel meeting in July was an active one as some projects undertaken in 2009/2010 were concluded and some are nearing completion. At University of California, Davis researcher Brian A. Davis tested long distance runners on the value of consuming raisins instead of water or sports gels to enhance overall performance times. In this study, student athlete runners were asked to drink water and their 5K times were recorded. At a later date, they ate a fortified commercial sports blok and their 5K times were again recorded. Lastly on a third date, the athletes ate California Raisins before their 5K run. Not surprisingly, the best times were achieved by the runners after consuming the fortified sports bloks. But those times were equaled by runners consuming California Raisins. And raisins are much more economical (*see Times in 5K Run chart below*). This is a significant finding for endurance athletes and the study is now awaiting formal peer review.

At the University of the Pacific Dugoni School of Dentistry in San Francisco, Dr. Allen Wong tested the presence of biofilm on the teeth of Special Olympic athletes before and after eating California Raisins. The panel is awaiting the final report but early findings are quite promising.

As mentioned in the feature article of this publication, graduate students of Dr. Painter also assisted in rejecting the myth that California Raisins can be a choking hazard to young children. After a careful secondary data search proved that there is no evidence of any such choking hazard in existence, the students sent out letters and texts to a number of influential institutions and have succeeded in getting the Mayo Clinic, the New York State Health Department, the University of Michigan Health Systems, and the Health Departments in Georgia, North Dakota and Nebraska to remove any language about raisins and choking from their publications. Work on this important breakthrough is continuing.

Another project currently underway is a Raisins and Satiety Study being completed by the University of Toronto with a goal to show that eating a California Raisin snack 30 minutes before meals can help children reduce the amount of food consumed during meals and assist in weight loss. Also a study on the effects of raisin consumption and heart disease is underway in Kentucky. Additionally, at Cornell University, Dr. Rui Hai Liu's team of researchers is seeking to find new phyto-nutrients that are contained in raisins which may give additional health benefits for eating raisins.

Lastly, several new research projects were discussed for 2011-2012 and the panel is recommending projects in the areas of:

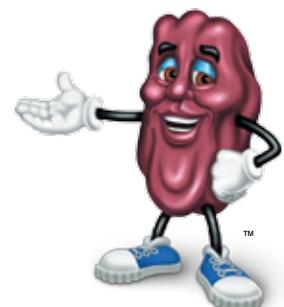
- Dental health
- Raisins as a truly safe food
- Raisins providing energy for everyday moms

Effects of Carbohydrate Supplementation Form on Gastrointestinal Tolerance and Running Performance

Brandon Too, Sarah Cicai, Kali Hockett, Elizabeth Applegate, Brian A. Davis and Gretchen A. Casazza

Times in 5K Run

After consuming:	Minutes
Water	22.8
California Raisins	22.2
Sports Blok	22.2





HARVEST 2011

MARKETING UPDATES

CHEF ASSISTANCE PROGRAM

Princeton, NJ | *Grrnola with California Raisins, Raisin Thai Chile Grilled Chicken Lettuce Wraps with Raisin Ponzu Sauce and Mango Salsa* (is your mouth watering?) will now be possible menu options for Tiger fans and all college attendees at Princeton University. Staffers Melinda McAllister and Chef Todd Downs visited the campus in July as part of the CRMB Chef Assistance Program. Princeton Dining's Executive Chef Rob Harbison stated, "Working with the California Raisin Marketing Board helped us to develop several new recipes that reflect the fresh and sustainable dining program at Princeton. From the flavor bursting golden raisins in the mango salsa, to the new layer of naturally occurring sweetness in our grass-fed coffee-raisin braised beef short ribs, Dining Services is now 'raisin' the culinary bar for the campus community."



Raleigh, NC | From Tigers to the Wolfpack! Melinda McAllister and Chef Todd Downs also brought the CRMB Chef Assistance Program to North Carolina State University. Executive Chef Bill Brizzolara and Foodservice Director Randy Lait and their staff were inspired with California Raisin recipes and decided to feature four recipes, *Mesopotamian Rice Salad with Green Lentils, Dates and Raisins, Couscous with California Raisins, North Carolina Pulled Pork with Raisin Chipotle Grilling Sauce and Chiliquiles with California Raisins and Chicken Chorizo* to "feed the pack" and to feature in a future edition of Foodservice Director Magazine.



university
WE FEED THE PACK
dining

From left: Todd Downs, CEC, Foodservice Director Randy Lait and Executive Chef Bill Brizzolara, NC State University, and Melinda McAllister.

CALIFORNIA RAISINS IN NEW YORK CITY

New York City, NY | The Cable TV show, *A Taste of New York*, (ToNY) airing on Time Warner Cable in New York City, has aired two segments featuring the talents of CRMB Chef Todd Downs demonstrating two recipes featuring California Raisins. A holiday TV show focused on the preparation of a stuffed turkey breast and a summer grilling episode highlighted *Grilled Lamb and Raisin Patties* using California Raisins, California Golden Raisins and raisin products. The segments worked as follows: ToNY produced a six minute feature, shot at their studio kitchen with Chef Todd using raisins in the recipe as well as the display shots. Additionally, the flavor attributes as well as health benefits of raisins were mentioned.

This segment was aired once a week for four weeks on Wednesday, at the prime time slot of 7:00pm. Additionally, raisins were featured on the Cable TV's web site, with the completed video, and link back to LoveYourRaisins.com. The video was also featured on social media sites, ToNY's Facebook and Twitter.

ToNY airs on the Time Warner Cable TV System in New York, on Wednesdays featuring segments such as Health, Beauty, Travel, Food, and Home Design. The show has been on the air for over 9 years, reaches 3.5 million views per week, and the target audience is an upper income female New Yorker.

Just a few of the brands that have been featured on the show include: Contadina, Ronzoni, Motts®, Kraft Foods, Jell-O, Nestlé, Hormel, and many others. Two more raisin cooking segments will be shot in the 2011-2012 fiscal year.

The screenshot shows the homepage of the 'A Taste of New York' website. At the top, there are navigation links for 'In the Kitchen', 'Travel', 'Home Design', 'Your Health', 'Real Estate', 'Eating Out', 'About ToNY', and 'Gourmet'. The main feature is a large image of a pasta dish with the text 'in the kitchen' overlaid. Below this, there is a section for 'CALIFORNIA RAISINS' with a small image of a raisin and a red box containing text about their health benefits. At the bottom, there are links to 'Visit Show Site' and 'Website' (www.TonyTV.com), along with a note that California Raisins are certified organic. The footer includes a copyright notice and a link to 'Facebook'.



Family Services of Tulare County Event

Badger Hill, CA | In keeping with the business spirit of meeting community responsibility, the CRMB was a major sponsor with the Family Services of Tulare County that helps several charities and organizations to benefit the less fortunate. CRMB sponsored and filled a table for 10 people and supplied CRMB Consultant Chef Todd Downs to create, prepare, demonstrate and serve *Golden Raisin Tomato Chutney*, *Pickled Mango and Raisin Relish*, *Chick Pea & Golden Raisin Yogurt Dip with Cumin and Mint*, *Jhinga Salade*, and *Saag Pappadum* which represented the cuisine of India. Chef Todd received rave reviews!



The outdoor Indian dinner, including the California Raisins demonstration, was held at the home of John and Stephanie Amaral who graciously turned over their kitchen to CRMB staff and volunteers for a two day cook fest! A total of over 200 people attended the VIP affair organized by Theresa Lobue, Family Services Board member. The CRMB was proud to be a part of this exciting and worthwhile event.

CALIFORNIA RAISINS ATTEND AMERICA'S BIGGEST MOMMY BLOGHER EVENT



San Diego, CA | Larry Blagg, Fleishman-Hillard social media experts, Shelly Kessen and Julie Berge, Chef and Registered Dietitian, Michelle Dudash and the California Dancing Raisin all participated in America's Biggest Mommy Blogger event in August. With nearly 4,000 registered Mommy Bloggers in attendance and 86 sponsors ranging from Procter & Gamble, PepsiCo, McDonalds, Google to Yahoo, the event was to the social media world of Moms what the World Series is to baseball fans.

Mommy Bloggers were assiduously courted by all kinds of consumer goods organizations and the top fifty of these Mommy Bloggers now have agents like sports professionals or movie stars. Mommy Bloggers can have active on-line followers numbering up to 50,000. Lecturers at the event claim that social media, like Facebook and Twitter, will be the primary influencer of mothers' purchasing habits within 10 years replacing print ads, television and radio.

At the CRMB booth, the California Dancing Raisin pulled in close to 1,000 Moms who wanted their picture taken with their childhood idol and another 900 who also registered to win a professional type playground from the CRMB for their family or favorite charity by submitting a California Raisins after-school snack recipe. All Moms also heard a strong nutrition message from the staff and Michelle Dudash and they were encouraged to check LoveYourRaisins.com to assist in daily menu planning.

One blogger, Leah Segedie, whose web site, Mammavation, reaches 35,000 fans each day, is a terrific fan of California Raisins. Leah at one time wore a size 22 dress and now wears a size 6. And, she is one of the most influential diet and fitness bloggers in America. Many of her followers check in daily to get diet tips, recommendations on what to shop for and how to incorporate exercise into daily hectic lives. At age 33 and the mother of two boys under age 6, Leah is a graduate of the University of Southern California and holds a Masters Degree in Communications. California Raisins will definitely be back next year for BlogHer '12.



INTERNATIONAL DAIRY-DELI-BAKE EXPO



Anaheim, CA | The 47th annual seminar and expo was held June 5-7th at the Anaheim Center. Approximately 10,000 registered attendees with representatives from over 40 countries including top-ranked retail buyers, merchandisers, executives, food manufacturers, brokers, distributors, and other top industry professionals were in attendance. The California Raisin Marketing Board served samples of *Raisin Thai Chile Grilled Chicken Lettuce Wraps* created by Consultant Chef Todd Downs.

Downs also created four raisin jams that paired with crackers created by Consultant Baker Dominique Homo. The delicious jams served were; *Blackberry-Balsamic Jam with California Raisins*, *Strawberry-Rhubarb & Golden Raisin Jam*, *Cinnamon-Apple & Raisin Jam* and *Spicy Peach-Chile & Golden Raisin Jam*. Dominique Homo created a *Toasted Corn & Ancho Chile Cracker*, *Almond Crackers*, *Raisin Speculos*, *Harvest Cookies* and a *Gluten-Free Raisin Cookie*. The staff heard many positive comments regarding the delicious recipes!

Our goal in participating at this show was to share California Raisin product ideas to bakers and deli managers, inform attendees of the health and nutrition benefits of California Raisins and to encourage bakers to enter America's Best Raisin Bread Contest. Attendees working in the booth included CRMB Board member Alan Kasparyan, Chief Judge of the ABRBC, Theresa Cogswell, and CRMB staffer Genaro Gonzales.



School Nutrition Association

Nashville, TN | The California Raisin Marketing Board, represented by Genaro Gonzales and Consultant Deborah Payne, teamed up with Ignacio Alvarez of Lux Bakery (San Antonio, TX) for the national School Nutrition Association conference. A range of baked products that use California Raisins were showcased and tasted at the show along with California Raisin snack packs. The gathering drew school nutrition personnel, government agencies, and industry suppliers. The exhibit hall, held in the Gaylord Opryland Convention Center featured more than 750 exhibit spaces and 300 companies.

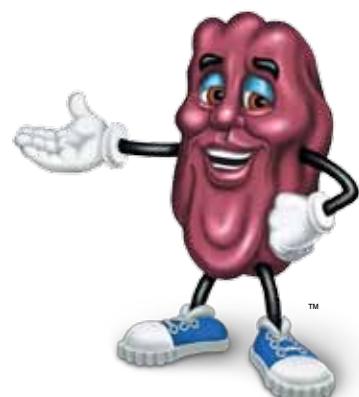
This annual nutrition conference, according to show information, is considered the biggest and best in school nutrition and has been described by attendees "as one of the most valuable elements of the annual conference." With more than ten hours devoted to exclusive, unopposed exhibit time and active engagement with attendees, the gathering provided good exposure for California Raisins.

According to the Annual Nutrition Conference (ANC) 2009 Evaluation Survey; 94% of school foodservice decision makers attend to gather information, 78% attend to test products, 68% attend to compare products, and 52% attend to make buying decisions on the spot.

Florida Dietetic Association (FDA)

Weston, FL | CRMB staff members Rick O'Fallon, Director of Marketing, Dr. James Painter, CRMB's Nutrition Research Director/National Spokesperson, and Deborah Payne, Consultant, attended the Florida Dietetic Association's annual convention in July. Dr. Painter was featured as a keynote speaker during a CRMB breakfast at a rise and shine 7:00am start time. The breakfast was oversold and at the last minute the event had to be moved to a larger room! Registered attendance was 220 attendees!

Dr. Painter's "Portion Size Me" presentation was warmly received and was such a hit that CRMB was asked to return to the FDA convention in 2012 and use Dr. Painter in another presentation. The benefits of California Raisins and dried fruit were highlighted during the presentation and there was excellent foot traffic at the CRMB booth. Sharing the health and nutrition message of California Raisins directly to health care professionals is invaluable to our growers.





HARVEST 2011

MARKETING UPDATES

MARKETING PROGRAMS FOR 2011/2012

With the new "Solar Powered Goodness" campaign planned to launch soon, the CRMB Board voted to approve the overall marketing plan and programs for 2011/2012 on July 6th. For the third year in a row, the CRMB will present to our target consumers and trade partners a multi-media national campaign that includes print ads in leading ladies/lifestyle magazines, in advertising trade publications, and in online consumer ads and TV commercials. Our campaign will broadcast on cable channels such as the Food Network, A&E, HGTV and E! Entertainment Television.

Additionally, an extensive PR campaign will focus on the three best times of the year to promote California Raisins, Back-to-School season, Christmas and New Year Holiday period and springtime. Programs will include the creation of a healthy snack contest with raisins, called "California Raisins Give Kids Their Day in the Sun." Also the CRMB will continue to share the health message via our Super Registered Dietitian network and a sponsorship with keynote speaker, Dr. Jim Painter at the American Dietetics Association's annual meeting.

In cooperation with our PR agency, the CRMB will also step up efforts in cooperation with The French Pastry School, Chicago and Whole Foods. The CRMB will again sponsor the American Pie Championships, America's Best Raisin Bread Contest, and the Taste of New York Cable TV program. Other events include the Culinary Institute of America's Worlds of Flavor Conference in St. Helena, CA and the Latin Flavors, American Kitchens program at their new San Antonio, TX campus.

CRMB staff will continue to work in the area of new product development by participating in the following conferences/shows:

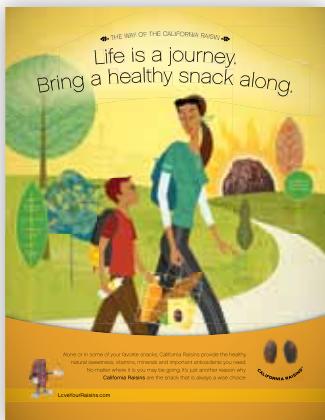
- The Food Technology and Innovation Forum with large food manufacturers
- The International Dairy, Deli and Bakery Show
- The International Food Technologists annual meeting
- The Restaurant Leadership Conference
- Flavor and the Menu Conference

Lastly, CRMB staff sits on the Board of Directors for the Home Baking Association and the CRMB will join in several different Health and Nutrition conferences over the next 11 months.

CRMB Fall 2011 Tradeshow Schedule

Market/Channel	Show	Start Date	End Date	Location
Baking	America's Best Raisin Bread Contest Judging	09/08/11	09/09/11	Manhattan, KS
Consumer	Raisin & Fruit Pie Competition - Pastry Chicago	09/10/11	09/10/11	Chicago, IL
Foodservice	Chef Assist University of Oklahoma	09/19/11	09/21/11	Norman, OK
Health & Nutrition	Food & Nutrition Conference & Expo	09/25/11	09/28/11	San Diego, CA
Baking	All Things Baking 2011	09/30/11	10/04/11	Schaumburg, IL
School Foodservice	Home Baking Association Annual Board Meeting	10/02/11	10/04/11	Stowe, VT
Foodservice	Society for Foodservice Management	10/03/11	10/06/11	Philadelphia, PA
Consumer	The Big Fresno Fair	10/05/11	10/06/11	Fresno, CA
Foodservice	Latin Flavors, American Kitchens	10/05/11	10/10/11	San Antonio, TX
Baking	America's Best Raisin Bread Contest	10/13/11	10/16/11	Manhattan, KS
Foodservice	Taste of New York Filming for Television	10/17/11	10/20/11	New York, NY
Foodservice	Worlds of Flavor	11/03/11	11/05/11	St. Helena, CA
Foodservice	International Food Editors Conference	11/06/11	11/11/11	New Orleans, LA
School Foodservice	Home Baking Association's 4-H Congress Baking Demos	11/25/11	11/28/11	Atlanta, GA

MARKETING CAMPAIGN FOR 2011/2012



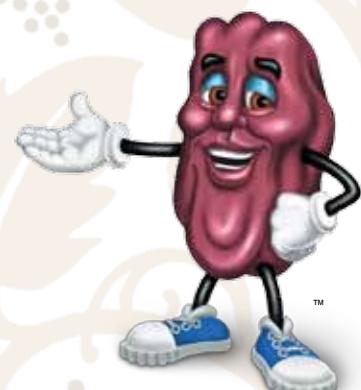
In 2006 the CRMB stepped outside its comfort zone and decided to retire the "Look Who's Cooking with California Raisins" famous chefs advertising theme it had been using for seven years. At that time, a notice was sent out nationally across the advertising community for a proposal to create a new campaign. Of 23 agencies contacted, 16 expressed interest and submitted proposals. The members of the Marketing Subcommittee, led at that time by Pete Penner and CRMB Chairman Dennis Wilt, helped to choose five finalists, including the then incumbent, who each submitted new campaign ideas.



From the ideas presented, a new agency, MeringCarson, in Sacramento was chosen and the campaign that became known as "California Raisins, The Wise Choice" was born. This campaign, targeting working women, ages 25 to 54 with children in the home, was established to get two messages across to consumers. First CRMB wanted to encourage Moms to take care of themselves through exercise and healthy eating and second by doing so they could take better care of their families. The print ads showed active women in active roles with their children, and the art commissioned to make up the ads was very unique and appealing to Moms.

After considerable discussion with CRMB Board members over the last few months, it was agreed that the current campaign had run its course and needed refreshing. In April, the Board voted unanimously to continue with the theme called "The Wise Choice," but wanted to find a better way to carry the message that California Raisins were completely natural, healthy and nutritious. Mering Carson was encouraged to develop new creative and presented five new campaign ideas. From those five concepts, the Board and Marketing Subcommittee, led by Dennis Wilt and Dr. Doug Cords, asked Mering Carson to further develop three of the ideas and test them with consumers.

In May, 46 consumers in six focus groups in Chicago, Seattle and Sacramento reviewed the three concepts and unanimously agreed that the concept called "Solar Powered Goodness" was the winner. In June, revised artwork focusing on the "Solar Powered Goodness" theme was presented and the Board approved both the print and the electronic (Television and Online ads) campaign. Work is now underway to do the final photography for the print-focused campaign and the electronic portion (Television and Online video) will begin production soon. We sincerely hope our members will like the new campaign.





HARVEST 2011

MARKETING UPDATES

FIFTH ANNUAL FOOD TECHNOLOGY & INNOVATION FORUM 2011

Schaumburg, IL | Last May, CRMB's Rick O'Fallon, Melinda McAllister and Mattson Consultant Carol Borba attended the Food Technology and Innovation Forum and met face to face with six food manufacturers (all of whom expressed interest in California Raisins prior to the meetings) to explain the benefits of adding California Raisins in their new products. Given overall customer demand for healthier manufactured products, California Raisins garnered tons of enthusiasm. The product development process of a new food product is long and arduous and confidentiality agreements prevent disclosing details; however, several companies remain in contact with CRMB staff and Mattson, Inc. Product questions, ideas, concepts, and product testing with California Raisins are underway.

Bernadine's Corner

This past quarter has seen an increase in recipe testing and development. In addition to recipes for *Peek-A-Boo Cookies* and *Take-Me-To-The-Movies Cookies* for the Whole Foods/French Pastry School Raisin Cookie Contest, and a whole battery of cracker and jam recipes for IDDBA, several others, including *Raisin Ponzu Sauce* for *Raisin Thai Chile Grilled Chicken Lettuce Wraps*, and *Grilled Raisin Lamb Patties with Greek Villagers Salad* by Chef Todd Downs needed review and editing. Are you hungry, yet?

Along with the review of every recipe on the LoveYourRaisins.com web site, and replying to questions from info@raisins.org about shelf-life and storage of raisins, and last minute copy for the Words of Wisdom blog, it was a wonder that we were able to complete all of our assigned tasks before taking a two-week vacation in Alaska, at the end of July.

If you ask, I would say, "Alaska was wonderful! Alaska is beautiful! Sunset happens around midnight in the summer time, and all the tourist accommodations come with blackout curtains. Wow! Everybody should see it at least once!"

California Raisins Return to The Big Fresno Fair!

Due to popular local demand, the California Dancing Raisin is coming back to The Big Fresno Fair. Come see CAL (short for California Dancing Raisin) and the CRMB staff and others at The Big Fresno Fair this October 5 - 16th! Check out all the activities at the Raisin booth in the Home Arts Building (same location as last year). We will be handing out lots of raisin snack packs, delicious raisin recipes, *Sweet and Spicy Chili* samples (check back with us for the date) and samples of one of the winning recipes from last year's Raisin Baked Product Contest. And don't forget to get your picture with CAL! Check LoveYourRaisins.com starting the first of October to find out what days CAL will be kicking up his big blue heels!

Calling All RAISIN FANS!

**Look for these
events in the
Home Arts
building**



- **California Dancing Raisin**
(Photo Op)
- **Raisin Chili Samples**
(Check LoveYourRaisins.com on October 5th for details)
- **Raisin Baking Demonstrations**
(October 8th & 15th at 4:00pm,
Home Arts Building)



Visit
LoveYourRaisins.com
for delicious recipes and nutrition information.

Biscuit & Cookie Manufacturers Association (B&CMA)

Dallas, TX | Rick O'Fallon and Larry Blagg represented the CRMB at the First Annual Sustainability Conference held concurrently with the Biscuit and Cookie Manufacturers Association's annual meeting. Members of this organization include such major companies as Frito-Lay, Kraft Foods, Kellogg's and Ralcorp, as well as contract manufacturers Oak State Baking and Interbake Foods.

The goal of attending and becoming Allied Industry members of B&CMA is to seek ways to broaden usage of California Raisins in cookie and cracker products across the nation. The CRMB, along with other companies, shared stories of sustainability from field to food manufacturer's factories. This conference, attended by about 150 people from 80 different companies, was started by Chairman Van Laar who said, "We have a broad range of sustainability efforts going on in our industry... we have with us today the ultimate sustainable ingredient –California Raisins— whose product is sun dried and its entire grower and producer base lies within a 60 mile radius of Fresno, California."

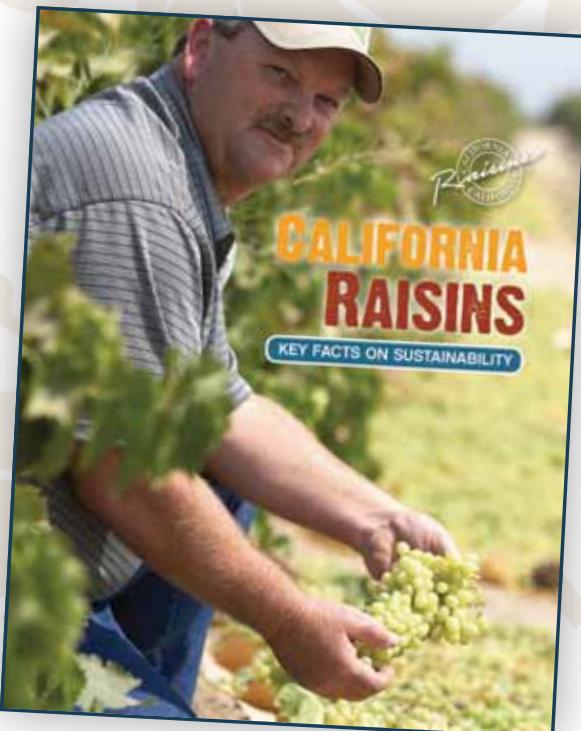
The CRMB showcased a brochure at this event, Key Facts on Sustainability, and it was evident that Chairman Van Laar remembered the California Raisin key points. Others attending the conference picked up on these facts and stopped by the CRMB booth to try an assortment of cookies and biscuits made with raisin products created by Consultant Baker, Dominique Homo. California Raisins generated significant interest in this important industry.

Press Release Gale Collier Wins 2011 National Festival of Breads

Wichita, KS | *Quick Raisin Granola Breakfast Rolls is Champion Recipe* – Gale Collier, Redmond, Oregon has won the 2011 National Festival of Breads competition with the recipe, "Quick Raisin Granola Breakfast Rolls." A panel of three judges selected Gale's batch of Rolls, which was a finalist in the "Rolls" category of the national competition.

Collier received \$2,000 in cash from the California Raisin Marketing Board, plus a free trip to a King Arthur Flour Baking Session in Norwich, Vermont and a year's supply of Fleischmann's Yeast. The Kansas Wheat Commission, Fleischmann's and King Arthur Flour were the title sponsors of the biennial competition.

"This partnership with one of Home Baking Association's partners, The Kansas Wheat Commission, increases awareness of using California Raisins as a low cost, healthy home baking ingredient in this part of the country," said Melinda McAllister, CRMB Marketing Specialist, and "we look forward to more activities with the Home Baking Association in 2011-2012."



NATURAL 100% WHOLE WHEAT FLAX & FIBER ROLLS

Brand: Oroweat



Bimbo Bakeries launched Oroweat Sandwich Thins in July, which are heart healthy pre-sliced rolls that provide 100 calories each. This product, using Raisin Juice Concentrate as an ingredient, contains 5g fiber, 0g trans fat, and 20g wholegrain. It is claimed to be great for grilling and toasting, and retails in a 12-oz. bag comprising eight units. Also available is a 9-Grain variety.

Ingredients: Whole Wheat Flour, Waters, Gluten, Cellulose Fiber, Yeast, White Sugar, Linseed, Inulin, Salt, Amaranth Seed, Dried Glucose Syrup, Malt, Soybean Oil, Low Erucic Acid Rapeseed Oil, Linseed, Raisin Juice Concentrate, Citric Acid, Wheat Bran, Natural Flavouring Substance, Guar Gum, Lecithin, Spelt, Stevia Extract

ORIGINAL

FLAXSEED HEALTH BAR

Company: Live Smart

New in July from Live Smart is the Original Flaxseed Health Bar. The vegan product is made with organic flax, oats and raisins. This bar provides 100% natural antioxidants and up to 100% of the daily omega 3 fatty acids. The product is free from wheat, lactose and soy and claims to satisfy hunger for hours. It provides 98 calories per serving and is great for children's lunch boxes.

Ingredients: Linseed, Oats, Purified Water, Sunflower Seed, Sesame Seed, Date, Coconut, Raisins, Walnut, Almond, Apricot, Cranberry, Blueberry, Cranberry Juice, Cane Sugar, Pomegranate Juice, Orange Juice, Olive Oil, Lemon Juice, Vanilla, Green Tea, Cinnamon, Sea Salt, Vitamin E



HONEY

BUNCHES OF OATS

Brand: Post Foods

In April, Post Foods launched Honey Bunches of Oats Raisin Medley Cereal which combines three kinds of raisins, crispy multigrain flakes, crunchy oat clusters and a touch of honey. Each serving provides 12g of wholegrain and nine essential vitamins and minerals. This kosher certified product is available in a 17-oz. carton made from 100% recycled paperboard.

Ingredients: Corn, Raisins, Sucrose, Rolled Oats, Wheat, Rice, Brown Sugar, Low Erucic Acid Vegetable Oil, Rice Flour, Glycerol, Glucose Syrup, Yellow Corn Meal, Salt, Whey, Honey, Glucose Syrup, Maltose Syrup, Wheat Flour, Barley Malt Flour, Natural and Artificial Flavouring, Caramels, Annatto, Butylated Hydroxytoluene, Micronutrients, Niacinamide, Zinc Oxide, Vitamin B6, Retinyl Palmitate, Riboflavin, Thiamine Mononitrate, Folic Acid, Vitamin B12, Vitamin D



*Source: Mintel Global New Products database.

FEATURED RECIPE

ORANGE RAISIN NUT BREAD

by: Lynn Tweedy, Clovis, CA

First Place Quick Breads, Raisin Baked Product Contest, The Big Fresno Fair 2010



INGREDIENTS

- 2-1/4 cup all-purpose flour
- 1 cup firmly-packed light brown sugar
- 1-1/2 teaspoon baking powder
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 egg
- 1 cup buttermilk
- 1/4 cup melted butter
- 1 teaspoon vanilla
- 1 cup California raisins
- 1 cup chopped nuts
- 1 tablespoon grated orange peel

PROCEDURE

Preheat oven to 350°F. Lightly grease 9x5x2-1/2-inch loaf pan; set aside. Measure flour, sugar, baking powder, soda and salt into large bowl; mix together and make well in center; set aside. In another bowl, beat egg; mix in buttermilk, butter and vanilla. Pour into well in dry ingredients and mix just until moistened. Stir in raisins, chopped nuts and orange peel; mix together.

Turn into prepared loaf pan. Bake at 350°F for 45 to 50 minutes or until pick inserted into center comes out clean. Cool in pan for 15 minutes; turn onto wire rack and cool completely. Wrap and let stand overnight before slicing.

Yields: 1 loaf

Serves: 14

Serving size: 1 slice