

October 19, 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](http://www.raisins.org)

### **CRMB Meetings**

None scheduled.

**Fresno Area Weather Forecast may be found at:**

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

## Sun-Maid Receives AG Business Award

From the Fresno Business Journal, October 10, 2012



Baker, Peterson & Franklin certified public accountants named Sun-Maid Growers of California the 2012 Ag Business Award winner Wednesday at the Big Fresno Fair grounds.

At the same event, Greater Fresno Area Chamber of Commerce honored Debbie Jacobsen and Vernal Anthony Amaro as agriculturists of the year. Amaro passed away earlier this year at the age of 85.

Barry Kriebel, president of Sun-Maid Growers, accepted the Ag Business Award on behalf of Sun-Maid. "This year marks Sun-Maid's 100<sup>th</sup> anniversary," Kriebel said. "I am pleased to accept this award on behalf

of Sun-Maid, and all of our raisin growers, our employees, our suppliers and importantly, our customers.”

Kriebel said Sun-Maid would continue to improve its products and farming practices. “In recent years, we have witnessed the development of new raisin varieties, new trellis systems, mechanical harvesting and dried on the vine raisins,” Kriebel said. “All these improvements position the industry well for the future.”

Kriebel added that Sun-maid produces one-third of the nation’s raisins and employs 750 family farmers and 800 employees. The company injects \$300 million into the California economy, he said.

Accepting the Agriculturist of the Year Award, Debbie Jacobsen said it was her family including her parents and grandparents that helped her achieve agriculture success.

Jacobsen, who with husband Ray and son Ryan owns and operates J&L Vineyards in Easton, is known for her strong commitment to and passion for agriculture and education.

Vernal Anthony Amaro likewise had a great passion for the agriculture trade. He is well remembered for his farming of numerous crops and his development of new farm technology.

Amaro was born in Selma in 1926 grew up on a small dairy and raisin farm.

Amaro became involved with both farming and ranching before planting varietal wine grapes. He helped introduce pistachio farming to

California and planted the original 140 acres of Wonderful pomegranates.

Amaro developed the first portable field packing melon line that pre-sized melons. In 2000, he developed and patented the first mechanical "dried on the vine" grape-raisin harvester, which is now regularly used in harvesting.

Vincent Petrucci, Amaro's professor in the first viticulture class taught at Fresno State, accepted the agriculturist award on behalf of Amaro.

This year's award recipients will be honored at the chamber's Ag Awards Luncheon at noon, Nov. 14 at TorNino's Banquets in Fresno.

## **Study Links Grape Consumption with Good Health Habits: Researchers Look at Diets of More than 21,800 People**

By TIM HEARDEN—Capital Press, October 18, 2012

SACRAMENTO -- A new study suggests that people who regularly consume grapes, raisins or grape juice gravitate toward healthier overall eating habits.

The study, presented Oct. 9 at the Academy of Nutrition and Dietetics Food and Nutrition Conference and Exposition in Philadelphia, examined federal data on the diets of more than 21,800 children and adults.

Researchers funded by the National Grape and Wine Initiative here found that consumers of non-alcoholic grape products had increased intakes of total and whole fruit as well as dietary fiber, calcium, magnesium, potassium and vitamins A, C and B6, according to a news release.

"I think it shows that not only do people who consume grapes and grape products tend to have larger consumption of other food items that are important to the diet, but they also show a tendency to consume less of those things they shouldn't eat," said Jean-Mari Peltier, Grape and Wine Initiative president.

The initiative works with government agencies and universities on research to assist industries related to grapes, which are a leading specialty crop.

For this study, initiative researchers looked at data from the 2003-08 National Health and Nutrition Examination Surveys, which examines interviews of patients about their diets as well as physical examinations, Peltier said.

Among its findings was that adult consumers of grapes showed increased intakes of vegetables, whole grains, nuts and seeds -- along with lower intakes of total fat, saturated fat and cholesterol -- than non-consumers.

Dietary fiber, calcium and potassium are particularly important for consumers, as most Americans are currently not getting enough of those nutrients in their daily diets, the initiative contends.

## **California Raisins Announces Winners of 5<sup>th</sup> Annual America's Best Raisin Bread Contest**

***Professional, Student Bakers from Coast-to-Coast Take Top Honors in the Only U.S. Professional Baking Competition***

**Fresno, Calif. (October 18, 2012)** – The California Raisin Marketing Board (CRMB) recently crowned the winners of the 5<sup>th</sup> annual America's Best Raisin Bread Contest, the only professional baking competition in the nation.

Thirty-six finalists gathered October 12-13 at the American Institute of Baking (AIB) in Manhattan, Kan., to bake a variety of unique breads that starred the naturally sweet and classic baking ingredient: California raisins. Of the 36 finalists, 13 winners were chosen for their innovative and mouth-watering entries, competing in Artisan, Commercial and Breakfast categories. The California Prize was also awarded to recognize an honorable effort.

The winners include:

**Artisan:**

- Grand Prize – Courtney Reed & Susan Kay, Bay State Milling, Quincy, MA (Raisin<sup>2</sup> Pizza Crust)
- Judges' Prize – Philippe Sanchez, Marriott International, Orlando, FL (Fleur de Raisin)
- Idea Prize – Siddharth Mangalore, Kendall College, Chicago, IL (Curried Whole Wheat Raisin Boule)
- Student Prize – Jack Lonetto, Johnson & Wales Univ. North Miami, FL (Raisin Stuffed Breakfast Challah)

**Commercial:**

- Grand Prize – Pamela Adams, University of Massachusetts (Cinnamon Swirl Raisin Bread)
- Judges' Prize – Suzanne Tatis, Art Institute of Las Vegas (Lucky Golden)
- Idea Prize – Molly Burke, Cargill, Plymouth, MN (Spicy Raisin Gingerbread)
- Student Prize – Maria Quinn, French Pastry School, Chicago, IL (Not Your Grandma's Banana Bread)

**Breakfast:**

- Grand Prize – Olivier Saintemarie, French Pavilion at Epcot, Orlando, FL (Raisins Florentine Danishes)
- Judges' Prize – Joe Falcinelli, Bennison's Bakery, Evanston, IL (Raisin Kovigor-Amann)

- Idea Prize –Rachel Crampsey, Montclair Bread Co., Montclair, NJ (Carrot Raisin Nut Muffin)
- Student Prize – Roman Anglin, Ritz Carlton Int'l, Valencia College, Orlando, FL (Sunny Tops)

**California Prize:** Maurice Kalinsky, Upper Crust Baking Co., Davis, CA (Birdseed)

“The experience level, creativity and craftsmanship of this year’s winners are at the highest level I’ve seen since we started this competition five years ago,” said Larry Blagg, senior vice president of marketing for CRMB. “Besides recognizing some of the top bakers in the industry, participation in the finals is done in such a manner as to create a sense of camaraderie among the contestants – they exchange techniques and best practices with one another.”

In addition to winning industry honors and national recognition, the winners will receive a tour of California, including the Culinary Institute of America in St. Helena and the San Joaquin Valley, home of more than 3,000 raisin growers.

More than 100 professional and student bakers submitted original formulas to the competition. Finalists were determined by a review of submitted written applications and photographs.

During the competition, each contestant made their products in the AIB kitchens, while judges observed technique, formulations, efficiency and professionalism. Finalists then presented their creations to the panel of judges, who inquired about their formulas, production techniques, as well as the retail or commercial viability of their products.

The judging panel was a respected group of experienced professionals in the baking industry, including:

- Theresa Cogswell, Chief Judge and President of BakerCogs, Inc., Olathe, Kan.
- Cyril Hitz, Department Chairman for Baking & Pastry at Johnson & Wales University, Providence, R.I.
- Klaus Tenbergen, Certified Master Baker and Professor of Culinology, California State University, Fresno
- Dominique Homo, Bakery Consultant, Quebec, Canada
- Dan Malovaney, Executive Editor of *Baking & Snack*, Schaumburg, Ill.
- Mary Molt, Ph.D., R.D., L.D., Assistant Director of Housing and Dining Services and Assistant Professor of Hospitality Management and Dietetics, Kansas State University, Manhattan, Kan.

Applications for 2013's 6<sup>th</sup> annual America's Best Raisin Bread Contest will be available online starting Nov. 1. Bakers interested in competing can visit [www.LoveYourRaisins.com](http://www.LoveYourRaisins.com) or contact Theresa Cogswell at [bakerscogs@sbcglobal.net](mailto:bakerscogs@sbcglobal.net) for more information.

## **Raisin Drying Systems Workshop is Nov. 14**

A workshop focusing on dried on the vine (DOV) raisin production using an open gable trellis is scheduled for Wednesday, Nov. 14, from 10 a.m. through lunch at the FEOC Nielson Conference Center, 3110 W. Nielsen, Fresno.

Speakers include Matthew Fidelibus, with the UC Kearney Agricultural Research and Extension Center, and a four grower panel. Fidelibus will focus on pruning open gable DOV systems to optimize yield and quality. A four grower panel includes Ed Nikssarian, Ron Kazarian, Trent Hammond and Ron Brase. The panel will cover grower experiences with DOV raisins and open gable systems.

Cost is \$10. For more information, contact Ron Brase at 559-275-8095.

## **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>

## **UPCOMING INDUSTRY EVENTS**

### **Ag Roundtable**

Friday, October 26, 7 a.m., Marie Callendar's, Cedar & Shaw in Fresno

### **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](http://www.americanvineyardmagazine.com/cvgrexpo.html)

### **31<sup>st</sup> 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, 2013, Fresno Convention Center. For more information, go to <http://www.fresnofoodexpo.com>

## **International Nut and Dried Fruit Conference (INC)**

May 21-23, 2013, Barcelona, Spain

For information, go to [www.nutfruit.org](http://www.nutfruit.org)

## **Have a Great Weekend!**

**Gary Schulz**, President and General Manager

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