

SPRING 2012

CALIFORNIA RAISINS™  
california raisin

R E V I E W

INDUSTRY NEWS AND MARKETING UPDATES



**SPRING  
VEGETABLE SAUTÉ**

*This Spring 2012 edition of the Raisin Review features  
new delicious raisin recipe photography recently  
developed for continued marketing efforts.*

*Recipes can be found at [LoveYourRaisins.com](http://LoveYourRaisins.com).*

**CALIFORNIA RAISIN  
MARKETING BOARD**

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[LoveYourRaisins.com](http://LoveYourRaisins.com)

# NEW FIRST-OF-ITS-KIND STUDY SHOWS OF CALIFORNIA RAISINS MAY SIGN

**Press Release** | FRESNO, CA - March 29, 2012, New research announced at the American College of Cardiology’s 61st Annual Scientific Session suggests eating California Raisins three times a day may significantly lower blood pressure among individuals with slightly higher than normal blood pressure, otherwise known as prehypertension. The study was conducted at the Louisville Metabolic and Atherosclerosis Center (L-MARC) by lead researcher, Harold Bays, MD, medical director and president of L-MARC.

“Raisins have intrinsic properties that could support heart and vascular health; however, we believe this is the first controlled study to specifically and scientifically support raisins’ blood pressure-lowering effects compared to other snacks,” said Dr. Bays.

The study was conducted among 46 men and women with prehypertension. Participants were randomly assigned to snack on raisins or pre-packaged commercial snacks that did not contain raisins or other fruits or vegetables, three times a day for 12 weeks. Findings include:

- Data analyses reveal that compared to other popular snacks, raisins significantly reduce systolic blood pressure at weeks four, eight, and 12, ranging from -4.8 to -7.2% or -6.0 to -10.2 mmHg (p values <0.05).
- Within group analysis demonstrates that raisins significantly reduce mean diastolic blood pressure at all study visits, with changes ranging from -2.4 to -5.2 mmHg (p values <0.05).
- Pre-packaged snacks (including crackers and cookies) did not significantly reduce systolic or diastolic blood pressure at any study visit.

“Overall, these findings support what many people intrinsically believe; natural foods often have greater benefits than processed foods,” said Dr. Bays.

The study was funded by the California Raisin Marketing Board through a grant to the L-MARC Research Center in Louisville, Kentucky.

“Raisins deliver dietary fiber and beneficial nutrients like potassium and antioxidants associated with cardio-protective benefits, such as reduced blood pressure – as shown in this new research,” said James Painter, Ph.D., R.D., and nutrition research advisor for the California Raisin Marketing Board. “These findings add to the growing body of scientific evidence that indicates there may be numerous, positive health benefits linked to raisin consumption.” Visit [www.loveyourraisins.com](http://www.loveyourraisins.com) for further information and summaries of California Raisins nutrition research.

About the California Raisin Marketing Board

A State Marketing Order in 1998 created the California Raisin Marketing Board and it is 100-percent grower funded. Its mission is to support and promote the increased use of California-grown raisins and sponsor crop production, nutrition and market research. For more information about the California Raisin Marketing Board, visit [www.loveyourraisins.com](http://www.loveyourraisins.com).



**Harold Bays, M.D.**, is Medical Director and President of the Louisville Metabolic and Atherosclerosis Research Center (L-MARC), a multi-disciplinary research facility that focuses on research and treatment of metabolic diseases such as obesity, dyslipidemia (cholesterol disorders) diabetes mellitus, hypertension, osteoporosis and osteoarthritis. Dr. Bays’ research examines the effects of investigational and approved pharmaceuticals and therapies on metabolic disease, with unique insights on the effect of adipose tissue in disease states. He has served as an investigator for more than 400 clinical trials, authored and published more than 150 scientific peer-review manuscripts and has presented numerous scientific symposiums in the United States and around the globe. More information about Dr. Bays and the L-MARC Research Center is found at [www.lmarc.com](http://www.lmarc.com).

# ROUTINE CONSUMPTION SIGNIFICANTLY LOWER BLOOD PRESSURE



**James Painter, Ph.D., R.D.**, is an expert on weight management, nutrition and behavioral eating with more than 30 years experience as a Registered Dietitian. He currently serves as professor and chair of the School of Family and Consumer Sciences at Eastern Illinois University. Dr. Painter is a member of the American Dietetic Association and the Society for Nutrition Education and serves as Nutrition Research Director for the California Raisin Marketing Board. A renowned expert on eating behavior, Dr. Painter has been the recipient of numerous grants and has conducted several studies in the

field of food psychology and mindful eating, publishing more than 100 peer-reviewed publications and delivering numerous scientific presentations across the country and worldwide.



**MEDITERRANEAN  
QUICHE WITH  
GOLDEN RAISINS**



# RAISIN INDUSTRY GAINS POSITIVE MOMENTUM



**By Gary Schulz, President/General Manager, CRMB** | Spring of 2012 has brought us a wonderful bud break for grapevines destined to become delicious California Raisins on lucky consumers' plates all around the world!

The California Raisin Marketing Board has achieved success in the release of the cardiovascular study by Dr. Bays of L-MARC of Louisville, KY showing a consistent reduction in blood pressure by regularly consuming California Raisins. The story is found on page 2 of the Raisin Review and the complete study results may be found at [www.calraisins.org/professionals/healthy-benefits-of-raisins/health-and-nutrition-research/](http://www.calraisins.org/professionals/healthy-benefits-of-raisins/health-and-nutrition-research/). This is really good news and the worldwide publicity for California Raisins has been tremendous. A follow-up study is now in the works.

We have also learned this spring of the conclusion of the quarantine in Fresno County as the result of a finding in April 2010 of European Grapevine Moth. The story as reprinted from the Western Farm Press is found on page 6 of the Raisin Review. Thank you to all the growers in the quarantine zone for their hard work and cooperation in eradicating this pest!

***At our CRMB meeting on March 20, the board approved these crop research projects for funding:***

- *Development of Improved Raisin Grapes for Mechanical Harvest Including Types Resistant to Powdery Mildew by David Ramming*
- *Breeding Rootstocks Resistant to Aggressive Root-knot Nematodes by Peter Cousins*
- *Evaluation of Nematode Resistant Rootstocks for Use with Early Ripening Raisin Varieties Grown for Dried on the Vine Raisins Production by Stephen Vasquez*
- *Fruitfulness of DOV varieties by Dr. Matthew Fidelibus*

***The board also established workgroups for the following important projects:***

- *Sulfur in Raisins as Restricted by Prop 65*
- *Sustainability in the Raisin Industry*
- *Funding for Increased Export Promotion*
- *New Product Promotion Protocol*

Finally, I can report that as of March 24 the deliveries to handlers status is:

307,386 tons of NS raisins have been delivered year-to-date. This compares to 329,636 tons of NS deliveries as of this date a year ago, a reduction of 7%. However, the Natural Seedless crop estimate as established by the RAC for the 2011 crop year on October 11, 2011 was 300,000 tons.

20,386 tons of Golden Seedless raisins have been delivered year-to-date.

342,164 tons of all varieties have been delivered year-to-date, compared to 369,769 tons in 2010-2011.

20,993 tons of the NS deliveries for 2011-12 crop year are organic.

1,045 tons of NS are held on memo storage.

7,999 tons of NS are held for reconditioning.

(4,069 for moisture, 282 for maturity, 1,720 for mold, 862 for sand).



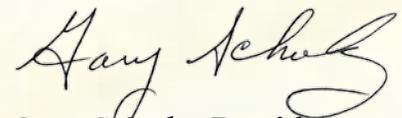
**Shipment Update:**

The February 2012 shipment report of Natural (sun-dried) Seedless (NS) Raisins shows that domestic shipments (including Canada) were 15,677 packed tons, compared to 13,950 tons in 2011 (+12%).

Year-to-date domestic shipments are 113,798 packed tons compared to 111,042 tons at this time in 2011(+2%).

Export shipments (without Canada) for February 2012 were 8,729 packed tons, compared to 9,317 tons in 2011 (-6%). Year-to-date (YTD) export shipments are 73,030 packed tons, compared to 69,751 tons a year ago, an increase of 5%.

NS shipments to all destinations year-to-date are 186,828 packed tons, compared to 180,793 packed tons for last year, an increase of 3%.



**Gary Schulz, President**  
California Raisin Marketing Board

**Top 20 Destinations for February 2012**

Natural Seedless Raisins

*Packed Tons*

| February Rank | Destination        | Tonnage | Previous Rank | YTD tonnage 8/01/11-2/29/12 |
|---------------|--------------------|---------|---------------|-----------------------------|
| 1             | United States      | 14,760  | 1             | 107,179                     |
| 2             | Japan              | 1,400   | 2             | 11,015                      |
| 3             | Germany            | 1,096   | 3             | 6,960                       |
| 4             | Canada             | 917     | (-)           | 6,619                       |
| 5             | United Kingdom     | 828     | 6             | 7,453                       |
| 6             | China*             | 720     | 4             | 6,789                       |
| 7             | Mexico             | 608     | 8             | 3,125                       |
| 8             | Australia          | 399     | 7             | 6,185                       |
| 9             | Sweden             | 360     | 5             | 4,456                       |
| 10            | S. Korea           | 322     | 20            | 2,088                       |
| 11            | Netherlands        | 309     | 11            | 2,250                       |
| 12            | Taiwan             | 274     | 10            | 2,581                       |
| 13            | Denmark            | 260     | 13            | 2,272                       |
| 14            | Thailand           | 217     | 14            | 1,246                       |
| 15            | Finland            | 216     | (-)           | 1,086                       |
| 16            | Norway             | 210     | 12            | 1,761                       |
| 17T           | Malaysia           | 193     | 9             | 2,282                       |
| 17T           | Philippines        | 193     | 17            | 1,278                       |
| 18            | Dominican Republic | 117     | 18            | 602                         |
| 19            | Hong Kong          | 110     | 15            | 824                         |

\*Historically a large volume of China exports are transshipped directly to Japan.

# EUROPEAN GRAPEVINE MOTH QUARANTINES REMOVED

**From the Western Farm Press** | March 2012, California grape growers, vintners, packers, PCAs and others in four counties have successfully turned back the European Grapevine Moth (EGVM).

The California Department of Food and Agriculture has lifted EGVM (*Lobesia botrana*) quarantines in four counties — Fresno, Mendocino, Merced and San Joaquin — after 2½ years.

The action comes after trapping failed to detect any moths in the quarantine areas over the preceding five generations of the insect's life cycle.

"It's a great success story," says Tye Hafner, deputy Fresno County agricultural commissioner. "Much of the credit goes to the grape growers. It's not like the government came in and treated their vineyards to control the insect. Growers treated for EGVM on their own, voluntarily eliminating the threat. The entire industry ... and representatives of the USDA and California Department Food and Agriculture worked to make the quarantine a success."

"Millions of dollars were spent by area growers and processors because of increased operational costs to comply with the EGVM quarantine regulations and because of the loss of certain export markets, particularly for table grapes and stone fruit.

Other EGVM quarantines established in 2010 remain in effect in Napa, Nevada, Solano, Sonoma, Santa Clara and Santa Cruz counties.

EGVM was first discovered in the U.S. in September 2009 in a Napa County vineyard, triggering a statewide effort to isolate the pest and prevent its spread.

The EGVM larvae reduce yields by feeding on grape bud clusters or flowers in the spring. Later

in the season they feed on ripening grapes, exposing the fruit to fungal development and rot. One Napa County grower lost an entire vineyard to the pest early on.

EGVM was first discovered in Fresno County in April 2010, when two moths were trapped

southeast of Fresno in separate locations about a half mile apart. A few days later, another moth was trapped about 11 miles from the original site. A total of six moths were captured during the first flight of the insect and five more were captured during the second flight. The vineyards in that area are mostly Thompson seedless for raisin production, with sometable and winegrape fields.

As elsewhere in the state, Fresno county growers volunteered to treat vineyards within a 1,650 foot radius of known moth finds. The quarantine area covered fields within a five-mile radius of a find. The EGVM quarantine encompassed about 25,000 acres total. In addition to grapes, this area includes stone fruit orchards, olives, pomegranates and kiwis, all hosts for the pest.

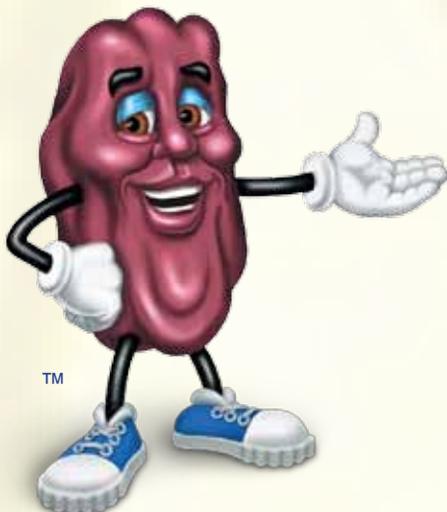
Growers affected by the quarantine in Fresno, Mendocino, Merced and San Joaquin counties used either traditional insecticides or organic ovicides and larvicides to eliminate the pest. Due to the low number of insects discovered in the counties in 2010, growers were not allowed to use mating disruption for controlling EGVM because it could have affected the number of adults attracted to pheromone detection traps, causing erroneous trapping counts.

Growers in the three counties seeking deregulation were limited to treating only the first flight in 2011. Any moths trapped after that would have shown that EGVM had not been eradicated. Fresno County grape growers were encouraged to treat fields twice last spring.

Because table grapes are exported, the USDA required table grape growers in the quarantine areas to put out additional traps to further insure that any exported grapes were free of EGVM. Buying and placing the extra traps (five per acre) cost another \$8 per acre, an expense paid by the California Table Grape Commission.

Quarantine regulations required growers in these areas to clean equipment with water or pressurized air before it left a vineyard. In addition, growers had to keep records when shipping fresh grapes and other produce, as were handlers of fresh grapes.

"To insure our trading partners that our grapes are EGVM-free, trapping will continue in all the counties that still have an active quarantine, and will also continue in counties that export fresh table grapes," Hafner says.



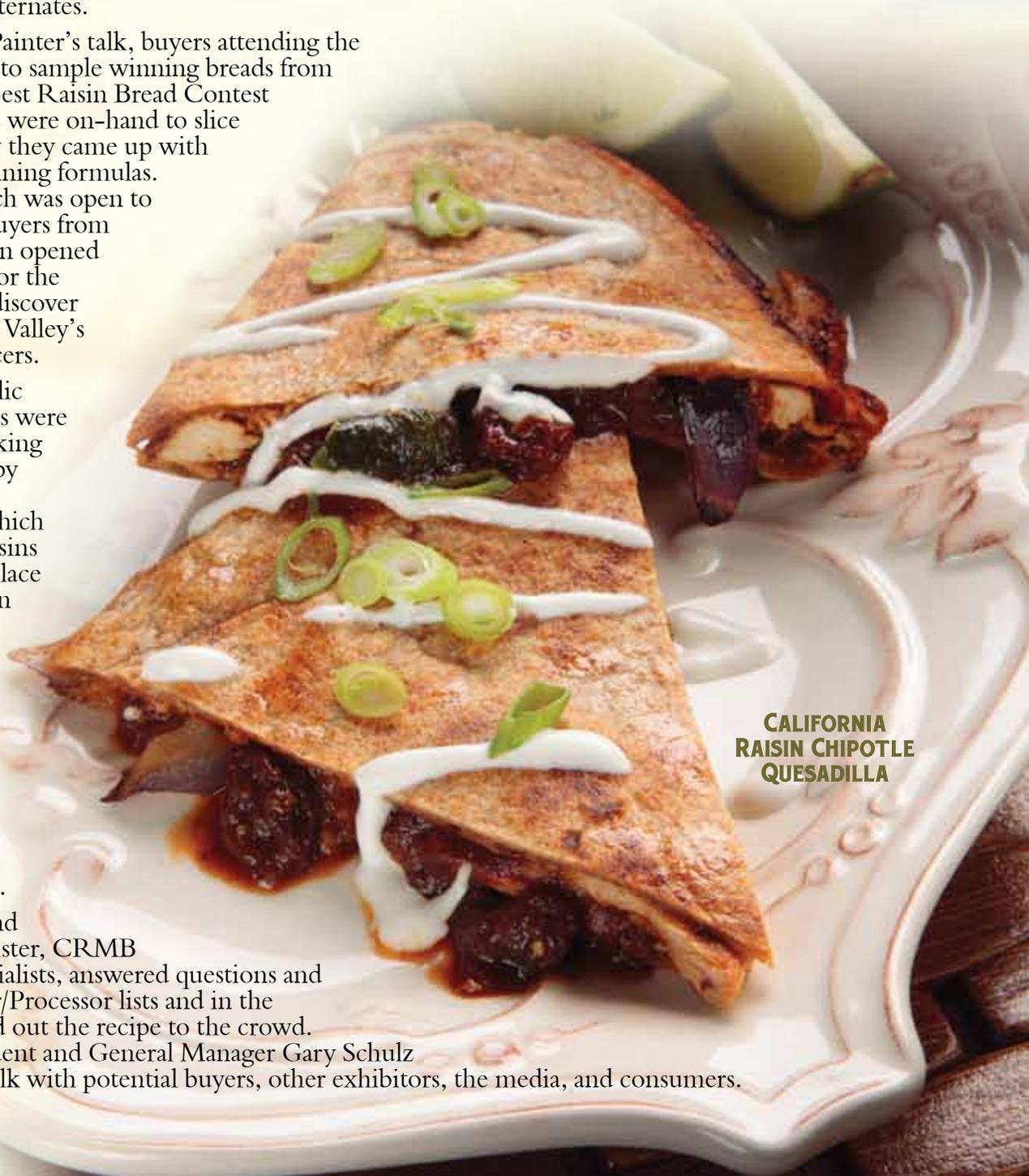
## FRESNO FOOD EXPO

**by Erika Paggett, Marketing Specialist** | Fresno, CA, The second annual Fresno Food Expo - which featured 83 of the San Joaquin Valley's finest food growers, manufacturers, processors, producers, brewers and winemakers was a huge success and California Raisins were front and center! To kick things off, the CRMB's Nutrition Research Director Dr. James Painter provided all the positive benefits of sun dried, all-natural California Raisins to the KMPH FOX 26 morning show, Great Day. Then from 7am - 8am, Dr. Painter addressed a packed house to talk about when added sugar is a good idea and when it's a bad idea. A complimentary continental breakfast was available to all and the attendees were made up of raisin growers, dietetic and culinary students, bread contest winners, nutrition professionals, buyers, and board members and alternates.

Following Dr. Painter's talk, buyers attending the Expo were able to sample winning breads from the America's Best Raisin Bread Contest and the winners were on-hand to slice and discuss how they came up with their award-winning formulas. The Expo, which was open to the registered buyers from 8am - 2pm, then opened in the evening for the community to discover the San Joaquin Valley's top food producers.

During the public session attendees were treated to a cooking demonstration by CRMB's Chef Todd Downs which showed how raisins can be used in place of added sugar in barbeque sauce. Chef Todd ultimately used the sauce to compliment his *California Raisin Chipotle Quesadilla*. And, the community loved the recipe.

Erika Paggett and Melinda McAllister, CRMB Marketing Specialists, answered questions and provided Packer/Processor lists and in the evening, handed out the recipe to the crowd. CRMB's President and General Manager Gary Schulz was on site to talk with potential buyers, other exhibitors, the media, and consumers.



**CALIFORNIA  
RAISIN CHIPOTLE  
QUESADILLA**

# CHEF ASSISTANCE PROGRAM

## California Raisins visit University of Akron

**by Melinda McAllister, Marketing Specialist** | Akron, OH – CRMB Foodservice Marketing Specialist Melinda McAllister and CRMB Chef Todd Downs visited the staff of Dining Services for the University of Akron, April 16 – 18th. The University of Akron has twenty on-campus options for dining and retail including Rob’s Café, the most popular eatery, where students can enjoy a number of made-to-order foods at various specialty stations. Students can also find Chinese, Mexican, Italian and grilled foods in the Student Union, and Trakside Grille and the newly-reopened Pie Factory at the famous Quaker Square Inn. The University of Akron provides over 3,000 meal plans with a wide variety of menu options available to suit any style.

Chef Todd worked with UA’s Chef Matt Regula and Chef Sean Davis and created *Grilled Chicken Flatbreads with Golden Raisin Fresh Herb Pesto (pesto – not pesto), Raisin Lamb Koftas with Raisin BBQ Sauce and Raisin, Apple, and Jalapeno Relish with Garlic Greek Yogurt and a Moroccan Style Sweet Hot Braised Chicken served over Raisin Couscous*. This was a joint project with *FoodService Director Magazine* and an advertisement featuring the recipes, food photography and the staff will be published in *FoodService Director’s* June issue.

Director of UA’s Dining Services Gary Goldberg said about our visit, "The CRMB Chef Assistance Program is specifically the type of professional development opportunity we are often seeking but cannot always find. It was a pleasure to taste, talk and laugh with such an engaging, knowledgeable and personable group. We will use this partnership to influence our menus, and will keep the dialogue going as we continue to seek ways to expand our knowledge."



Left to right: T. Downs, M. McAllister, S. Davis, G. Goldberg and M. Regula

## California Raisins visit UMASS

**by Melinda McAllister, Marketing Specialist** | Amherst, MA – During the holiday break at the University of Massachusetts, the California Raisin team along with the Spanish Sweet Onion Committee brought raisins and onions to the UMASS Dining operation. The UMass Bakeshop daily provides baked goods for 16,000 student meals – including up to 300 items a day, 65% of which are baked from scratch.

Rick O’Fallon, Marketing Director, facilitated the partnership with the Spanish Sweet Onion Committee, which reduced CRMB’s expenses. Also in attendance was Melinda McAllister, Marketing Specialist, and Dominique Home, CRMB Baking Consultant, who worked in the bakery with Pastry Chef Simon Stevenson and his team to create a variety of delicious raisin baked goods.

Chef Simon Stevenson said, “Chef Dominique Homo worked alongside our Pastry Chefs and Bakers to produce some truly imaginative and inspirational baked items. Collaborating with the California Raisin Marketing Board and the Spanish Sweet Onion Committee allowed us to experiment with outstanding ingredients and eye opening flavor combinations to produce the type of menu offerings our guests have come to expect.”

### FOODSERVICE DIRECTOR



ORANGE RAISIN BRIOCHE

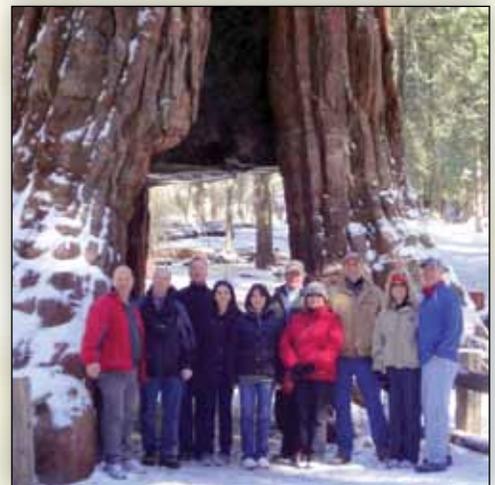
# A TOUR OF THE GOLDEN STATE

by **Dori Rothweiler, Marketing Project Coordinator** | Fresno, CA – The ‘Tour of the Golden State’ for the Fourth Annual America’s Best Raisin Bread Contest winners, in March, was smaller this year since several winners were in France cheering on Team USA in the Coupe Du Monde De La Boulangerie (Congratulations Team USA for taking the Silver!). Also, one winner was at home with a new baby and the winning students were furthering their baking education. But the small group had a grand time.

Grand Prize winners Gary Gottenbusch (Servatti Pastry Shop) and Philippe Sanchez (Marriott International), and Idea Prize winners Nancy Sepe (Nancy’s Fancies) and JoAnne Wilcox (Apple Crumbles) and others enjoyed a day trip to Yosemite National Park, enjoyed a dinner with several raisin growers and packers, attended the Fresno Food Expo and attended the presentation by Dr. James Painter, the CRMB’s Nutrition Research Director on the positive benefits of raisins. Then the group enjoyed a raisin industry tour that included a visit to a processor’s facility and a trek into a vineyard for a discussion of growing practices to produce top quality raisins.

Gary Gottenbusch was especially charmed by the warm-hearted sincerity of our growers and packers, and their commitment to making their businesses successful. Even baking industry veterans Jeff Zeak and David Guilfoyle were surprised at the process in cleaning and packing California Raisins and the care with which product was handled inside the processing facilities.

After leaving the Fresno area, winners traveled to the Culinary Institute of America in St. Helena where they enjoyed lectures on bakery trends with raisins and sampled jams made with California Raisins. On the final day, the group toured bakeries on their way to San Francisco, crossed the Golden Gate Bridge to Sausalito where the group dined at Scoma’s Seafood Restaurant. Everyone enjoyed the chance to network with each other, compare recipes, baking techniques, and their love of California Raisins. They all vowed to compete again in 2012.



# BLISSDOM BLOGGING CONFERENCE

by Sallie Poggie, Fleishman-Hillard | Nashville, TN – The BlissDom blogging conference provided the unique opportunity to launch the Let's Keep it Real educational campaign to consumers. The conference, whose 750 attendees are some of the nation's most influential women bloggers, gave CRMB the chance to set up an appealing presence and deliver our messages around the positive qualities of California Raisins. The conference also allowed CRMB to generate buzz and momentum behind the [www.LetsKeepItReal.com](http://www.LetsKeepItReal.com) microsite and the Facebook Healthy Snack Challenge.



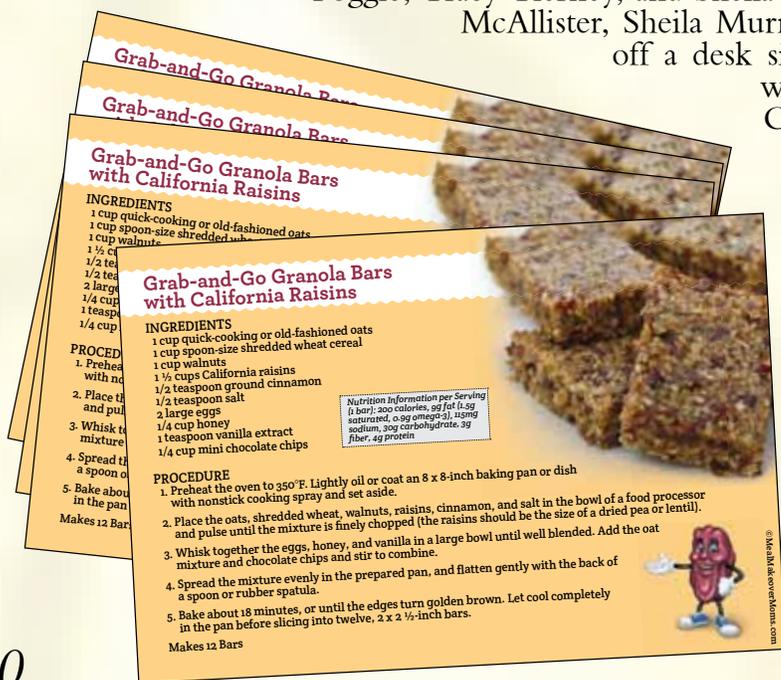
The relationships and dialogue fostered at this conference will have immediate pay off as conference attendees post and tweet about their on-site experiences. The conference also marked the start of a long-term blogger outreach program that involves identifying California Raisin ambassadors to carry and validate our messaging to their readers.

The BlissDom activation has only just begun, but the memo below outlines the on-site conference presence, activities and remaining next steps.

Overall Consumer Communications Objective: Of the moms online, 10% are creating 90% of the content and opinions. Our communications goal is to therefore influence the influencers, whose trusted voices will carry our messages to the rest of the moms with authority. Goals for California Raisins team at this conference included:

- *Facilitate conversation, online and offline, with influential bloggers around the importance of healthy eating and making all-natural choices*
- *Encourage sampling of California Raisin recipes*
- *Drive traffic to [www.LetsKeepItReal.com](http://www.LetsKeepItReal.com) and the Facebook page*
- *Raise awareness of the Let's Keep It Real Healthy Snack Challenge*
- *Begin vetting prospects for future blogger ambassador programs*

Attending this conference was Melinda McAllister, CRMB's Marketing Specialist, and Sallie Poggie, Tracy Tierney, and Sheila Monroe, all with Fleishman-Hillard. Melinda McAllister, Sheila Murray and the California Dancing Raisin pulled off a desk side visit with *Relish Magazine*. Their editors were excited to hear about the Healthy Snack Challenge.



# THE AMERICAN SOCIETY OF BAKING

by **Genaro Gonzales, Creative Marketing Specialist** | Chicago, IL – The California Raisin Marketing Board attended and exhibited at Baking Tech 2012 on March 4–6th. Genaro Gonzales handed out samples of the 2012 America’s Best Raisin Bread Contest (ABRBC) Grand Prize Winning Breads in the artisan and commercial categories. Both winning breads, *California Raisin Walnut Pretzel* by Gary Gottenbusch of Servatti Pastry Shop in Cincinnati, OH and *Currant Seeduction* by Rachel Crampsey of Tribeca Oven in Carlstadt, NJ were a hit! Many visitors came back for a second and third time to sample the products. Visitors were able to pick up an application to enter this year’s ABRBC, pick up baking formulas from previous contests, and also hear the California Raisin message. Over 900 attendees and guests enjoyed meetings, special events and networking opportunities at the Downtown Chicago Marriott.

**Update:** Rachel has now opened her own bakery, Montclair Bread Company in New Jersey, and is selling out of the 2011 Commercial Grand Prize formula *Currant Seeduction* every day!



**DOUBLE CALIFORNIA  
RAISIN WHOLE  
WHEAT CROISSANT**

## CRMB wins at the ADDY’s

**Fresno, CA** | The 32nd annual ADDY Awards were held at the Fresno Art Museum on February 24th. The California Raisin Marketing Board entered five categories and scored four gold awards and one silver!

**Gold awards were earned by CRMB for:**

- *Christmas 2011 Raisin Review newsletter*
- *2009-10 Annual Report*
- *"California Raisins on location at Betelnut, Pejiu Wu" brochure*
- *2010 America's Best Raisin Bread Contest winners' brochure*

**The lone silver was for:**

- *"Artisan Baking-Whole Grain and Gluten-Free" brochure*

Congratulations to the entire CRMB team for an outstanding effort, especially Creative Marketing Specialist Genaro Gonzales, who produced four of the five entries.



# MENU DIRECTIONS CONFERENCE

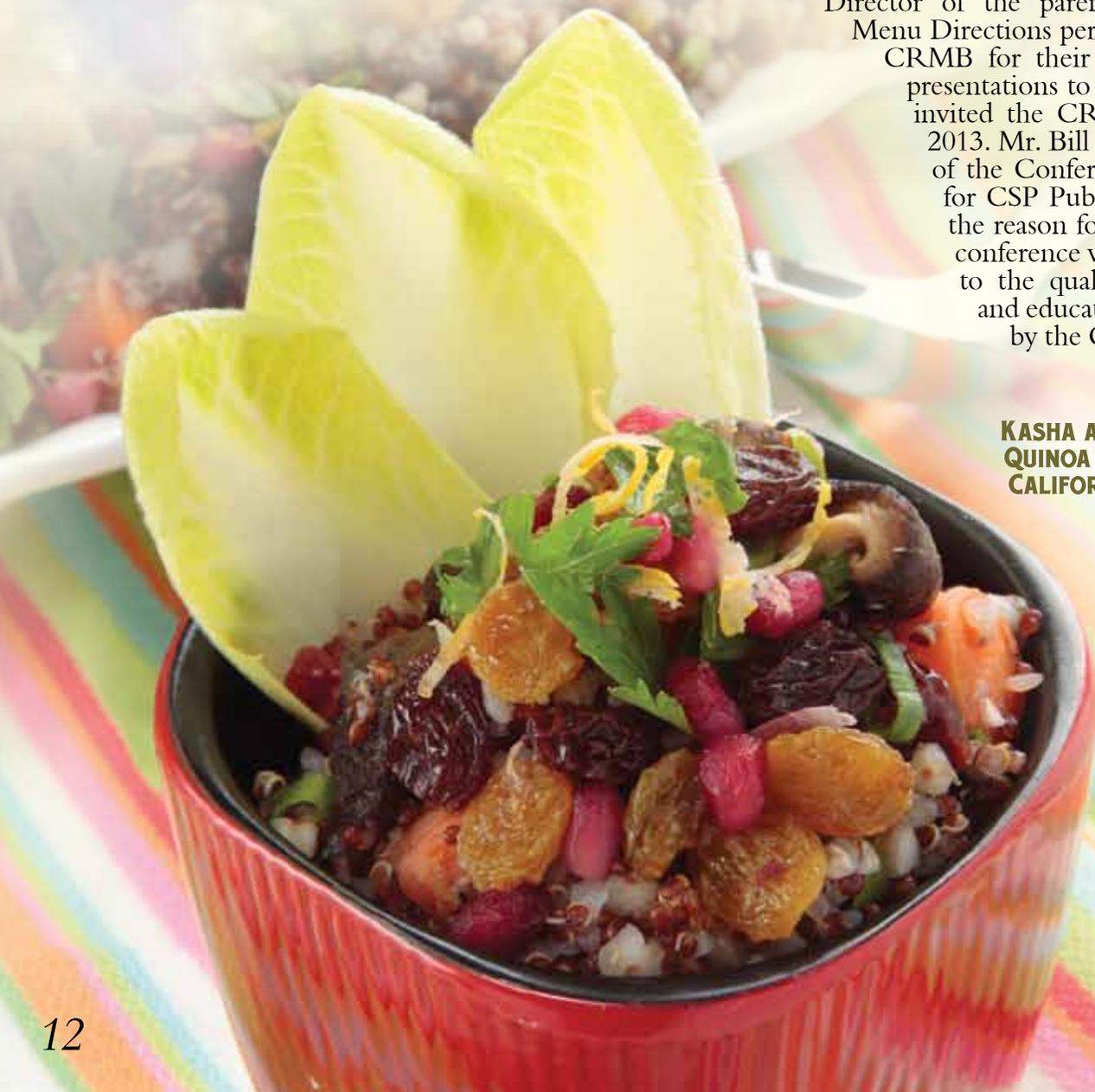
**by Rick O’Fallon, Marketing Director** | Charleston, SC – The Menu Directions Conference set a record of over 250 registered professional non-commercial foodservice operators and health care professionals and saw the CRMB serve as a platinum sponsor for the second consecutive year. The keynote address, “Top Ten Foods for Healthy Living” was delivered by CRMB’s Nutrition Research Director, Dr. James Painter. Once again Dr. Painter scored higher than any other keynote speaker in the history of the convention!

Two CRMB cooking demos were conducted twice a day for each of the two days to “sold out” audiences. CRMB Consultant Chef Todd Downs conducted a gluten-free cooking seminar with three food dishes, *Kasha and Red Inca Quinoa Salad with California Raisins*, *Chick Pea Crostini with Moroccan Sweet Hot Tomato Sauce and Golden Raisins* and *Savory California Raisin Trail Mix*; the audience was able to sample all three recipes.

Also, CRMB Consultant Chef Michelle Dudash conducted a Stealth-Health cooking demo and also provided samples to the audience. These seminars and cooking demos brought home the message of healthy cooking using raisins, raisin paste and raisin juice concentrate and their roles in reducing added sugar and added salt in institutional foodservice operations.

Paul Reuter, President, CEO & Editorial Director of the parent CSP Group of Menu Directions personally thanked the CRMB for their efforts and expert presentations to the conference and invited the CRMB back again in 2013. Mr. Bill Anderson, Director of the Conference and Publisher for CSP Publications stated that the reason for the success of the conference was due in large part to the quality of presentation and education content offered by the CRMB.

**KASHA AND RED INCA QUINOA SALAD WITH CALIFORNIA RAISINS**



# RESTAURANT LEADERSHIP CONFERENCE

**by Rick O’Fallon, Marketing Director** | Phoenix, AZ – The Restaurant Leadership Conference represents the largest gathering of the nation’s foodservice senior management executives and to have Dr. James Painter, CRMB’s Nutrition Research Director as a break-out speaker, Michael Bedrosian from the CRMB Board of Directors to meet one-on-one with foodservice senior executives; and Chef Todd Downs serving CRMB recipes during the Vendor Fair, provided an excellent showing for the CRMB's first year of attendance. The importance of this conference to our growers is that it puts our message, our product, and “a face” (one of our Board members), in front the Presidents, CEO’s and Directors of Operations of national restaurant chains. These attendees, who are the key decision makers, were able to guide us through their systems of product development.

Dr. Painter said, “This was the most impressive group of individuals that I have ever had the privilege of speaking to. The CEOs from most of the major commercial food service companies were present, representing over 200,000+ restaurants with over 100 billion dollars in annual sales. I don't believe that there is a more important group that needs to hear about the health benefits of raisins. When I challenged the group to take an active role in tackling the obesity epidemic they responded very positively.

And, we received positive feedback from Michael Bedrosian who said, “the Restaurant Leadership Conference (RLC) is a must for the California Raisin Marketing Board to keep attending. With every major restaurant chain including their CEO’s and top executives in attendance, the networking and new usage ideas were endless. I strongly support the RLC. It is the wise choice for our marketing dollar!”

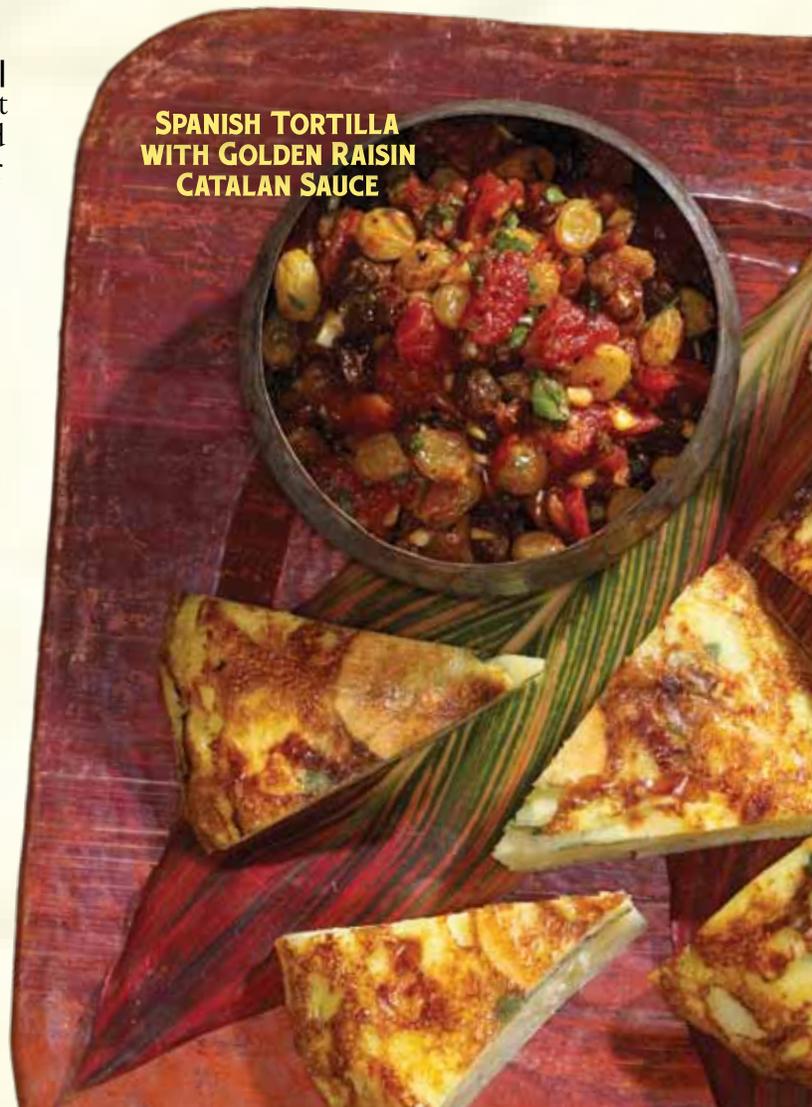


## IFT Wellness Conference

**by Rick O’Fallon, Marketing Director** | Chicago, IL – Dr. James Painter, CRMB consultant Chef Todd Downs, and Rick O’Fallon descended upon the IFT Wellness Conference for a second year and participated as a platinum sponsor with a huge presence in the conference. Dr. Painter delivered a general session address on the international comparison of food-based dietary guidelines. This was a look into the nutrition message from several countries and cultures and how they compared to the USDA MyPlate guideline.

Chef Todd Downs hosted a refreshment break for all delegates with his *Duck-filled Peruvian Empanaditas with California Golden Raisin Salsa*, followed by a delegate breakfast the next morning serving *Spanish Tortilla with Golden Raisin Catalan Sauce*. The conference’s attendees were comprised of seminar executives, company R&D/Tech support workers, Sales & Marketing personnel and State and Federal regulatory officials.

This conference affords the CRMB a great opportunity to deliver the message that including California Raisins in your new product development maintains flavor and quality without adding additional sugar or salt. The response from all our activities was well received and we have been asked back for a third year with a Dr. Painter presentation.



# FRESNO COUNTY FARM & NUTRITION DAY

by **Erika Paggett, Marketing Specialist** | Fresno, CA – The 7th annual Fresno County Farm and Nutrition Day made a huge impact on the Fresno Fairgrounds, bringing in 2,000 third graders from various schools throughout Fresno County...and California Raisins were on-hand to help out! At this event students saw farm animals, planted seeds, learned about nutritious foods (like California Raisins) and how they are grown/farmed and best of all – they were able to taste samples. Additionally, the California Dancing Raisin was on-hand posing for pictures that were conveniently printed on-site. Everyone from chaperones to students (and even a few teachers) wanted to get their picture with the Dancing Raisin. This year’s event was a big hit!

## Upcoming CRMB Events

| Channel            | Show  | Start Date | End Date | Location        |
|--------------------|---|------------|----------|-----------------|
| Baking             | International Dairy Deli and Bake Show            | 6/10/12    | 6/12/12  | New Orleans, LA |
| Foodservice        | Chef Assist Weld County District 6                | 6/18/12    | 6/20/12  | Greely, CO      |
| Industrial         | IFT National Panel Participation only             | 6/25/12    | 6/25/12  | Las Vegas, NV   |
| Event Marketing    | Clovis Farmer's Market                            | 6/29/12    | 6/29/12  | Clovis, CA      |
| Health & Nutrition | Florida Dietetic Association Annual Symposium     | 7/01/12    | 7/04/12  | Orlando, FL     |
| Consumer           | French Pastry School Raisin Ice Cream Competition | TBD        | TBD      | Chicago, IL     |

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

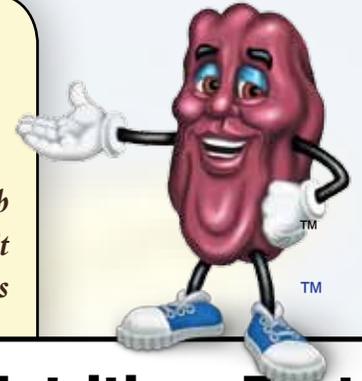
*Victor Sahatdjian  
Vaughn Koligian  
Steve Spate  
Stacy Creasy  
Ron Kazarian  
Rick Stark  
Randy Cervelli  
Monte Schutz  
Michael Koligian  
Michael Bedrosian*

*Manuel Medeiros  
Kimberly Bedrosian  
Ken Shinkawa  
Kathy Merlo  
Jon Marthedal  
Jeffrey Bortolussi  
Harvey Singh  
Harold Hilker  
Glen Goto  
George Salvasser*

*Edward Fanucchi  
E.G. Huter  
Dr. Sonet Van Zyl  
Dr. Nindy Sandhu  
Dr. James Kennedy  
Dr. Douglas Cords  
Dennis Wilt  
Chris Gunland  
Barry Kriebel  
Alan Kasparian*



# Bernadine's Corner



Because the Nutrition Facts Label for California Raisins and the CRMB Web site recipes have come up for discussion a number of times lately, I thought it might be worthwhile to review some of the tools that we use to keep customers informed about the valuable nutrition in California Raisins.

First of all, the U.S. Department of Agriculture (USDA), and the Food and Drug Administration (FDA), sponsored a public meeting last April to give information to interested parties and to hear public comments on the agenda items and proposed US positions that will be discussed at the 40th Session of the Codex Committee on Food Labeling (CCFL). This session will be held in Ottawa, Ontario, Canada on May 15- 18.

This may mean that recent changes in the requirements for nutritional labeling may very well not be the last of it. It just remains to be seen, what they come up with and how long it takes to implement.

At a recent meeting of the Institute of Food Technologists Wellness 12, A. Elizabeth Sloan, Ph.D., president of Sloan Trends Inc and contributing editor of IFT's Food Technology magazine, reported that "consumers want to receive their vitamins and minerals from the foods they eat and beverages they drink as opposed to supplements." So, it is expected that one of the leading trends in 2012 will be the consumers move toward "real food nutrition" including the blending of different foods for maximum health benefits, choosing foods for their inherent nutrition value (such as nuts or fruits) and integrating whole-food supplements, such as coconut milk, into the diet rather than supplementing with a vitamin.

## Nutrition Facts

Serving Size: 1/4 cup (40g)

### Amount Per Serving

**Calories** 130    Calories from Fat 0

**% Daily Value\***

|                               |            |
|-------------------------------|------------|
| <b>Total Fat</b> 0g           | <b>0%</b>  |
| Saturated Fat 0g              | <b>0%</b>  |
| Trans Fat 0g                  | <b>0%</b>  |
| <b>Cholesterol</b> 0mg        | <b>0%</b>  |
| <b>Sodium</b> 10mg            | <b>0%</b>  |
| <b>Potassium</b> 310mg        | <b>9%</b>  |
| <b>Total Carbohydrate</b> 31g | <b>10%</b> |
| Dietary Fiber 2g              | <b>9%</b>  |
| Sugars 29g                    |            |

### Protein 1g

|            |          |
|------------|----------|
| Vit A 0%   | Vit C 0% |
| Calcium 2% | Iron 6%  |

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

|                    | Calories  | 2,000   | 2,500   |
|--------------------|-----------|---------|---------|
| Total Fat          | Less than | 65g     | 80g     |
| Saturated Fat      | Less than | 20g     | 25g     |
| Cholesterol        | Less than | 300mg   | 300mg   |
| Sodium             | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate |           | 300g    | 375g    |
| Dietary Fiber      |           | 25g     | 30g     |

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4



Left to right: Gary Schulz, Don Nelson of Midland Tractor, Paul Urband and Dennis Wilt, Chairman

## San Joaquin Valley Grape & Raisin Symposium

by Erika Paggett, Marketing Specialist | Easton, CA – Over 200 California raisin growers attended the San Joaquin Valley Grape and Raisin Symposium with presentations covering Crop Production Research, Crop theft, CRMB's Health & Nutrition Research updates and Marketing updates. Researchers Stephen Vasquez, Dr. Matthew Fidelibus and William Peacock talked about ongoing and recently concluded research projects while Dan Barber (Fleishman-Hillard) and Dr. James Painter gave updates on CRMB's marketing and health & nutrition research. Attendees enjoyed a raisin-themed lunch and those who registered early had the pleasure of entering the raffle to win the grand-prize - a John Deere Gator™ TS (offered in cooperation with Midland Tractor of Madera) In the end there was only one winner selected – Paul Urband (of Fresno) and he was delighted!

## GENERAL MILLS RAISIN NUT BRAN

**Brand: General Mills**



General Mills Raisin Nut Bran Cereal has been reformulated to now contain more whole grain than any other ingredient and retails in a newly designed 17.1-oz. recyclable pack. These crisp whole wheat & bran flakes with delicious covered raisins and slivered almonds are kosher certified and provide 28g or more of whole grains per serving.

**Ingredients:** whole grain wheat, sugar, **raisins**, almonds, corn bran, corn syrup, brown sugar syrup, partially hydrogenated cottonseed, soybean oil, salt, glycerin, almond meal, natural flavor, artificial flavor, trisodium phosphate, BHT (added to preserve freshness) vitamins and minerals (calcium carbonate, zinc (mineral nutrient), iron (mineral nutrient), vitamin C (sodium ascorbate), B vitamin (niacinamide), vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin mononitrate), B vitamin (folic acid), vitamin B12)

## HONEY RAISIN BRAN MUFFINS

**Brand: Continental Mills**

Krusteaz Honey Raisin Bran Supreme Muffin Mix contains real raisins and 2g of fiber per serving. This certified kosher product retails in a recyclable 18.25-oz. pack, which yields 12 standard muffins.

**Ingredients:** enriched bleached flour (wheat flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid, may contain malted barley flour), sugar, **raisins**, wheat bran, partially hydrogenated soybean oil, partially hydrogenated cottonseed oil, food starch-modified, 2% or less of the following (honey powder, molasses powder, nonfat milk, soy flour, sodium bicarbonate, sodium aluminum phosphate, salt, propylene glycol mono-ester, mono- and diglycerides, sodium stearoyl lactylate, soy lecithin, caramel color, artificial flavor, high fructose corn syrup, guar gum, corn syrup, xanthan gum)



## SNACK WELL'S CINNAMON & RAISIN CEREAL BARS

**Company: Kraft Foods**

Nabisco Snack Well's Cinnamon and Raisin Cereal Bars are now available. This certified kosher product contains 8g of protein and retails in a 6.15-oz. carton containing 5 x 1.23-oz. units.

**Ingredients:** soy crisp (soy protein isolate, tapioca starch, salt), maltitol syrup, sugar, soy protein concentrate, whole grain rolled oats, roasted soybeans, fractionated palm kernel oil, corn syrup, **raisins**, nonfat milk, high oleic sunflower oil, crisped rice (rice flour, sugar, malted barley extract, salt, caramel color, mixed tocopherols (to help protect flavor)), butter (cream, salt), oligofructose and polydextrose (for fiber), less than 2% (calcium caseinate, cinnamon, nonfat yogurt powder (from cultured nonfat milk), whey, soy lecithin, natural and artificial flavor, dextrose, salt, maltodextrin, palm oil, caramel color, mono and diglycerides, sucralose, calcium carbonate, calcium phosphate, ferric phosphate (source of iron), niacinamide, zinc oxide, vitamin B6, vitamin A palmitate, riboflavin (vitamin B2), thiamin mononitrate (vitamin B1), vitamin B12)



\*Source: Mintel Global New Products database.

### FEATURED RECIPE

## SPRING VEGETABLE SAUTÉ

### INGREDIENTS

- 8 baby artichokes
- 16 baby carrots, peeled and trimmed
- 1 cup thin green beans, cut in 1-1/2-inch lengths
- 16 frozen white pearl onions, thawed
- 1 tablespoon butter
- 1 clove garlic, minced
- 12 green onions, white and light-green parts cut into 1-1/2-inch lengths
- 1 cup California raisins
- 1/4 cup fresh chopped parsley leaves
- 1/2 teaspoon salt
- Pinch freshly ground pepper

### PROCEDURE

Cook artichokes in boiling salted water, about 8 minutes, until tender. Cool and drain. Trim, quarter and remove chokes. Set aside. In large saucepan, bring 2 to 3 quarts water to boil. Add carrots and cook about 6 minutes or until tender. Remove with slotted spoon to large bowl of ice water. Meanwhile, cook green beans in same boiling water until tender, about 3 minutes. Remove with slotted spoon to same bowl of ice water. Add pearl onions to same boiling water and cook until completely thawed and heated through. Remove with slotted spoon to same bowl of ice water. Cool vegetables and drain thoroughly. (May be prepared a day ahead to this point and stored in refrigerator.) Just before serving, heat butter in large skillet over medium-high heat. Add garlic and cook until lightly browned. Stir in prepared vegetables, green onions and raisins. Sauté, stirring constantly, until vegetables are hot and coated with butter. Add parsley, salt and pepper; toss and serve.

*Serves: 8*

