

SPRING 2011

california

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R E V I E W

INDUSTRY NEWS AND MARKETING UPDATES



CALIFORNIA RAISIN
MARKETING BOARD
& RAISIN ADMINISTRATIVE
COMMITTEE

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LoveYourRaisins.com



“Speaking one on one with growers is the best way to get a good feel on what the industry wants.”

--Dr. Ramming

DR. DAVID RAMMING

Supervisory Research Horticulturist

By Cecilia Parsons | Discovering new varieties of raisin grapes that will benefit the industry and help growers be profitable is the goal of USDA plant breeder Dr. David Ramming. Ramming, who came to the USDA –ARS research station in Parlier in 1975, said variety development is really a numbers game. He and his staff weed out hundreds of prospects in their search for a new raisin variety that will fit his goal. “We are always adding new and kicking out,” said Ramming. “Breeding is a numbers game and we compare and decide which is best under the same growing conditions.”

Rammings’ predecessor, Dr John Weinberger had just introduced the “Fiesta”, the first new raisin variety, when he arrived at Parlier. It was the first departure from the Thompson Seedless in the raisin industry in more than 100 years and started the move toward new variety selection. Research on developing grape varieties began when USDA purchased 20 acres of vineyard at Peach Avenue in southeast Fresno. The first grape crosses were made in 1923 after years of evaluating varieties from around the world. Land was also leased from Fresno State University in 1948 for research plots. In 1994, 120 acres were purchased near Parlier and new research facilities were built in 2001.

Recognizing the desire for an earlier harvest to avoid rain damage, Weinberger aimed variety development in that direction. Under Ramming’s direction, the second new raisin variety was released just 22 years after Fiesta. A third new variety would arrive six years later. Thanks to new technology, growers can now expect to see new raisin developments in their lifetime.

Ramming continued work on varieties that ripen earlier and have the flavor and quality consumers desire. Ramming’s work is also aimed at adding other important characteristics – ones that will sustain the industry and keep it competitive in world markets. Varieties that can be mechanically harvested without cane cutting and mechanically pruned, saving labor costs, are in development. Ramming’s second objective is to develop varieties that are resistant to powdery mildew and Pierce’s disease.

Prior to introduction of Fiesta, nearly all raisins were made from Thompson Seedless, the dominant raisin variety in California due to its high productivity, wide soil adaptability, seedless fruit and versatility. Ramming, charged with the responsibility of adding other beneficial traits to raisin grapes, notes that he had “big shoes to fill” as Weinberger’s replacement. He continued to look for earlier ripening types and narrowed the field down to the DOVine, which was released in 1995. It was earlier by two weeks than Thompson Seedless and, like the Fiesta lent well to mechanical harvest.

The DOVine also has the distinction of being the first variety developed with the ‘embryo rescue’ method, meaning breeders could hybridize seedless with seedless grapes.

“This has made our breeding program many times more efficient in developing seedless grapes,” Ramming said. The embryo rescue was an important development in the raisin breeding program, Ramming said. Industry leaders, including Gary Obenauf, supported the new technology and moved to continue funding further research. Other breeders around the world now use the embryo rescue method routinely, said Ramming. The DOVine was the result of investment by the California Raisin Marketing Board, he noted, but there was room for more improvement.

Selma Pete was the next generation raisin grape released in 2001. It was a result of a cross of an early ripening grape with DOVine. The cross shaved another week off ripening and had improved growth characteristics over DOVine. The new variety also had a neutral flavor with no Muscat flavor. Drying on the vine has consistently given 95-100 % B or better raisin quality. The Selma Pete, said Ramming, was more like the Thompson in regard to production and vine characteristics. It was also an improvement over the Fiesta in terms of vigor and did not have the bushiness of DOVine. It met all the requirements for variety and mechanical harvest, Ramming noted.

The next move- a naturally dried on the vine raisin- took hold when he observed a seeded table grape variety from Italy. The “Primus” variety fruit dried on the vines without cane cutting. Two other table grape selections at the research center also had fruit that dried without cane cutting. Ramming began propagation and later determined that the cross of the two table grapes was the most promising selection for a naturally dried on the vine variety.

Elimination of cane cutting requirement was a very positive move because growers could avoid the labor costs involved. Another advantage found in trials is the fruit is productive on spurs and canes so it can be mechanically pruned- another cost saving for growers.

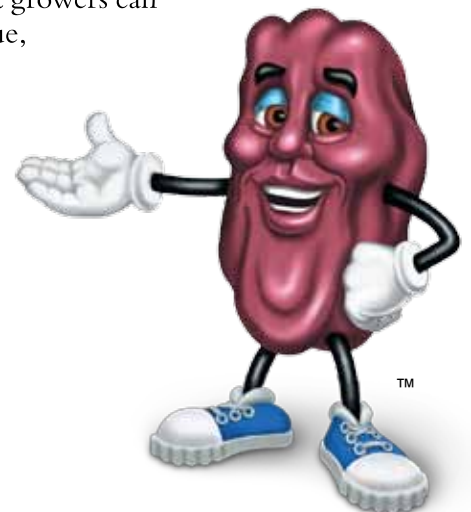
This new variety is nearing release, Ramming said. It is not exactly like a Thompson Seedless in flavor as it has a light Muscat flavor and not a neutral flavor. It produces a really meaty raisin, Ramming said. It also has the acceptable color and size as an ingredient, he said, but the Muscat flavor may keep it out of some products that are formulated specifically for a neutral flavor raisin. He will be looking for improvements in the next generation of the natural DOVine.

Thanks to the use of molecular marker technology, Ramming may further compress development time for other raisin variety traits. Resistance to powdery mildew and Pierce’s disease are traits he is adding to new raisin varieties. Last year was the first that fruiting seedlings with those traits were added. Thompson Seedless has no resistance to powdery mildew or Pierce’s disease, but many North American grape varieties do. It would take years to determine if the resistance was inherited in the crosses, but by identifying molecular markers, determination can be made at the test tube stage. Ramming is also working with some Chinese species, which are showing some of the best results. “This means that all those without the resistance can be thrown out before they reach the field stage. I can work with twice as many varieties in half the space,” Ramming said. His goal is to eliminate spraying for mildew.

His breeding program calls for using resistant plants for the first generation and in the field selecting for quality characteristics. Taking the best of these and crossing them until finding the quality characteristics plus resistance is underway.

Those crosses can be planted in 2012, and 75 percent will remain by 2013. Cuttings from the best will go into two vine plots in 2014 and the first crop will be evaluated in 2016. If all goes right- production, vigor, quality, seedlessness and powdery mildew resistance- through three crop years, Ramming said, a new variety would be ready for release in 2019 or 2020. He expressed optimism that growers can have the resistant varieties by that time. “We cut out five years with embryo rescue, and molecular markers are compressing the cycle down to two,” Ramming said. “Those tools are making this easier.”

Ramming said he values his communication with growers to help him determine what the industry needs to be competitive. The next challenge in raisins could be adding pigments- specifically antho-cyanins- a purple-red coloration of anti-oxidants which are perceived as having health benefits. “Speaking one on one with growers is the best way to get a good feel on what the industry wants,” he said.





INDUSTRY NEWS

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

Referendum Passes | Congratulations to the California Raisin Marketing Board and staff for successfully navigating the grower referendum mandated by the marketing order to continue for another five years. The California Department of Food and Agriculture, which conducted the vote, reported that 91% of raisin growers voted to continue the efforts of the CRMB.

I want to thank all the growers voting in the election as well as the dedicated members of the board, hard-working staff and valuable agencies, researchers and advisors who make our marketing strategies happen.

Good Looking Crop | At press time the grape crop that will make the 2011-2012 raisin tonnage is progressing nicely with bud break relatively on-time, above average moisture on the valley floor, and above average snowpack that has led to full irrigation reservoirs.

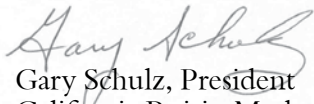
Yet to be seen is whether we get out of the spring without a frost. There was a minor hail event in early April. The recently released NASS/CASS grape acreage report pegged raisin bearing acreage at 202,473 acres. This is a 3.5% reduction from last year's estimate of 209,076 acres. Another major concern of raisin growers moving into the 2011 harvest will be labor availability.

European Grapevine Moth | A major concern, especially for those growers in the core treatment area, is European Grapevine Moth that was found in the spring of 2010 near Kingsburg. The CRMB is working diligently with the County Ag Commissioner, Table Grape Commission, Grape and Tree Fruit League, Allied Grape Growers, Nisei Farmers League, RBA and Sun-maid Growers Cooperative to monitor the eradication efforts of this pest. CRMB has helped fund a treatment coordinator who is on the ground in the core area assisting growers with their treatment strategies. The goal of all concerned is eradication in 2011 and the lifting of the quarantine.

Strong Deliveries | From August 1, 2010 through April 9, 2011, deliveries of all raisin varieties to handlers by growers have totaled 373,924 natural condition tons. This compares to last year's deliveries of 323,540 tons, a 15% increase. Natural Seedless deliveries for this period are 333,513 tons, compared to 293,002 tons delivered a year ago (+13.8%). Golden Seedless deliveries, buoyed by the strong demand by McDonald's and other buyers, have increased to 21,189 tons, compared to 16,525 tons a year ago, an increase of 28%!

An Industry in Balance | General conversation in the industry among growers and packers alike reflects a California raisin industry in balance. Global demand has continued at strong levels with production by competing countries indicating continued global supply and demand balance. The continued work of the California Raisin Marketing Board in encouraging increased domestic consumption, researching nutrition advantages of the raisin and funding crop production research for increased yields and reduced damage by pests will be important to the California raisin grower for years to come.

Best of luck for a productive growing season and a bountiful harvest!



Gary Schulz, President
California Raisin Marketing Board
Raisin Administrative Committee

US Natural Seedless Shipments

2009 vs. 2010 • August 1 through March 31

Packed US tons

Ranking	Destination	2010-11	2009-10	±%
1	United States	120,285	119,515	101%
2	Japan	11,845	13,547	87%
3	United Kingdom	11,388	22,070	52%
4	China	7,970	6,550	122%
5	Germany	7,880	12,905	61%
6	Canada	7,723	7,796	99%
7	Sweden	3,517	4,190	84%
8	Taiwan	3,359	3,423	98%
9	Denmark	3,220	3,612	89%
10	South Korea	2,867	3,130	92%
11	Mexico	2,862	2,357	121%
12	Australia	2,677	5,308	50%
13	Malaysia	2,280	1,890	121%
14	Norway	2,199	2,597	85%
15	Netherlands	1,742	2,323	75%
16	Philippines	1,597	1,070	149%
17	Singapore	1,247	1,033	121%
18	Finland	1,203	1,113	108%
19	New Zealand	1,174	1,103	106%
20	Thailand	1,091	1,336	82%

Shipment Status | The latest available shipment statistics (3/31/11) indicate a 7% reduction of sales worldwide compared to 2009-10. While domestic sales levels of natural seedless raisins are consistent with last year's levels, a 20% reduction into export is being felt. Readers should keep in mind that 2009-10 export sales were an all-time record of 152,246 packed tons and that the industry entered the current crop year with a 30-year low carry-forward inventory of 83,143 natural condition tons!

CRMB NEWS, PRESS RELEASE

California Raisin Growers Vote to Continue State Marketing Order

FRESNO, Calif., March 16, 2011 | The California Raisin Marketing Board has passed its mandatory referendum to continue the marketing order that authorizes the board's efforts for another five years –through July 31, 2016.

In a recently completed referendum conducted by the California Department of Food and Agriculture, the continuation was supported by 91 percent or 1,750 growers who voted in favor of continuing the operations of the marketing order. Of the 2,704 eligible voters, 1,914 or 71 percent cast ballots. This vote was on par with that of the previous continuation referendum conducted in 2006.

“The highly positive referendum results indicate clear support of our strategic research and promotion efforts on behalf of all California Raisin growers,” said Gary Schulz, President and General Manager of the California Raisin Marketing Board. “Together, we can do more than we could ever do alone, and we are pleased to continue with our important work.”

The organization's marketing programs promote California Raisins as a wise choice for healthy, on-the-go snacking, as well as a versatile, flavorful ingredient for the foodservice, food manufacturing and baking industries. With the favorable vote, the board will continue funding crop production- and nutrition science-research.

The California Raisin Marketing Board was created by a State Marketing Order in 1998 and is 100-percent grower funded. Its mission is to support and promote the increased use of California-grown raisins. To learn more about the California Raisin Marketing Board, visit the website at www.loveyourraisins.com.

CRMB MARKETING UPDATES

10th Annual Diabetes and Obesity Conference

Montgomery, AL | Dr. James Painter, CRMB Director of Health & Nutrition Research, spoke to over a hundred extension workers at the 10th Annual Diabetes and Obesity Conference on the subject of mindless eating. The talk focused on ways to reduce calorie consumption, but also included ways to increase consumption of healthy foods, using California Raisins as the example. Dr. Painter reviewed the study by Eastern Illinois University Dietetics graduate student Brittney Gaydosh, which shows that making raisins visible and accessible increased consumption by 20%; and by increasing the amount of raisins available from 5 to 10 packages increased consumption by 40%. These techniques of increasing accessibility and increasing the amount of fruit available are great ways to increase not only raisin consumption but also fruit consumption in general.

Attendee follow up questionnaires were not required; however, organizers indicated they were very pleased and interested in having California Raisins back next year. "I spoke directly after James Gavin III, MD, PhD who is the chairman of the Partnership for a Healthier America, the organization that connects businesses with First Lady Michelle Obama's 'Let's Move' Program," said Dr. Painter. "His response to the presentation was very positive and he was impressed with the emphasis on using mindless eating to increase fruit consumption and decrease calories. We will be discussing possible interactions with the CRMB and the Partnership for a Healthier America." Lastly, the CRMB was recognized at the 100th Anniversary Luncheon as a program sponsor, raisins were on the luncheon tables and the raisin dolls were given out as door prizes.



CALIFORNIA SCHOOL NUTRITION ASSOCIATION

Pasadena, CA | The 2011 annual conference of the California School Nutrition Association took place this past January. The conference had 1,200 attendees from all over California with 325 exhibitors.

Concerns about the meals served in US schools are ever-increasing and the CRMB feels that California Raisins are the perfect ingredient to make meals healthier and delicious. This was the message delivered to attendees visiting the booth. Recipes, samples of snack packs and samples of delicious and nutritious muffins supplied by 'Have Your Cake and Eat It Too!' were also distributed at the booth.

Raisins, Fresh Fruit & Vegetables Front & Center at CIA Conference

St. Helena, CA | The theme of 2011 Worlds of Healthy Flavors Conference, in January hosted by the Culinary Institute of America was how to reduce sodium and include more fruits and vegetables in the menu offerings of US food operators. Over 100 foodservice leaders attended (chain restaurants, hotels, supermarkets, volume foodservice) and California Raisins, as one of the sponsors, showcased healthy raisin recipes in an evening reception, and in lunch and breakfast menus throughout the two day conference. CRMB's Melinda McAllister and consultant Deborah Payne brought back valuable industry contacts; and of the many California Raisin dishes served, *California Raisins with Sweet Potatoes, Caramelized Onions and Cilantro* by Chef Alex Ong was a healthy favorite.



CRMB Enjoys High Profile at IFT Wellness '11

Chicago, IL | The California Raisin Marketing Board, represented by Rick O'Fallon, CRMB Director of Marketing, and Dr. James Painter, CRMB Consultant Director of Health & Nutrition Research, made a large footprint on March 23-24 at the recent IFT (Institute of Food Technologists) Wellness Convention. In addition to attending the IFT Board meeting dinner, Dr. Painter and Dr. Finocchiaro of National Starch, Director of Nutrition R&D, gave a one hour seminar on "creating packaging and products with weight loss in mind." This seminar was one of the most attended during the conference and Dr. Painter's audience ratings were among the highest of all the speakers at the convention. CRMB hosted both a luncheon and breakfast event that received rave reviews on the raisin recipes. Lastly, CRMB hosted dinner for the IFT selection committee and Dr. Painter has submitted a "call for papers" proposal for next year's keynote address concerning the difference in various countries' food pyramids.

California Raisins at Menu Directions Conference

New Orleans, LA | The Menu Directions Conference was held Feb. 26-March 1 and the CRMB dominated the audience of non-commercial foodservice operations with our raisin health and nutrition message. Rick O'Fallon, CRMB Marketing Director along with Dr. James Painter, CRMB's Health & Nutrition Director and Consultant Chef Todd Downs participated in a multi-faceted sponsorship during the convention:

- A keynote address was delivered by Dr. Painter on his research and findings on overeating in America
- A two-hour seminar on developing a healthy menu with California Raisins was hosted by Chef Todd Downs
- A series of luncheons and one breakfast was sponsored by the CRMB in which on-site testimonials were given by two universities that have participated the CRMB's Chef Assist Program

“CHEFS TABLE” IN CHICAGO

Chicago, IL | Rick O’Fallon, CRMB’s Marketing Director along with Todd Downs, CRMB Consultant Chef and Plate magazine hosted California Raisins Chefs Table event at Avec restaurant. Five hosting chefs from four different restaurants, all owned by Executive Chef Paul Kahan, created a raisin inspired lunch menu with multiple recipes offered including a famous “Sultanas of swing” cocktail for 19 guest chefs. The event was also attended by 8 VIP guests (food writers and the Food Channel® video team). This event is unique as it is chefs showing other chefs how the application of raisins and raisin products can deliver flavor to a menu while reducing added sugar and added salt in recipes.

Chefs Table moves to the Pacific Northwest

Portland, OR | Rick O’Fallon along with Todd Downs, working with Plate magazine, hosted the CRMB’s Chefs Table event at Ned Ludd’s landmark restaurant. Five hosting chefs from four different restaurants provided a special three course lunch featuring California Raisins, raisin paste and raisin juice concentrate. RJC was an ingredient in the famous “white dog whiskey” cocktail for 22 guest chefs. The event was also attended by Julia Brooks, President of Le Cordon Bleu College of Culinary Arts in Portland, along with John Hamilton of the Oregon Restaurant & Lodging Association and publicist Carrie Welch of Broussard Communications. These types of events help keep raisin products in the forefront of the culinary world.



Mixologist Lynn House (Blackbird), Chef de Cuisine Dave Posey (Blackbird), Chef de Cuisine Justin Large (Big Star), Chef de Cuisine Koren Griesvold (Avec), Pastry Sous Chef Samantha Radov (The Publican), Executive Chef/Owner Paul Kahan, and Chef Todd Downs (CRMB)



Recently Chicago chefs gathered for the first Chef’s Table luncheon sponsored exclusively by California Raisins. These chefs combined their creative talents along with the distinct personalities of their respective restaurants to create a unique lunch menu for local chef buddies – featuring California Raisins in every course. Visit LoveYourRaisins.com to find great recipes and hot chefs. Go to plateonline.com to watch the video of this event. And, watch for the next Chef’s Table luncheon sponsored by California Raisins.

Bernadine’s Corner

If you have not visited LoveYourRaisins.com, recently, you may want to join the social media craze and click on the Words of Wisdom Blog that you find on the home page. Two months ago, the emailed consumer newsletter became part of that blog and we initiated a plan to inform consumers about California Raisins and how the grapes grow, are made into raisins and processed, where they are available, and what to do with them at home including some tips about how to cook with raisins and special recipes for special occasions like April Fool’s Day, Passover and Easter.

Working with the Sacramento Office of Fleishman-Hillard, we have provided copy for posting about eight of the planned topics and anxiously await their appearance on the blog. Subsequent topics will include shopping for California Raisins, more about natural and golden seedless raisins, and the newer varieties, as well as more about using the nutrition label and the role raisins can play in adding servings of fruit to daily intakes as recommended by the new 2010 Dietary Guidelines.

Chef Assist Program

As previously reported, this program consists of the CRMB culinary team going into a host university and developing raisin dishes for placement in the university menu cycle. CRMB’s culinary staff (Consultant Chef Todd Downs, Marketing Specialist Melinda McAllister, and Rick O’Fallon, Director of Marketing) educated the university’s culinary staff on incorporating raisins, raisin paste and raisin juice concentrate as substitutes for added sugar and salt in menu dishes. And, to gain additional exposure for all raisin products in the institutional foodservice sector, CRMB advertises this program in Foodservice Director magazine and demand for this program continues to grow.

Recent visits by CRMB this last quarter included the University of Iowa and University of California, Berkeley. Below is the testimonial from University of Iowa’s Foodservice Director.

“U-Choose’ is the theme of a new University of Iowa program created to improve the nutritional values of foods served on the UI campus and to encourage students, faculty, and staff to eat well and to live well. The California Raisin Marketing Board and Chef Todd Downs provided support in this effort by demonstrating how raisins can naturally enhance the taste and texture of a wide range of foods without added sugars or sodium,” said Mr. Greg Black, Director, University Dining, University Housing & Dining. “I can’t wait to get the Turkey Wraps with California Raisin-Mango Relish into the menu cycle.” Look for the ads in the February and May edition of FoodService Director.

THE YEAR OF THE PIE

Orlando, FL | 2011 has been claimed the Year of the Pie by Jonna Parker, Director of Account Services, The Perishables Group, who presented information on ‘Consumer and Category Drivers in the In-Store Bakery’ at the American Pie Council’s (APC) Pie Industry Seminar. And the California Raisin Marketing Board was omnipresent at all the events at APC’s Crisco® National Pie Competition April 7-10. CRMB’s Larry Blagg, Genaro Gonzales, and Melinda McAllister attended the pie seminar, judged pies in the commercial Raisin Flavor category, in the amateur category, and the professional category, hosted a Raisin Reception (and bragged a little about our 2010’s Best of Show *Chocolate Raisin Walnut Pie* winner last year, *See photo*), and served hundreds of slices of raisin pie at the Never Ending Pie Buffet. The consumers loved the *Best California Raisin Pie Under the Sun*, *Golden Raisin and Rhubarb Pie* and those chocoholics raved about the *Chocolate Raisin Walnut Pie* all made by Rocky Mountain Pies!

And the winners are....

Commercial

Family – Bakers Square, *Tutti Fruity Pie*

Premium – Bakers Square, *Mixed Raisin Cinnamon Apple Supreme*

Super Gourmet – Bakers Square, *Golden Raisin Creamy Rum Raisin with Walnuts*

Independent – Lisa’s Pie Shop, *Raisin Pie*

Amateur

1st – Patricia Lapiezo, *California Sunshine Raisin Pie*

2nd – Karen Hall, *Lovin Spoonful Cinnamon Roll Raisin Custard Pie*

3rd – Barbara Polk, *Falls in the Air Raisin Pie*

Professional

1st – Andrea Spring (2010 Best of Show winner), *California Raisin Harvest*

HM – John Michael Lerma, *Californese Raisin and Nut Pie*

All of us here at the California Raisin Marketing Board have officially termed 2011 as “The Year of the Raisin Pie.” Check out LoveYourRaisins.com to get the winning amateur and professional raisin pie recipes in mid May!

The American Society of Baking (ASB)

Chicago, IL | The best week in baking was a huge success. Over 1,000 attendees and guests enjoyed meetings, special events and networking opportunities in Downtown Chicago. Industry experts shared their baking knowledge, experience and ideas.

The California Raisin Marketing Board attended and exhibited at Baking Tech 2011 on March 6-9. CRMB’s Genaro Gonzales shared the California Raisin message with all attendees as well as handing out samples of the Grand Prize Winning Breads of the 2010 America’s Best Raisin Bread Contest (ABRBC). Visitors were able to pick up applications for this year’s ABRBC, baking formulas from previous contests, and enjoy California Raisin snack packs!



American Institute of Baking, International

Manhattan, KS | Over the last quarter, CRMB’s Genaro Gonzales attended class with baking industry professionals for three CRMB sponsored seminars:

- Laminated and Sweet Dough Production – teaching students to maximize shelf-life for laminated and sweet dough products
- All About Baking – teaching students the basic function of ingredients
- Bakery Ingredients: Formulating for Wellness – students participating in baking labs and lectures

California Raisin products were used in various breads, cakes, sweet goods and pizza dough. Students also learned highlights of the raisin industry – history, capacity, and currently used technologies in the San Joaquin Valley.



The CRMB staff wishes to thank the members and alternates of the California Raisin Marketing Board.

- Kenny Bedrosian
- Jeffrey Bortolussi
- Eric Cisneros
- Doug Cords
- Ed Fanucchi
- Glen Goto
- Chris Gunlund
- Harold Hilker
- Alan Kasparian
- Ron Kazarian
- Michael Koligian
- Vaughn Koligian
- Barry Kriebel
- Jon Marthedal
- Manuel Medeiros
- Kathy Merlo
- Michael Mikaelian
- Bill Sahatdjian
- Kristina Sahatjian
- Robert Sahatjian
- Victor Sahatdjian
- Nindy Sandhu
- Mitch Sangha
- Monte Schutz
- Harvey Singh
- Steve Spate
- Rick Stark
- Dennis Wilt

GLOWING MEMORIES

Central Valley and Northern CA | The California Raisin industry just completed the Winners' Tour for the Third Annual America's Best Raisin Bread Contest (ABRBC) and a total of 20 guests, including 12 of the 13 winners, had a grand time touring Central and Northern California in early spring. Starting with spectacular views of Yosemite's Bridal Veil Falls, Yosemite Falls, El Capitan and glimpses of Half Dome among the clouds, the guests then settled in to a lunch at Yosemite Village. This was followed by a celebratory dinner with Board members of the California Raisin industry.

The following day came a tour of two raisin packing plants and a look at the vineyards just getting ready to burst into life for the new season. Next a trip to the Culinary Institute of America at Greystone proved to be quite enlightening as the guests learned of the versatility of raisins in a whole range of dishes prepared especially for them by the CIA's talented chefs. An herb garden tour, a lecture by Robert Jorin on Bakery Trends of the Future, a brilliant wine-tasting at Beringer, and another wonderful meal,

this time at the Wine Spectator Restaurant made the Napa leg of the tour truly memorable. According to Larry Blagg, CRMB tour host "Our last day together featured a tour of the Bouchon Bakery in Yountville, part of Thomas Keller's enterprises, which incredibly does \$15,000 in retail sales per day with over 1,000 register rings in only a 300 foot retail space. The guests then got a special treat and a brief lecture by Craig Ponsford in San Rafael at his new commercial enterprise, Ponsford's Place. Craig spoke of establishing a bakery that deals only in whole grain and gluten-free baked goods and expressed his eagerness to try new grains, and new techniques bringing his products closer to nature."

All guests enjoyed the Golden Gate views and another bakery tour at Boudin's Sour Dough place on Fisherman's Wharf before tucking into an amazing seafood dinner at Scoma's. All guests are now safely back home, selling their award-winning products in their bakeries, and encouraging others to enter the Fourth Annual ABRBC contest now underway.

Congratulations 2010 Winners!

AMERICA'S BEST Raisin Bread Contest

Artisan Grand Prize Winner
Mitch Stamm
Johnson & Wales University
Couronne Aux Raisins

Commercial Grand Prize Winner
Shawn Kearns
Einstein Noah Restaurant Group
Split Top Buttermilk Raisin Bread

Breakfast Grand Prize Winner
Angela Dodd
Cargill Integrated Bakery Resources
Raisin Pecan Caramel Rolls

Student Winners

Chee Her
California State University Fresno
Student Artisan Co-Grand Prize Winner
Couronne Aux Raisins

Oprah Davidson
Rice-Carlson Johnson & Wales University
Student Artisan Co-Grand Prize Winner
Couronne Aux Raisins

Judges Prize Winners

Idea Prize Winners

Kevin Knight, Steve Barnhart, Mike Dixon, Ray McCue, Lin Carson, Mary Vande Walle

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CALIFORNIA RAISINS HAVE THEIR DAY IN THE SUN AT BLISSDOM

Nashville, TN | This year, the California Raisin Marketing Board set out on a mission to increase its social media engagement and strengthen its relationship with one of the most powerful groups of online influencers – mommy bloggers. That’s why BlissDom — a premiere blog conference that attracts hundreds of the nation’s top female bloggers – became the perfect backdrop to announce CRMB’s “What’s Your Red Carpet Moment?” sweepstakes that would send one lucky winner to the red carpet capital of the world – Hollywood, California! And to offer consumers tips on how to look and feel their best for all of life’s red carpet moments, CRMB teamed with trainer to the stars Valerie Waters. Named “Hollywood’s Hot Trainer” by US Weekly, Waters is the first person Hollywood’s elite stars call when they need to get in shape for movie roles and red carpet events.



Celebrity Treatment

In advance of CRMB’s presence at BlissDom, a select group of media and conference attendees were invited to participate in a live video webchat with Waters where she provided the same fitness and nutrition tips she gives her A-list moms, like Jennifer Garner and Cindy Crawford. Waters also shared some of her favorite California Raisin snacks and the health benefits of including raisins in everyday meals. At BlissDom, which took place in the iconic Gaylord Opryland Resort in Nashville, those same bloggers were invited to an exclusive, in-person training session with Waters. In addition to some one-on-one time with Waters, attendees walked away with a gym bag filled with California Raisin and logo merchandise and were treated to a healthy post-workout treat— Grab-and-Go Energy Bars with California Raisins!

Lights, Camera, Action!

California Raisins also co-sponsored BlissDom’s ‘Girls Night In’ party by hosting the Red Carpet and serving two California Raisin recipes: Curry Pistachio Snack Mix and Jane’s Favorite Tri-colored Salad. More than 100 people stopped by the Red Carpet to take their picture with the California Dancing Raisin, including American Idol alum Crystal Bowersox and singer-songwriter and Glee star Chris Mann. The photo of the trio not only made it on the online versions of USA Today and the New York Post, but both Crystal and Chris tweeted the image to their thousands of fans.

Encore Performance?

CRMB’s presence at BlissDom was a smashing success. More than 650 bloggers were treated to California Raisin recipe inspiration and nutrition information. The morning fitness session attracted two dozen influential bloggers with a combined Twitter reach of nearly 100,000. Waters conducted numerous onsite and in-market interviews including Relish magazine, Nashville’s local CBS affiliate Channel 5 and a handful of fitness and health blogs. And most importantly, CRMB’s onsite PR team made valuable connections that will help the raisin industry continue to develop meaningful and lasting relationships with this online parenting powerhouse.



RAISINS IN THE WINDY CITY

Chicago, IL | This St. Patrick's Day, California Raisins headed to the Windy City to join Pastry Chicago and The French Pastry School to sponsor the First Annual Amateur/Student Scone Competition. The event took place at the Whole Foods South Loop and attracted 18 amateur bakers who came to test their luck of the Irish and their scrumptious scone recipes with a panel of distinguished judges. Each entry featured nature's best and most versatile baking ingredient — California Raisins, of course.

But before the competition heated up, Chef Della Gossett of the French Pastry School treated participants and spectators to an educational demonstration on Scottish Buttermilk and Cream Raisin Scones and the California Dancing Raisin entertained crowds with the Irish jig! Let's give a big "Congratulations" to the top five winners!



1st Place – Ian Regino, *Raisin and Citrus Scones*; 2nd Place – Carla Cubert, *Irish Whiskey Black Currant & Golden Raisin Scones*; 3rd Place – Tabitha Jackson, *Orange Glazed, Cranberry, Rum-Raisin Scones*; 4th Place – James Eggen, *Sunrise Scones*; 5th Place – Jessica Savolainen, *Raisin, Walnut, and Chocolate Scones*

And, for all baking enthusiasts who love cookies, CRMB's Melinda McAllister (and the California Dancing Raisin) headed back to Chicago in mid April for the Fourth Annual Amateur/Student Cookie Competition at the Whole Foods Market – Lincoln Park. The event was a huge success with over 70 consumers present to watch Chef Della Gossett prepare a Golden Raisin and Pineapple cookie – naturally sweetened by California Raisins. 25 bakers entered and applause goes to....



1st Place - Carla Cubert, *Raisin Rugelach*; 2nd Place - Dawn Hertz; *Carrot Cake Cookies*; 3rd Place - Caroline Joshi, *Coconut-Curry Cookies with Raisins*; 4th Place - Amelia Hyde, *Raisin Peek-a-Boo Cookies*; 5th Place - Holly St. Myers, *Take Me to the Movies Chocolate-Covered Raisin Cookies*.

Psst... Be on the lookout for these recipes at LoveYourRaisins.com just in time for Mother's Day.

CRMB's participation in the 2011 ADDY® Awards

Fresno, CA | The CRMB continued with its historical trend entering the Fresno Advertising Federation 31st annual ADDY® Awards. The competition, with 70 categories, drew 150 entries from companies in the Fresno, Tulare, Kings, and Madera county areas. CRMB entered five pieces in the competition. Four judges from the Las Vegas market evaluated all entries based on a total point system. Drum roll please... The California Raisin Marketing Board won five Gold ADDYs for all five entries! The California Raisin Marketing Board's 2008/2009 Annual Report, the IDDBA brochure, the Worlds of Flavor brochure, America's Best Raisin Bread Contest Winners Booklet and the CRMB's Tradeshow backdrop all won Golds. Credits go to the entire team at the California Raisin Marketing Board. And, the CRMB thanks John Ball Design, Keith Seaman Photography and Eric Futran of Chefshots for their contributions.

HARSH REALITIES

Sendai, Japan | The Sendai Earthquake and subsequent Tsunami in Northern Japan, followed by issues with their nuclear power plants, reminds us that Mother Nature can be quite cruel at times. According to the latest report from the National Police Agency, there have been 13,232 lives lost; with 14,377 others still missing and nearly 150,000 citizens in shelters, as their homes have been destroyed.

Word from Japan is that even the largest commercial bakeries, who provided major assistance during the Kobe Earthquake, are being challenged by a lack of raw materials, and a system of rolling blackouts to try and produce enough bread to feed those most in need. The baking industry indeed has a big heart in all parts of the world and any assistance that Americans can provide to the Japanese would be greatly appreciated. It took more than 10 years to rebuild the city of Kobe following their earthquake and it is expected that it will take even longer to make infrastructure and other repairs in the Sendai area.

The California Raisin industry and our Japan importers are collaborating to provide assistance to the victims of what has now been deemed as the "Great Eastern Japan Earthquake," the country's most catastrophic natural disaster ever.

2011 New Raisin Products*

April



CHICKPEA CURRY WITH RICE CHANA MASALA Brand: Patak's Original

Original Chickpea Curry with Rice Chana Masala is an authentic medium hot Indian meal. It is made with 100% natural ingredients (including raisin paste) , free from artificial colors, flavors, preservatives, MSG and gluten. The meal is suitable for vegetarians and vegans and can be prepared

in a microwave in 90 seconds. This product retails in a 10-oz. convenient pack made from 100% recycled paperboard.

DECADENT

CARROT CAKE MIX Brand: Duncan Hines

Duncan Hines Decadent Carrot Cake Mix is now available with an improved recipe. This certified kosher product contains 0g trans fat per serving, no hydrogenated oils and no artificial flavours. It retails in a 21.41oz. packages including pouches of real carrots and raisins.



RAISELS™

Brand: Champion

Sour Watermelon Shock is the newest flavor added to an existing line of sour-flavored Golden Raisins.



Sour Watermelon Shock
A Jolt of Scrumptious Taste

*Source: Mintel Global New Products database.

FEATURED RECIPE

FRICASSEE OF CHICKEN by Chef Kim Canteenwalla CASSEROLE WITH CALIFORNIA RAISINS



INGREDIENTS

3 tbsp. bourbon whiskey
or apple juice
1/2 c. low sodium chicken stock
1/2 c. California golden raisins
1/4 c. California natural raisins
2 sprigs fresh sage
1-1/4 lb. light and dark meat
chicken pieces
3 oz. fresh baby carrots, cut in half
1/2 c. fresh baby turnips, cut in half
3 fingerling potatoes, cut in half
diagonally
1 tbsp. butter
1 tsp. olive oil
1-1/2 tbsp. thinly sliced shallots
1 sprig fresh sage
1 sprig fresh thyme
3/4 c. low sodium chicken stock
Salt and pepper; to taste

PROCEDURE

In medium saucepan, combine bourbon and 1/2 cup chicken stock; bring to slow boil. Add raisins and cook over low heat for 5 minutes. Remove from heat; add sage and cover pan tightly. Let stand for at least 1 hour.

Meanwhile, in large casserole, sauté chicken pieces and vegetables in butter and olive oil. When brown, add shallots, sage and thyme; cook 5 minutes.

In large saucepan over medium heat, reduce 3/4 cup chicken stock to 1/2 cup; add to casserole and mix thoroughly. Stir in raisins and their liquid to casserole. Bake at 375°F for 25 to 35 minutes or until bubbling and browned. Season with salt and pepper to taste.

To Serve: Divide and portion vegetables into 6 individual serving bowls. Place two pieces of chicken on top and ladle desired amount of broth into each bowl. Serve hot.

Note: Recipe, prepared as outlined above, is low in Sodium and a good source of Vitamin A, Vitamin C and Iron.

Serves: 6

Serving size: 2 pieces chicken, 1 cup stew