

August 10, 2012

CRMB Weekly Update



Raisin Industry News and the work of the California Raisin Marketing Board, by Gary Schulz, President and General Manager

Raisin Industry Statistics

For Industry Statistics, such as Deliveries to Handlers, Shipments, etc. please go to the RAC website: www.raisins.org

Upcoming Meetings

None scheduled at this time.

Trial in Recess

August dates postponed

Judge Raymond Cadei in Sacramento County Superior Court has begun hearing the cases brought against the CDFA/CRMB by plaintiffs Lion Bros., etc., and Boghosian Raisin Packing Company, Inc. et al; and defendant and cross-complainant Raisin Valley Farms, LLC. The trial began on April 2 and is now in recess.

Due to circumstances beyond their control, Plaintiffs are unable to go forward with the trial on the scheduled date of August 13, 2012, and have requested that the trial be continued. The Court granted the

request and scheduled a Case Management Conference for August 20, 2012. The continued trial date will be set at that hearing.

Fresno Area Weather Forecast may be found at:

<http://www.weather.com/weather/tenday/93710>

Preliminary Judging Completed for the 5th Annual America's Best Raisin Bread Contest

By Larry Blagg, CRMB Sr. Vice President of Marketing

Thursday and Friday Morning - August 9th & 10th the judges met at Kendall College, Chicago and determined the preliminary-round winners from among record-high 104 applicants. From each of the 3 categories (Artisan, Commercial & Breakfast) 9 professionals and 3 students were chosen. These 36 finalists will be invited to participate in the final bake-off at the American Institute of Baking International Campus in Manhattan, Kansas scheduled to take place October 11-13, 2012.

Among the 36 semifinalists, 31 are first-time qualifiers, which means the word is getting out in the industry. Of the 104 applicants this year, 32 noted interest was piqued by CRMB ads in baking publications of contest winners from last year, 37 came from word of mouth of former winners and employers, 17 came from members of the Bread Bakers Guild of America, 13 from the cooperative members of the RPIA, and 5 from other sources.

The judges in the preliminary round were:

Artisan Judges:

Melina Kelson, Chief Instructor of Baking of Kendall College

Klaus Tenbergen, Certified Master Baker & Assistant Professor in the Culinology Program at CSU-Fresno

Ciril Hitz, Bakery Instructor at Johnson & Wales University

Commercial Judges:

Debbie Rogers - American Institute of Baking International

David Guilfoyle – President, Half-baked Consulting Company

Mary Molt - Director of Dining Services at Kansas State University

Chief Judge:

Theresa Cogswell, Owner, Bakercogs Consulting

Theresa Cogswell noted that "the quality of contestants this year has shown significant improvement over the previous four years as more working bakers, baking educators, students and R&D technicians are taking up the challenge to produce the best possible raisin breads and breakfast products. Unique products with unique ingredients were a pleasant surprise."

The purpose of the CRMB's America's Best Raisin Bread Contest is to recognize and reward the creativity of America's professional and student bakers, encourage new product development, increase awareness of raisin bread varieties, and to help commercialize as many raisin breads as possible.

Survey Finds Vast Majority of Americans are Confident in Their Food's Safety

Jul. 31, 2012, Feedstuffs reports:

The great majority of Americans are confident in the safety of the U.S. food supply, according to the International Food Information Council's 2012 Food & Health Survey.

The council reported that 78% of Americans said they are "somewhat confident" or "very confident" in the safety of the food and beverages that they consume, a number that is dramatically higher than the 50% who responded that way in the 2011 survey.

Although most Americans said they do think about food safety -- 85% said they think about this "a little" to "a lot" -- most said their risk to coming down with foodborne illness is low, with 57% saying their risk is extremely low.

The council reported that 61% of Americans believe imported food is less safe than food grown and produced in the U.S.; 77% of those consumers said they believe other countries conduct fewer inspections and have more lax regulations, 61% said food grown in other countries is produced in less sanitary situations and 60% said food from in other countries becomes contaminated during shipment to the U.S.

S. Africa GAIN Report Available

From the Food Institute

South African raisin exports (excluding currants) in 2012 are estimated at 26,500 metric tons (MT), representing a 36% increase compared with 2011 on an anticipated bigger crop stimulated by good weather conditions. Raisin exports (excluding currants) are revised at 19,516 MT, a 49% decline compared with 2010 export quantities on floods which occurred in late December 2010 through January and early February 2011. [Click here](#) to view the **USDA Report**.

GAIN Report Available for Argentina

From the Food Institute

Argentinean raisin production in 2013 is expected to rebound to 35,000 metric tons (MT) as a result of favorable weather conditions and additional vines entering production. Raisin exports are projected to increase to 30,000 MT due to larger production, and domestic consumption is estimated to remain stable at 5,000 MT. [Click here](#) to view the **USDA Report**

Taste of California Trade Show and Conference

November 5-7, Oakland, CA

Join the **California Centers for International Trade Development** for the exciting Taste of California Trade Show & Conference!

- Meet one-on-one with key buyers
- Increase product/brand visibility

- Launch new products
- Gather information about buyer needs and preferences
- Extend your reach into new markets around the world
- Network with industry professionals

For more information, go to <http://www.tasteofcalifornia.org/home>

Baker, Peterson & Franklin Ag Business Award

The 17th annual BP&F Ag Business Award will be announced at a luncheon at Tornino's on Wednesday, November 14 along with the Fresno Chamber of Commerce's Agriculturist of the Year.

Nomination forms for the ag business award are due by Friday, September 14 and may be obtained by emailing this office:

gary@raisins.org

Past winners include Allied Grape Growers, Fresno Equipment Co., Errotaberre Ranches, Harris Farms, Borba Farms, National Raisin Co., Ballantine Produce Co., Woolf Enterprises, Producers Dairy Foods, P-R Farms, J & L Vineyards, Fowler Packing Co., Joseph Gallo Farms, Wawona Frozen Foods, Wilbur-Ellis Western Division and Zacky Farms.

A Note from the Troops

In the name of the soldiers of the 173ABCT and supporting units I want to sincerely thank you and the Raisin Industry of California for the large box of "goodies" sent to FOB Shank and the many surrounding COPS. Since the 173rd got here about a month ago, we have had more deaths than any other unit stationed in Afghanistan. So your caring packages show that America still cares about the sacrifices made by our military soldiers. In the name of all our soldiers I want to say one more time "MANY THANKS".

CH Travaglione

Senior Chaplain

Shank, Afghanistan

UPCOMING INDUSTRY EVENTS

Fig Fest!

The California Fig Advisory board in conjunction with the California Fresh Fig Growers Association has announced the 9th Annual Fig Fest for Saturday, August 11, 2012 from 9:00 am to 12:30 pm, at CSU-Fresno on the East Lawn. For more information, go to www.californiafigs.com or www.calfreshfigs.com.

Fresno State's Grape Day

Tuesday, August 14, 7:30 am to 1:00 pm on the Fresno State campus.

"Grape Day is an informal field day and open house designed for raisin, table, and wine grape growers, PCA's, winemakers, and winery personnel. The program will feature practical oral and poster presentations on the latest grape and wine research findings by our faculty, staff and student researchers, and conclude with lunch, sponsored by the American Vineyard Magazine. Organizations and/or companies who wish to support this event may want to review the sponsorship opportunities on the Grape Day homepage.

Please click on the following link to view the [Grape Day homepage](http://events.constantcontact.com/register/event?llr=jqek4obab&oeid=k=a07e60l8sy44787cab6) with program, registration, and sponsorship details:

<http://events.constantcontact.com/register/event?llr=jqek4obab&oeid=k=a07e60l8sy44787cab6>

Ag Roundtable

Friday, August 31, 7 a.m., Marie Callendar's, Cedar and Shaw in Fresno

RAC Asian Bakery Winners' Study Tour Dinner

Monday, September 10, 6:30 p.m., San Joaquin Country Club

Taste of California Trade Show and Conference

November 5-7, Oakland, CA

For more information, go to <http://www.tasteofcalifornia.org/home>

2012 Grape, Raisin and Nut Expo

Wednesday, November 7, Big Fresno Fairgrounds, sponsored by American Vineyard Magazine. For more information, go to www.americanvineyardmagazine.com/cvgrexpo.html

31st Annual Agribusiness Management Conference

Wednesday, November 7, Radisson Hotel Conference Center.
Sponsored by the Center for Agricultural Business, CSU-Fresno

Baker, Peterson & Franklin/Fresno Chamber Ag Awards Luncheon

Wednesday, November 14, Tornino's

Fresno Food Expo

Thursday, March 14, Fresno Convention Center. For more information, go to <http://www.fresnofoodexpo.com>

Have a Great Weekend!

Gary Schulz, President and General Manager

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