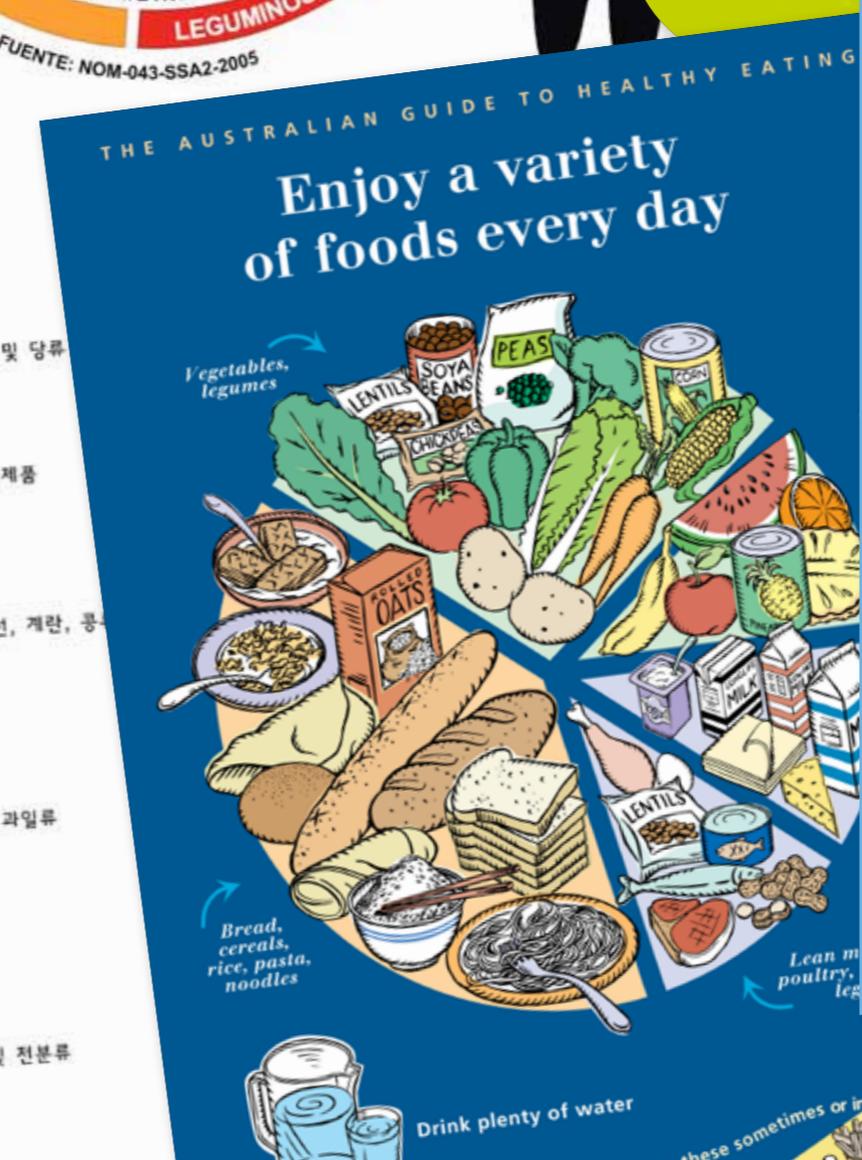
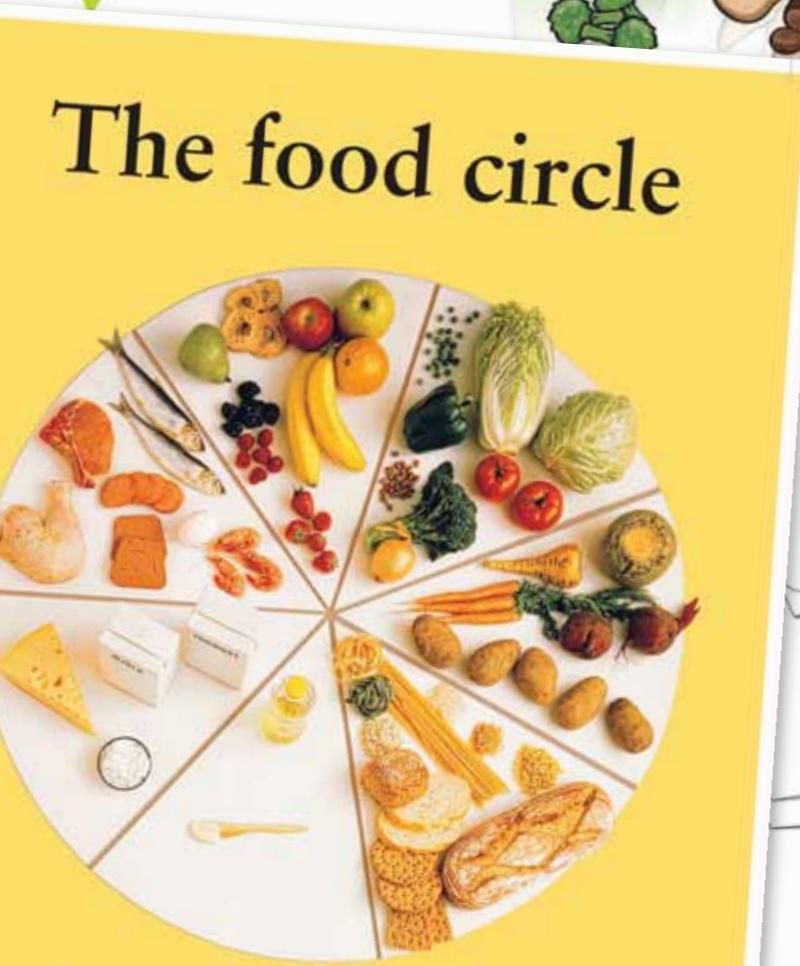


# CHAPTER 5

## The Facts on Raisins & Dried Fruits



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# Choosing Raisins

For nearly 100 years, the most popular grape used for making raisins has been the Thompson Seedless grape—which, like the seedless watermelon, has no seeds. What makes natural raisins “natural” is that they are sun-dried without any oils or dipping solutions to accelerate their drying. Natural seedless raisins have a sweet, chewy, and rich flavor enjoyed by children and adults alike.



### NATURAL SEEDLESS RAISINS

About 90 to 95 percent of natural seedless raisins are made from Thompson Seedless varieties, which includes Selma Pete (*shown above*), DOVine, and Fiesta, while the remaining percentage is made up of varieties including Flame Seedless, Ruby Seedless, and Sultana.



### ZANTE CURRANTS

Zante currants are made from Black Corinth grapes, a seedless grape variety that originated in Greece. Zante currants are very small, black, tender, and have a tart, spicy flavor. They are only 1 to 2 percent of natural seedless grape production.



### BAKING WITH ZANTES

Not to be confused with blackcurrants and redcurrants, which are berries grown on small shrubs, Zante currants are perfect for baking, and are referred to in recipes as “currants.”

### THOMPSON SEEDLESS



Thompson Seedless is the dominant grape variety grown in California. Thompson Seedless grapes are usually sun-dried on paper trays for a period of between 17 to 21 days.

#### Thompson Seedless



Thompson Seedless dried on ground



### FIESTA & FLAME



Selma Pete, DOVine, and Fiesta are all Thompson Seedless varieties, while Flame Seedless is a cross between Thompson Seedless and other varieties including Muscat of Alexandria.

#### Fiesta Flame Seedless



Flame dried on ground



Flame dried on the vine



### ZANTE CURRANT



Also known as Black Corinth, the Zante Currant is used to make small, seedless raisins. Because of its early ripening and quick drying time, Zante Currants can be dried both on paper trays and on the vine.

#### Zante Currant



Zante Currant dried on ground



Zante Currant dried on the vine



# Golden Raisins

Many people are surprised to learn that golden raisins are made from the same varieties of grapes used to make natural seedless raisins. On the vine, the grapes are the same green color, but different processing methods and the treatment of sulfur dioxide give golden raisins their bright, golden color. Instead of being dried in the sun, golden raisins are dried inside large dehydrators.



### GOLDEN GOODNESS

Golden raisins are used for snacking and in baked or cooked products.



### GRAPES FOR GOLDENS

The Fiesta variety, shown above, is among the grape varieties used to make golden raisins, which includes Thompson Seedless, Fiesta, Selma Pete, and DOVine.

### INTRODUCTION OF GOLDEN RAISINS

Raisin dehydration in heated air dryers was first devised in the early 20th century, and the light-colored golden bleached raisin was developed in the early 1920s. At right, a Sun-Maid golden raisin carton from 1922.



### COOKING WITH GOLDEN RAISINS

Recipes often call for golden raisins because of their light color. Golden raisins and natural seedless raisins can be substituted for each other in recipes, or for more colorful cooking, combined.

## Making Golden Raisins

### 1. FRESH FROM THE VINEYARD

Grapes are hand harvested and transported to the dehydrator in bins.



### 2. CLEANING AND PREPARATION

Grapes pass through a shaker and vacuum to remove leaves before being dipped in a warm solution. This produces tiny cracks in the grape skins to prepare the grapes to accept sulfur and speed drying.



### 3. ONTO TRAYS AND INTO SULFUR TUNNELS

The fruit is placed on wood trays stacked on rolling carts, which go inside sulfur tunnels. The grapes are exposed to sulfur dioxide for 6 to 8 hours, preserving their light color—which can range from yellow to light amber.



### 4. DRYING TUNNELS

The carts are transferred from the sulfur tunnels to the adjacent drying tunnels, where they are dried in temperatures of 145–155°F for 18 to 20 hours.



### 5. GOLDEN RAISINS

The trays are removed from the drying tunnels and the golden raisins are taken off the trays and put into bins, which then head to the plant for packaging.

# Apricots

Apricot trees thrive in Mediterranean climates like California, Turkey, the Middle East, and South Africa. Apricots have been grown in California for two centuries. Spanish explorers are credited with first introducing apricots to California, where they were planted in the gardens of Spanish missions. The yellow-orange fruits were once a delicacy reserved for royalty, but today, dried apricots are a part of everyday cooking, packing both flavor and a wealth of nutritional benefits.

## APRICOT HALVES AND WHOLE APRICOTS

California dried apricots (*right*) are dark orange in color and have a tangy-sweet flavor.

They are made by slicing fresh apricots in half, removing the pits, and then drying.

Mediterranean dried apricots (*left*) have a sweet flavor. They are pitted and dried whole.



## ON THE BRANCH

It takes about 4 years for an apricot tree to begin producing commercial quantities of fruit. Average apricot trees produce fruit for 20 to 25 years. The fruit can be eaten fresh, frozen, canned, or dried. Fresh apricots are generally available from May to August.



## MADE IN THE SUN

Trays of halved apricots dry naturally in the sun (*left*). Dried apricots are rich in fiber and other minerals, such as potassium and iron. Apricots also contain beta-carotene, a powerful antioxidant that helps preserve eyesight and is converted into vitamin A by the body.



## SWEET AND SAVORY

Dried apricots complement both sweet and savory cooking, in both main dishes and desserts, and their vibrant color adds interest to any table. Here, California dried apricots lend tartness to white chocolate chip cookies (*left*), and Mediterranean dried apricots add sweetness to a North African vegetable stew (*far left*).



## APRICOT ABUNDANCE

California's first concentrated area of apricot production was in the Santa Clara Valley, south of San Francisco, which was also known for growing peaches, prunes, plums, and cherries. In the 1970s, the area developed into what is now known as "Silicon Valley," and most of the apricot orchards relocated to the San Joaquin Valley, where they are predominantly found today.

## SPRING BLOOMS

The apricot is one of the first fruits to blossom in the spring. It is considered a frost-risk fruit, as it blooms in March so it is easily damaged by the below-freezing temperatures that can occur in April. Apricot production can also be affected by hail, which is unpredictable but occurs in April or May.



## APRICOT ORCHARDS

Apricot trees are pruned after harvest. They go into dormancy in winter and begin to develop fruit in February, with the setting of buds. They flower in March or April and are harvested between June and August, depending on variety and location in Northern Hemisphere countries.

# Prunes

An ancient fruit originating in Western Asia, prunes were carried westward into Europe, where French cooking has embraced the dried fruit for centuries. As for the United States, prunes were brought to California after the Gold Rush and are now an important part of the state's agriculture. Some people commonly refer to prunes as dried plums.



### PLUM ORCHARD

Capable of producing fruit for 30 years, dried plum trees bear fruit 4 to 6 years after planting and reach full production at 8 to 12 years old. After dormancy during the winter months, the trees produce fragrant white blossoms in spring, which last about one week before falling to the ground, revealing the first signs of the forming fruit.



### PLUMS TO PRUNES

The D'Agen dried plum is known as the California French Dried Plum and makes up 99 percent of the state's production, which is concentrated in the Sacramento and San Joaquin Valleys. The picture above shows Sun-Maid prune packaging from 1930.



### HARVESTING PLUMS

Dried plums are allowed to fully ripen on the tree before being picked for processing, with orchards ready for harvest by mid-August. Most harvesting in California is done by a machine called a mechanical shaker, which grabs a main limb or trunk to shake fruit off the tree onto a fabric-stretched frame. The fruit is transferred into bins by a conveyor belt and then taken to the dehydrator.



### PLUM PAST

French nurseryman Louis Pellier originally came to California in 1848 in search of gold, and after little success as a miner, purchased land in the Santa Clara Valley. His brother later joined him and the two began a nursery business with cuttings brought from France, including original D'Agen graft stock brought over in 1856. By 1900, there were approximately 90,000 acres of dried plum orchards in the state. This postcard (left) from the early 1900s shows plums being picked by hand before being made into prunes.

### PRUNE CUISINE

Far Breton (*near right*), also known as Brittany Pudding, originates from France's northern coastal region. A cross between cake, custard, and flan, the dish calls for prunes and, depending on the region, raisins. A *tagine* (*far right*) is a traditional Moroccan dish, which is named for the clay pot that it is cooked in. Sweet prunes are added to a tagine to balance the flavors of chicken, beef, and lamb.



# Figs

The versatile fig grows large and small, round and oval, as a low desert shrub, and towering in tropical forests. Figs may even be the oldest domesticated dried fruit, as they are believed to have been cultivated from as early as 10,000 B.C. Several varieties of figs, including the popular Smyrna variety, were brought to California by settlers and planted in the Sacramento and San Joaquin Valleys. Fresh figs are very perishable. Once dried, figs are easy to transport and can last for months, either to be eaten as snacks or dessert by themselves, or used in baking and other dishes.



### COOKING WITH FIGS

Dried figs are rich in health-promoting antioxidants and complex carbohydrates, are an excellent source of dietary fiber, and provide a wealth of essential minerals such as potassium, iron, and calcium. Dried figs make an excellent food for eating out of hand, or using in sweet and savory recipes.



### CALIMYRNA FIGS

Calimyrna figs require a unique type of pollination by the tiny *Blastophaga* wasp. This process was first successfully completed in California by George Roeding, who hand-pollinated figs brought from Smyrna, Turkey. When the trees produced ripened figs in 1900, he combined the words *Smyrna* and *California* to rename the figs *Calimyrna*.



### MISSION FIGS

Mission figs grow in two crops per year. The first crop in late June is used for fresh figs, and the second follows later in the summer, at the same time as many other fig varieties.

The second Mission crop is dried for consumer packages of figs and industrially used for fig paste.



### FIG TREES

New plantings of fig trees reach fruit-bearing age after 5 to 7 years, and can produce fruit for 100 years or more. Fruit begins appearing on fig trees in May, and is available as late as October when the final picking of the fruit is completed.



### PROCESSING

After the figs have been dried, they are delivered to the processing facility where they are thoroughly washed. Processing brings the moisture content up from 14 to 20 percent when delivered to as high as 31 percent, making the dried figs moist and plump.



### FIGS ARE FLOWERS

Unlike other tree fruits or nuts, fig trees have no blossoms on their branches; their flowers are inverted and develop inside the fruit. These tiny flowers produce the small, crunchy seeds that give figs their unique texture.

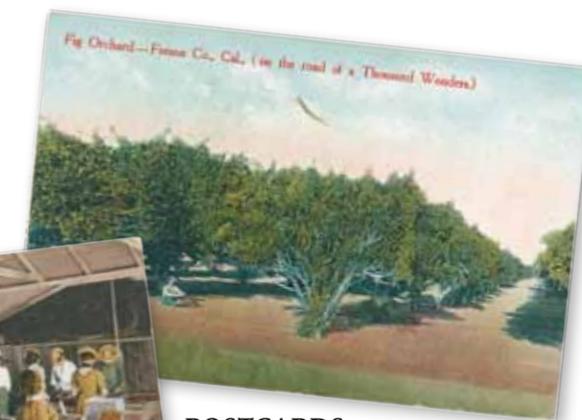


### FRUIT AND CAKE

The modern fig bar was invented in 1891, when James Mitchell designed a machine to commercially fill dough with fig jam. The cookies were named for the town of Newton, Massachusetts, which was near Kennedy Biscuit Works (later Nabisco), which first produced the first Fig Newton™ cookies.

### FIGS, FORKNER, AND FRESNO

In the early 1900s in Fresno, JC Forkner, third from left, created the world's largest fig orchard. After purchasing land that had been deemed worthless because of a lack of irrigation and hardpan beneath the soil, Forkner bought 48 of the first Fordson tractors ever built to work the soil, later buying even more of the tractors. He spent \$8 million developing the land and used dynamite to blast holes to plant over 10,000 acres of figs. He sold 10–40 acre plots and subdivided the acreage closest to Fresno into what would eventually become the “Old Figarden” neighborhood.



### POSTCARDS

Postcards circa 1914 illustrate fig growing and production in Fresno. In 1890, Fresno County led the state in fig acreage with a total of

roughly 3,000 acres, followed by Tulare and Orange counties. By the 1950s, fig planting had grown to roughly 30,000 acres throughout California, led by Fresno, Merced, and Tulare Counties. Today, California fig acreage is roughly 10,000 acres with Madera County leading the state in fig acreage with over 5,000 acres, followed by the counties of Merced and Fresno.



# Dates

One of the world's first cultivated fruits, dates have long been valued as both a reliable food source and delicacy. People of the Middle East use many varieties, which are classified by ripeness and color, in traditional meals and rituals. Date palms have spread to the New World too, where the dried fruit appears in new guises—from appetizers to desserts.



### DATES IN THE VALLEY

This 1920 photograph shows dates ripening on a tree in Kingsburg, California. Today, most California dates are grown in Southern California's Coachella Valley.

### DATE PALMS

While date palm trees (*Phoenix dactylifera*) are grown throughout the world, the trees require special conditions in order to produce fruit. Dates are grown in the Middle East, Pakistan, North America (California and Mexico), and Africa (North of the Sahara, South Africa, and Namibia). Given adequate water, date palms grow in hot, arid climates. Commercial date gardens are made up of male and female trees—the male trees produce pollen and the female trees bear fruit—with one male tree and 50 female trees planted per acre. The trees grow up to 100 feet tall and live more than 200 years.

### DELICIOUS DATES

Dates are often stuffed with almonds or other nuts. Dates can be used in meat and rice dishes, as well as baked in desserts. Mature dates have a moisture content of 14 to 22 percent, which is similar to other dried fruits.



1. The date garden is prepared for harvest



2. Dates are picked by hand



3. The dates are emptied into bins

### DATE HARVEST

Dates ripen in 6 to 7 months and are harvested from September through December in California. In other climates, dates can ripen as early as July and as late as November. Date harvesters either handpick the fruit or cut the ripened clusters and shake off the fruit.



### DATE SHAKES

Date shakes are an iconic food of Southern California's Coachella Valley, where the treat originated when date gardens began offering locals and travelers milkshakes made with dates and ice cream.



### THE OBSERVANCE OF RAMADAN\*

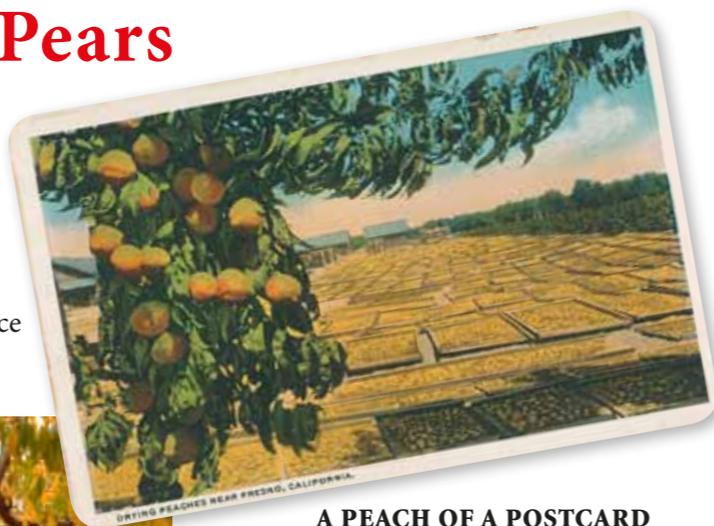
	APRIL	MAY	JUNE	JULY	AUGUST
2012				July 20–Aug. 18	
2013				July 9–Aug. 7	
2014			June 28–July 27		
2015			June 18–July 17		
2016			June 6–July 5		
2017		May 27–June 25			
2018		May 16–June 14			
2019		May 6–June 4			
2020	April 24–May 23				

\*Actual timing is dependent on the sighting of the moon.

The ninth month of the Islamic calendar, Ramadan, lasts between 29 and 30 days and is observed by Muslims around the world. During this month, Muslims fast from dawn to sunset. This means that during daylight hours, they cannot consume food or drink, including water. The daily fast is broken by a light meal called *iftar*, usually consisting of dates and water, followed by evening prayers and the offering of a light meal afterwards. The Islamic calendar is based on the moon and has 12 months, alternately 30 and 29 days long. Because the year has 354 days, the dates for Ramadan shift backwards, completing an entire cycle every 32½ years.

# Peaches, Apples, & Pears

The flavors of summer and fall last year-round with dried peaches, apples, and pears—traditional dried fruits have nothing added except the treatment of sulfur dioxide for color preservation. While drying concentrates the natural fruit sugars and makes them ideal for snacking and cooking, no sugar or fruit juice concentrates are added, making them an excellent source of essential nutrients including fiber and potassium.



### A PEACH OF A POSTCARD

Fresno County's first commercially-producing fruit trees were planted in 1877. In 1886, tree fruit began a period of enormous growth, displacing the grain crops that were previously grown in the area.



### AUTUMN IN THE ORCHARD

A peach orchard's bright fall colors contrast sharply with the pastel-colored blossoms in spring. Between spring and fall, peak harvest time for peaches runs from June to August, depending on the variety.



### DRIYING PEACHES

Above, peaches are typically cut in half and the pit is removed before drying. While peaches and nectarines are regarded commercially as different fruits, they belong to the same species. Nectarines have smooth skin, which can often appear more reddish than the skin of fuzzy peaches.



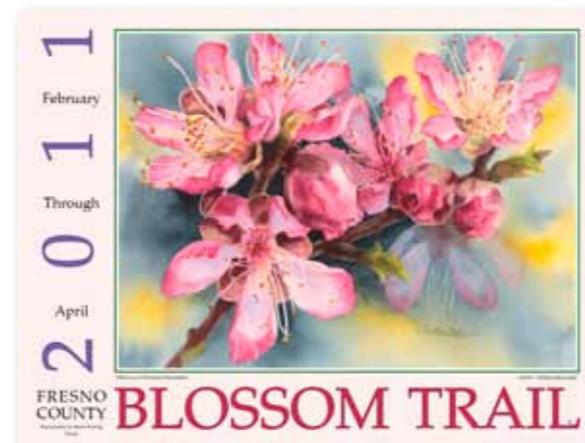
### PEACH PACKAGING

Left: Sun-Maid used the Blue Ribbon label to sell peaches before expanding its Sun-Maid product line. Right: a man displays peaches drying in the sun at the Earl Fruit Company circa 1930.



### APPLES

While there are more than 7,500 varieties of apples worldwide, one of the most popular is the Red Delicious. The Fuji apple variety was introduced to the United States from Japan in the 1980s and is a cross between a Red Delicious and Ralls Janet. Sun-Maid's Dried Washington Apples are made from the popular Fuji variety, which is harvested in October.



### BLOSSOM TRAIL

Today, both the Fresno County Fruit Trail and Blossom Trail showcase the vast array of fruits grown in the region, producing maps to guide visitors through the different orchards and vineyards, where the different colored blossoms of plums (white), apricots (pink), peaches and nectarines (both pink and red petals in bloom at the same time), and apples (white) can be seen.



### PEARS

Pear harvest begins in August with Bartlett pears and continues in September and October with winter varieties. Both pears and apples are also cut in halves or slices and their seeds are removed before drying. Members of the same subfamily of trees, pears and apples are similar in cultivation, propagation, and pollination.



# Artificially Sweetened Dried Fruits

While traditional dried fruits such as apricots, apples, dates, figs, prunes, and raisins have no added sugar, the characteristics of some other fruits make them palatable only when fruit juice or sugar is added to them. Fruits such as blueberries, cherries, cranberries, mangoes, pineapple, papaya, and cantaloupe are all artificially sweetened, and therefore recognized as being different from traditional dried fruits.



## CRANBERRIES

Cranberries are one of the few fruits native to North America. They grow on vines in sandy bogs and marshes, and are harvested by flooding the bogs with water so that the cranberries float to the top.



## CHERRIES

Cherries have a short harvest season, so drying cherries allows the fruit to be used throughout the year. Sun-Maid's dried cherries are from Northern Michigan, one of the premier areas in the world for tart cherry production.



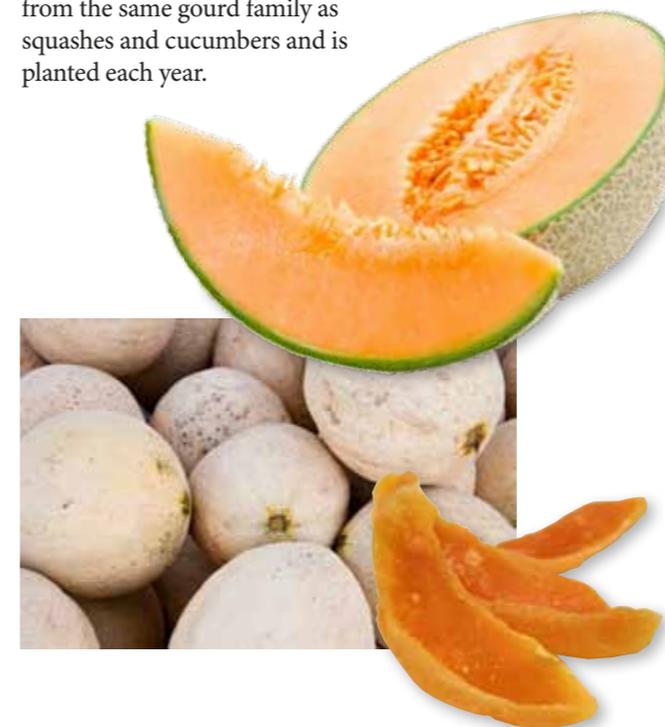
## BLUEBERRIES

Blueberries are also native to North America. Native Americans picked blueberries from bushes and added them to stews, soups, and meats. Today, when planted, blueberry bushes produce fruit for 25 to 40 years. The peak harvest season is in July, which is also National Blueberry Month.



## CANTALOUPE

Cantaloupe is a type of melon from the same gourd family as squashes and cucumbers and is planted each year.



## MANGO

Mangoes originated in Southeast Asia and India and are grown in tropical and sub-tropical climates. Evergreen mango trees can grow up to 60 feet tall and produce fruit 4 to 6 years after planting.



## PINEAPPLE

Pineapple fruits are produced by the flowers of the pineapple plant joining together to form a cone-shaped juicy fruit. Classified as an herb, pineapple plants are grown in the tropics, and fruit juice or sugar is typically added to the dried rings or chunks.



## PAPAYA

Papaya is a tropical fruit whose plants resemble trees but are technically large herbs. Papaya fruit is melon-like and can range from 6 to 20 inches long. The dried version is usually sweetened with fruit juice or sugar and sold in spears or diced.



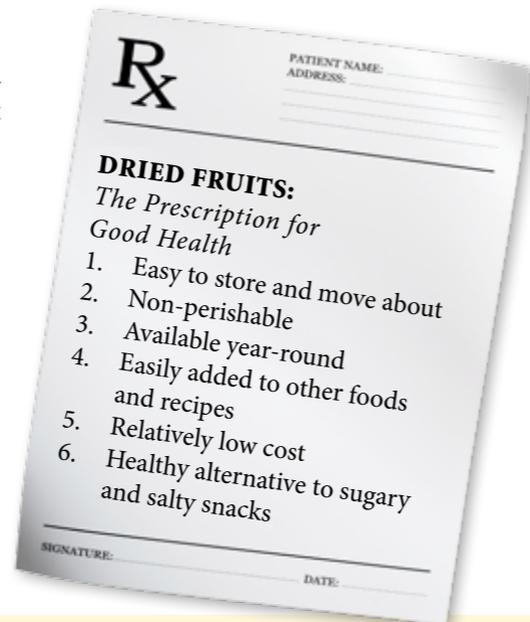
# Health Benefits of Dried Fruits

Traditional dried fruits—apples, apricots, dates, figs, peaches, prunes, and raisins—provide a wealth of nutritional benefits and are considered side by side with recommendations for daily fruit intake. These dried fruits are nutrient dense and are naturally rich in vitamins, minerals, and phytochemicals, and provide an important source of fiber, potassium, and antioxidants.



### FITNESS FUEL

Dried fruits can also help in maintaining a healthy weight, and are the perfect snack when on the go. Diets incorporating dried fruits have been linked with lower rates of obesity, lower diabetes, and lower rates of cancer.



	VALUABLE NUTRIENTS	HEALTH BENEFITS
<b>RAISINS</b> 	Contain <b>phytochemicals</b> and <b>boron</b>	Phytochemicals benefit oral health by fighting bacteria that cause cavities and gum disease. Boron is beneficial to bone health.
<b>FIGS</b> 	High source of <b>dietary fiber</b>	The fiber in figs is associated with improved digestive health and has been shown to have anti-clotting, antispasmodic, anti-ulcer, anti-cancer, and lipid-lowering properties.
<b>APRICOTS</b> 	Rich in carotenoids like <b>beta-carotene</b>	Beta-carotene is important for healthy eyes, skin, and a strong immune system.
<b>PRUNES</b> 	Rich in <b>phenolic compounds</b>	The phenolic compounds in prunes—neochlorogenic acid, chlorogenic acid, isoflavones, and lignans—promote bone health.
<b>DATES</b> 	High in <b>antioxidants</b> and <b>proanthocyanidins</b>	Antioxidants protect cells against free radicals, and proanthocyanidin compounds are strongly associated with cardiovascular health.
<b>PEACHES</b> 	Excellent source of <b>vitamin A</b>	Vitamin A is important for the retina and in maintaining healthy eyes.



**NO ADDED SUGAR** ✓

- Naturally sweet without the addition of sweeteners.
- Low glycemic index, possibly due to the presence of polyphenols, phenols, and tannins.



**NATURAL** ✓

- Just *Fruit & Sunshine*.
- Dried fruit = fresh fruit with a reduced water content level.
- Raisins have nothing added, and many other dried fruits have added only a color preservative like sulfur dioxide.



**FAT FREE** ✓

- Naturally fat and cholesterol free.



**NO ADDED SALT** ✓

- No added salt and low in sodium.



**HIGH FIBER** ✓

- Great source of fiber, a part of all healthy diets.
- High fiber diets are recommended to reduce the risk of cardiovascular disease, diabetes, and cancer.



**DENTAL HEALTH** ✓

- Shown to promote healthy teeth and gums.
- Contain bioactive compounds with antimicrobial properties, capable of inhibiting the growth of bacteria that cause cavities and gum disease.



**SERVING SIZE** ✓

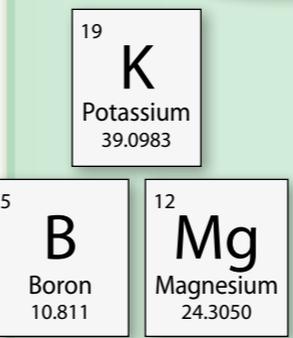
- A 1 ounce or 30 gram serving of raisins and other traditional dried fruits contains less than 100 calories.

**100 Calories or Less Per Ounce!**

## Health Benefits of Raisins & Dried Fruits

**NUTRIENTS** ✓

- Significant source of potassium, which can help lower blood pressure.
- Provide calcium, magnesium, vitamin K, and boron—all beneficial to maintaining bone health.



**Potassium** (K) 39.0983

**Boron** (B) 10.811

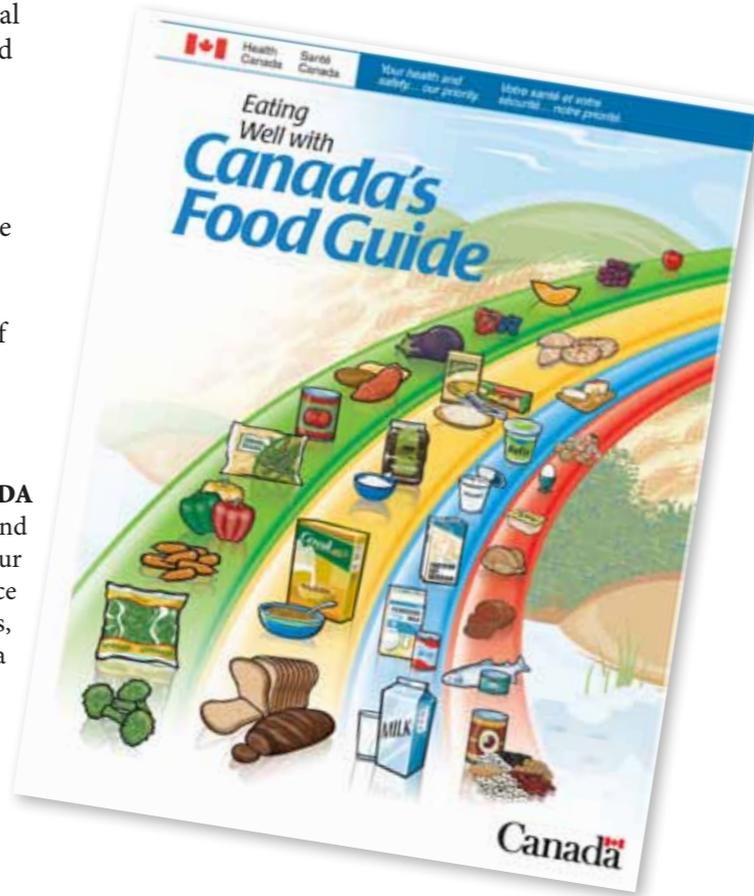
**Magnesium** (Mg) 24.3050

# International Food Guidelines

Food guidelines around the world are educational tools used to help choose foods for well-balanced diets. While the guidelines take a variety of forms including pagodas, plates, spinning tops, pyramids, and wheels, there is one similarity between them all: fruits and vegetables are essential to good health. Some guidelines include recommendations for exercise and plenty of water, while others focus on food groups and proper portions. Grapes are pictured on many of the guidelines as illustrations and photographs, and a number feature images of dried fruit.

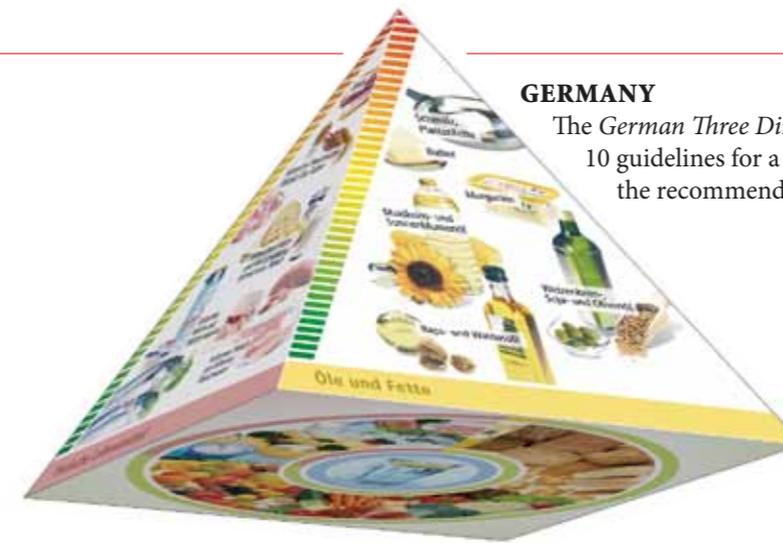
## CANADA

With an image of grapes among its pictured fruits and vegetables, *Canada's Food Guide* lists foods in four groups. The guide, which was created to help reduce and prevent chronic disease, obesity, type 2 diabetes, and certain types of cancers, recommends eating a serving of fruits or vegetables at every meal.



## GERMANY

The *German Three Dimensional Food Guide Pyramid* includes 10 guidelines for a wholesome diet and pictures grapes with the recommended fruits and vegetables.



## CHINA

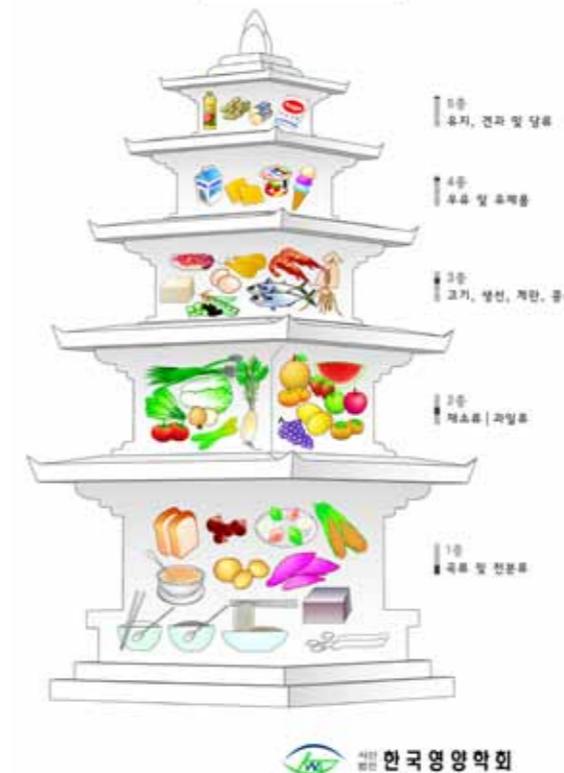
The *Balance Dietary Pagoda*, created by the Chinese Nutrition Society, includes an illustration of grapes in the second tier of the pagoda, and advises plenty of water and exercise.



## 中国居民膳食指南及平衡膳食宝塔 (第三版)

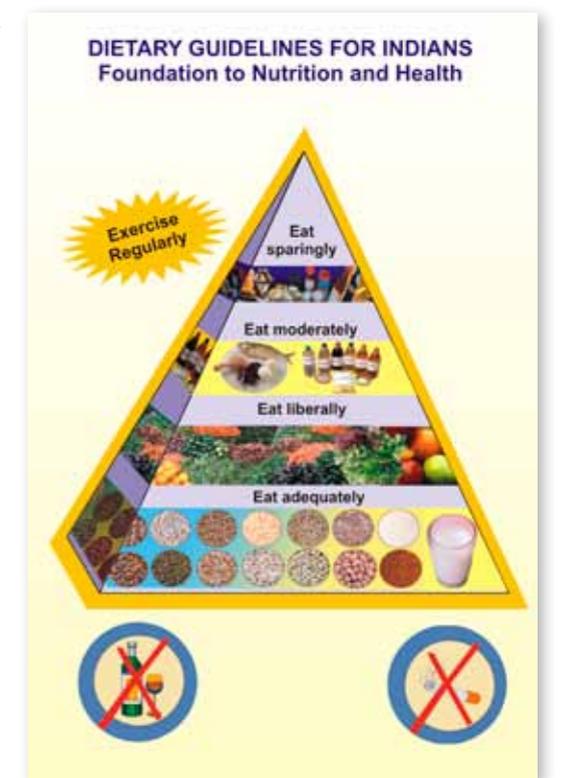


## 식품구성탑



## INDIA

In addition to recommending that fruits and vegetables be eaten liberally, the *Dietary Guidelines for Indians* pyramid advises regular exercise and advises against drinking alcohol and smoking. Grapes are shown among the pictures of fruits and vegetables.

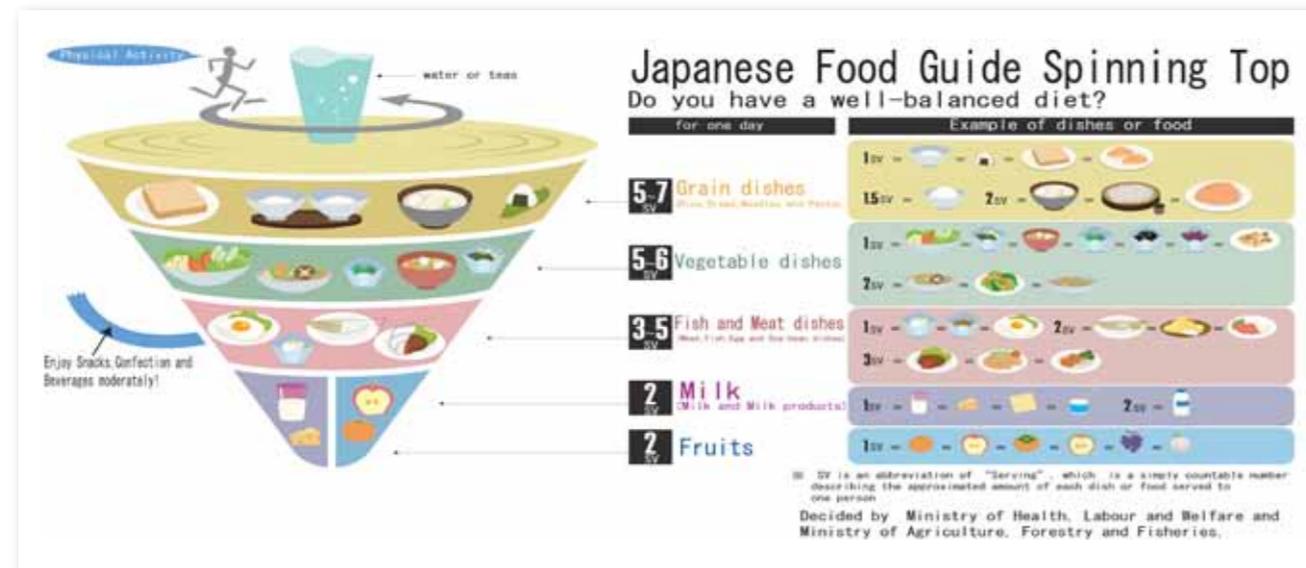


## KOREA

Featuring grapes among its illustrated fruits, the Korean Nutrition Society created the *Food Guidance Pagoda* and recommends two servings of fruit daily for a 2,000 calorie diet.

## JAPAN

Japan's *Food Guide Spinning Top* uses plates of food both to show the recommended foods and to estimate the quantity of food that should be eaten. Included among the fruit group is an illustration of grapes.



# International Food Guidelines

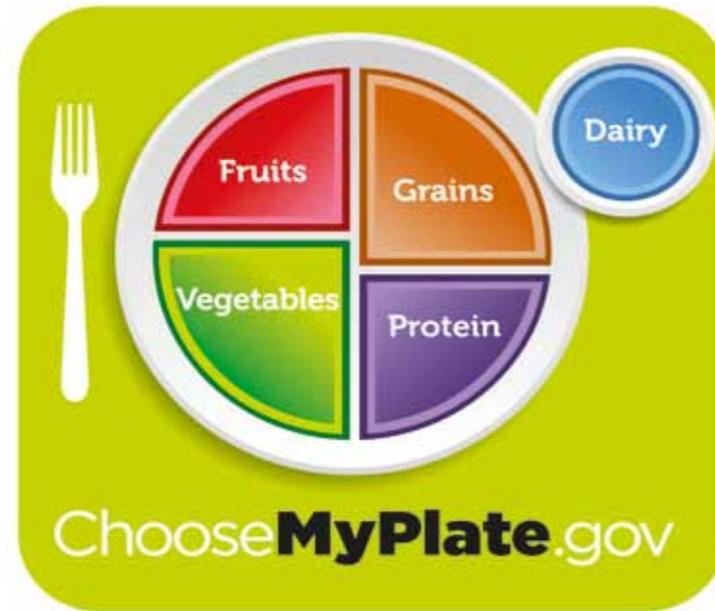


## FOOD PYRAMID

For years, the food pyramid defined American guidelines for healthy eating. In 2005, the introduction of *MyPyramid* turned the original food pyramid, with its hierarchy of foods, on its side with each food group represented by a color. The pyramid also included a stick figure running up the side to show the need for exercise in addition to a healthy diet.

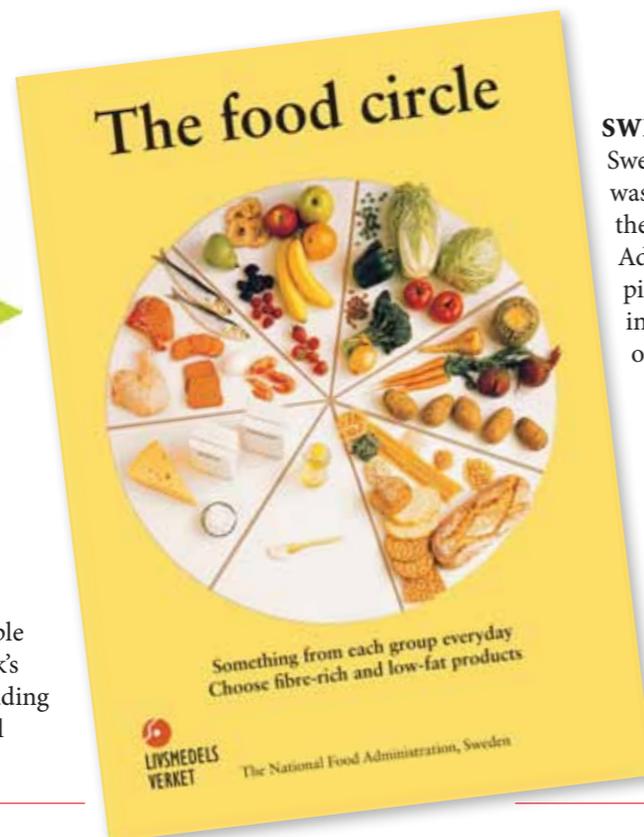
## FROM PYRAMID TO PLATE

In 2011, the new food icon *MyPlate* again transformed the visual representation of a healthy diet in the United States, this time into a plate divided up into food groups of the same color as the previous version. While images of the foods themselves are not pictured, the icon is a visual representation of how to think about each meal, for example, that half the plate should be filled with fruits and vegetables.



## DENMARK

Featuring an illustration of a carrot and apple to represent fruits and vegetables, Denmark's *Diet Compass* consists of eight groups including fruits and vegetables, maintaining a normal weight, and adequate amounts of fluids.



## SWEDEN

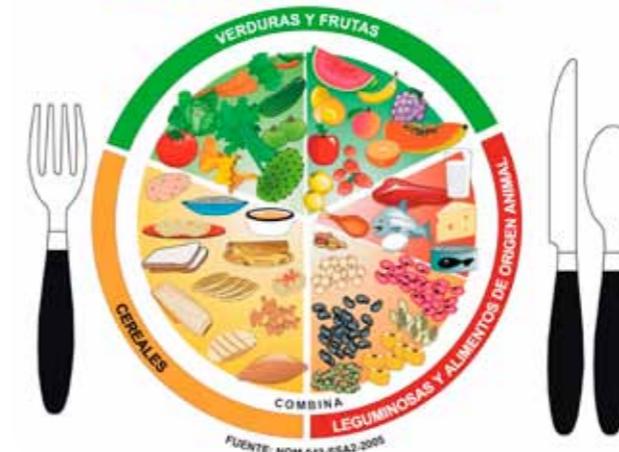
Sweden's *Food Circle* was developed by the National Food Administration and pictures dried fruits in the group with other fruits.



## TURKEY

Turkey's food recommendations, entitled *Adequate and Balanced Nutrition*, identifies 50 nutrients that are necessary for proper growth and development, and displays four food groups in its guide, including illustrations of fruits and vegetables.

## El Plato del Bien Comer



## MEXICO

Featuring grapes among the colorful illustrations of fruits and vegetables, Mexico's *El Plato del Bien Comer*, or the Eat Well Plate, consists of three main groups: cereals; vegetables and fruits; and legumes and animal foods.

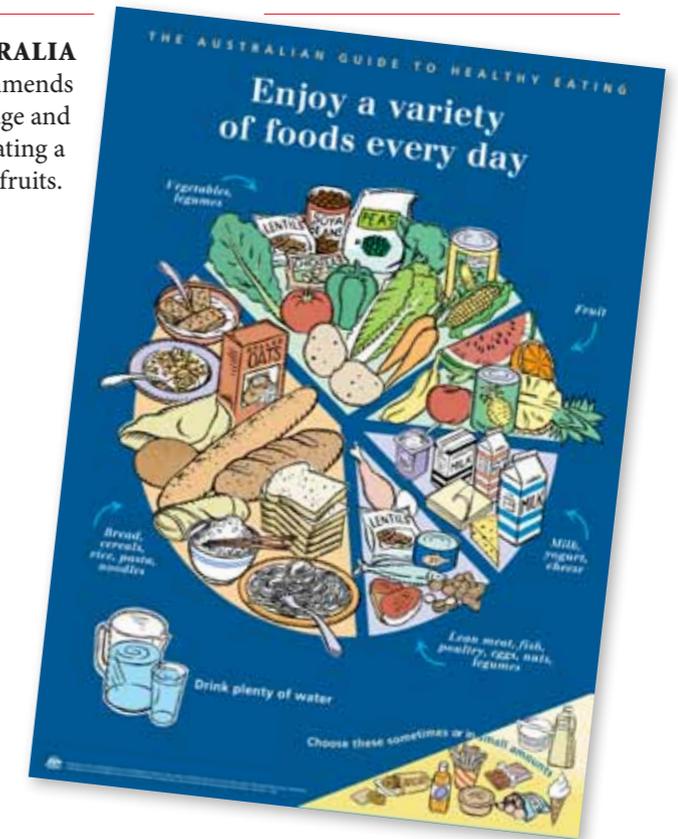


## UNITED KINGDOM

With an image of dried fruit and grapes as examples of fruits and vegetables, the United Kingdom's *Eatwell Plate* is distributed by the Food Standards Agency, and recommends consuming 5 servings of fruits and vegetables daily.



**AUSTRALIA**  
The *Australian Guide to Healthy Eating* recommends 1 to 5 servings of fruit per day, depending on age and gender. The guide notes the importance of eating a variety of fruits including fresh, canned, and dried fruits.

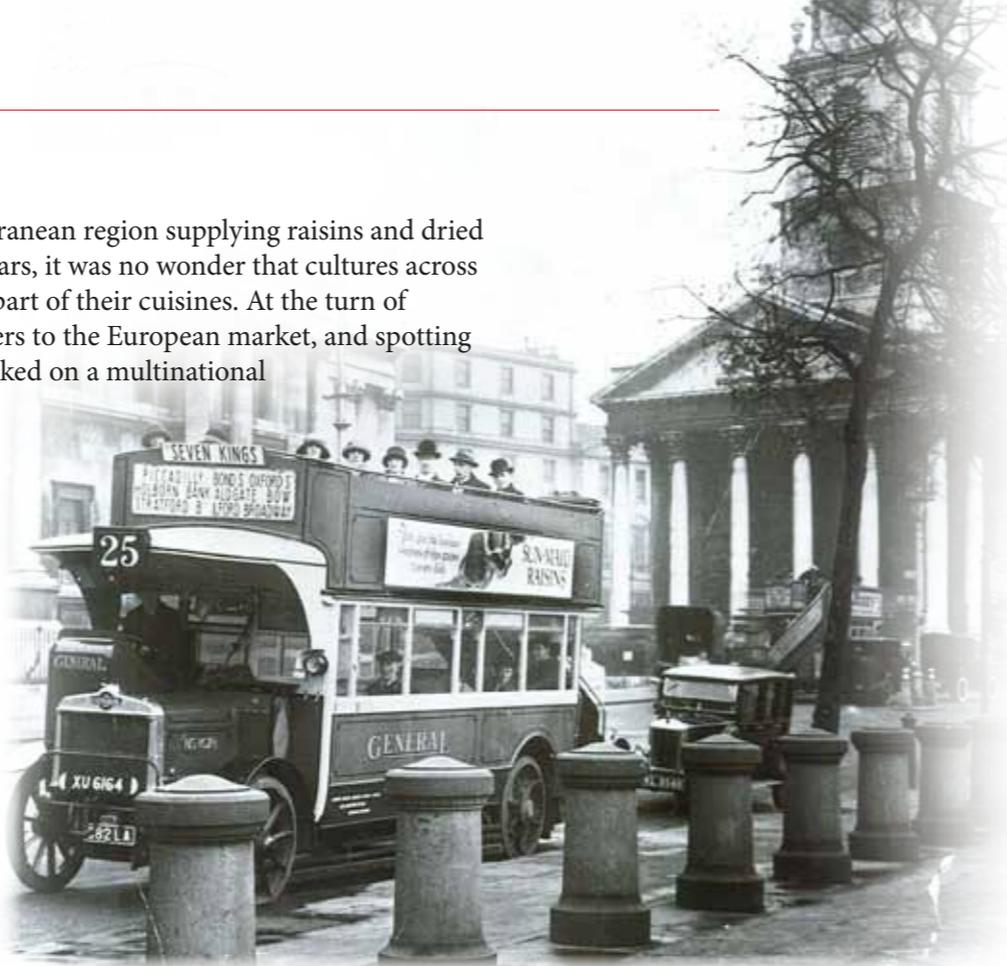


# Raisins in Europe

With Greece, Spain, and other countries in the Mediterranean region supplying raisins and dried fruits to the rest of Europe for more than a thousand years, it was no wonder that cultures across the continent made raisins and dried fruits an integral part of their cuisines. At the turn of the 20th century, raisins from California were newcomers to the European market, and spotting an opportunity for expansion, Sun-Maid quickly embarked on a multinational and multilingual advertising campaign overseas.

## RAISINS IN THE UNITED KINGDOM

Sun-Maid raisins were first introduced to the United Kingdom in 1916, and the October 1918 *Sun-Maid Herald* reported that consumption of raisins per capita in Great Britain was five times that of the United States. In 1922, Sun-Maid opened its London office. In the U.K., one of the most popular raisin dishes is fruitcake, which is made with mixed dried fruits, raisins, nuts and spices, and is commonly eaten during Christmas and at weddings.



## HOLIDAY TRADITIONS

In ancient times, a typical breakfast for a wealthy Roman household included yeast breads with raisins, and through the centuries, raisin breads and cakes have taken many forms around the globe, often as a holiday treat. Fruitcakes combining dried fruits and nuts are a part of the Christmas tradition in many cultures. National specialties like German *stollen* and Dutch *skerstetol* can include almond paste in the middle of the loaf, while regional variations produce the light Milanese *panettone* and the dense Tuscan *panforte*. The Spanish *roscón de reyes* is baked in a wreath shape, while the Czech *vánočka* is braided. Poland's *makowiec* is a poppy seed cake topped with raisins, and Austria's *gugelhupf* is a light-colored bundt cake.



United Kingdom—fruitcake



Germany—stollen



Portugal—bolo rei



Czech Republic—vánočka



Poland—makowiec



Austria—gugelhupf

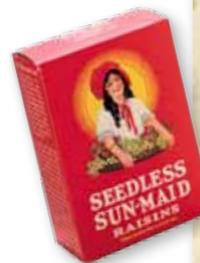
## U.S. BERLIN AIRLIFT

Americans to Fly Tons of Food Over Russian Blockade

Washington, D.C., July 1, 1948—The President announced U.S. efforts to airlift food to needy Germans due to the Russian

## RAISIN RELIEF

In 1948, the Berlin Airlift brought supplies to the western section of Berlin blockaded by the Soviet Union. “Raisin Bomber” pilots collected raisins, candy, chocolate, and gum, and sewed them into miniature parachutes dropped to children waiting by the airfields below.



**FINLAND**  
Sun-Maid tailors its advertising to individual markets, as this Finnish ad, circa 1924, demonstrates. The Finns use raisins in baking, in the cold drink *Sima*, and the hot drink *Glög*.



**THE SWEDISH KITCHEN**  
Sun-Maid raisins are seen in this Swedish kitchen, where they are a part of many classic dishes. In Scandinavia, raisins are integral to holiday festivities. They are used in buns decorated with raisins to celebrate St. Lucia Day, in the Norwegian Christmas cake *julekake*, and in *Vörtbröd*, a Swedish dark Christmas bread.



**SUN-MAID IN DENMARK**  
Danes in traditional dress, with Sun-Maid packages in hand, flank a promotional window display for the *rosiner*, as raisins are known in Denmark. Some Danish Christmas traditions include decorating the tree with raisins. The Scandinavian country remains a solid market for these dried fruits, which are frequently used in baking.



**RAISINS IN GERMANY**  
German cuisine incorporates raisins and dried fruits into both sweet and savory dishes, such as classic breads and stews. *Sauerbraten* is a beef stew flavored with red wine and raisins. It is traditionally served with red cabbage, potatoes, potato dumplings, *spätzle*, or noodles.



**IRISH SODA BREAD**  
Raisins and caraway seeds are combined into a buttermilk dough to make Irish soda bread. Some recipes call for soaking the raisins ahead of time in whiskey.



**RUGELACH**  
A traditional Jewish pastry, *rugelach* means “little twist” in Yiddish. To prepare, dough is filled with raisins, nuts, and/or fruit preserves, then rolled into a crescent shape similar to a croissant.

# Raisins in Asia

Sun-Maid began developing raisin markets in Asia in 1918, and by 1922 had set up offices in Japan and China. In China, raisins were marketed as a wholesome breakfast food—raisin bread and rice flavored with California raisins became popular dishes. Demand for California raisins quickly grew in Japan, where they were readily incorporated into raisin bread and raisin cakes. Today, 70 percent of all raisins consumed in Japan are in baked goods. Trade expanded into the Philippines, Malaysia, and Indonesia, where each country has found unique ways of adding California raisins into their cuisines.

## To Develop Raisin Market in Japan

Nippon Raisin Kaisha is the name of a Tokyo company incorporated recently to handle raisins exclusively. C. A. Pasiden, of our Advertising and Sales Department, who is making a tour of the Orient in an effort to broaden existing raisin markets and to create new ones, has written a letter to the Associated, dated Yokohama, in which he states he has given the Japanese raisin agency to Shimizu Bros. of Yokohama. These brothers have associated with them in a recently incorporated company Y. Nakamoto, who, by the way, is the father of E. Nakamoto, of the Contract Department of the Associated in Fresno. One of the brothers is a large wholesale grocer, and the other has a large wholesale bakery establishment. The new firm will have its main office at Tokyo, with branches at Yokohama and Osaka.



## MALAYSIA

Kindergarten students in Malaysia participate in an educational program featuring Sun-Maid's Mini-Snacks. In addition to sponsoring school programs, Sun-Maid also promotes cooking classes featuring raisins. Malaysian raisin specialties include rice dishes such as *biryani* and *minyak* rice, along with pineapple fried rice.



## PHILIPPINES

In the Philippines, raisin recipes include bread pudding called *budin*, the pork and potato stew *menudo*, and the rolled meatloaf *embutido*.



## INDIA

In India, *biryani*—a rice-based entrée—appears in dozens of regional variations featuring meats, fish, eggs, or vegetables. Raisins are often combined with yogurt and other fruits on the list of ingredients. Another Indian dish, *kheer*, is a sweet pudding made from rice and milk flavored with cardamom, raisins, and nuts, which is enjoyed during feasts and celebrations, including *Diwali*, the festival of lights.



## TAIWAN

A Sun-Maid box adorns the side of a delivery truck in Taiwan, one of the 50 countries where Sun-Maid sells its products. Other key markets in Asia include Japan, China, Korea, the Philippines, Singapore, Malaysia, Indonesia, Hong Kong, India, New Zealand, Vietnam, and Cambodia.



## JAPAN

Raisin breads, cakes, and pastries are popular bakery choices to Japanese consumers, where most raisins are used in the form of baked goods. Sun-Maid works with partners such as the Culinary Institute of America to develop new raisin recipes and promote ongoing innovation in the field of baking.



## INDONESIA

At right, an Indonesian grocery store shelf is stocked with Sun-Maid raisins. Above, a chef instructor adds raisins to complete a dish during a Sun-Maid-sponsored cooking seminar in Indonesia. Indonesian cuisine varies across the 6,000 populated islands that make up the nation and combines influences from India, the Middle East, China, and Europe. Raisins can be used in the Indonesian recipes for *Javanese cassava cake* and *rice kebuli*—rice cooked with raisins, nuts, cinnamon, and lamb.



## CHINA

This raisin box from 1922 (right) markets Sun-Maid raisins to China, where they are incorporated into traditional dishes. Sun-Maid raisins are shipped to China in large boxes. This 1927 photograph (far right) shows the raisins being repacked into smaller



containers to be sold in grocery stores and markets. Chinese raisin dishes include *sacima*—a snack made of fried noodles in syrup with dried fruits and nuts—and *shouzhuaifan* (also known as *zinjiang* rice), which is rice cooked with lamb, carrots, onion, and dried fruits, such as raisins, apricots, or dates.

# Raisin Bread

For as long as people have been baking bread, bakers have made raisin bread. Raisin breads take many forms around the globe. In the early 1900s, Sun-Maid used raisin bread to introduce California raisins, providing both ingredients and recipes to bakers across the country, who in turn baked loaves of raisin bread by the millions. Today, Sun-Maid Raisin Bread is widely distributed throughout the United States and Canada.



## ADVERTISING THE BEST

This 1916 ad labeled raisins and raisin bread "The True Fruit-Food." Large train shipments of raisins made the key raisin bread ingredient available to customers in the East, and the popularity of new recipes increased demand.

## PRIZE-WINNING RAISINS

Sun-Maid raisins won the first place prize for seeded raisins at the 1915 Panama Pacific International Exposition held in San Francisco. At the fair, raisin ambassadors known as "sun maids" passed out raisin boxes, raisin recipes, and raisin bread to fair visitors, many who were sampling raisins for the first time. In April 1915, a raisin bread-baking contest was held, and following the fair, Sun-Maid made its raisin bread recipe available to bakers so consumers across the country could enjoy "California's raisin bread made with Sun-Maid raisins."

## AT THE BAKERY

A Sun-Maid display is shown in this 1926 photograph of a typical bakery of its time. Raisin bread was advertised as being more filling and nutritious than plain breads, since the addition of raisins provided much-needed nutrients including iron and potassium.

In order to sell loaves labeled "raisin bread" in the U.S., the government standard requires that every 100 pounds of flour is matched by 50 pounds of raisins.



## MORE RAISINS!!

Sun-Maid Raisin Bread was introduced as a licensed product in 1980. With 50 percent more raisins than required standards, a cinnamon swirl, strong Sun-Maid brand image, and red package, the bread quickly became a top seller in the raisin bread category.



## JAPANESE RAISIN BREADS

Raisin rolls are baked in a factory in Japan, where the majority of raisins are used in baked goods, such as breads, rolls, and cakes. The California raisin industry has promoted the development of Japanese raisin bread recipes since 1949 by sponsoring annual baking classes and seminars focusing specifically on raisin breads.

## MAKING PANETTONE

Legend has it that *panettone* was first created when a baker named Toni accidentally spilled raisins and crystallized fruit into a batch of bread. While other stories dispute how and when panettone was first invented, the Christmas bread holds a special place in the hearts of many cultures around the world. Panettone bakers consider the complex process of making the bread a labor of love, a labor whose success depends entirely on the bread's yeast.



1. Water and flour are added to the mother yeast.



2. Vegetable shortening, sugar, eggs, and more flour and water are added before being mixed in an industrial mixer.



3. After the dough is allowed to rise for several hours, it is beaten again and the raisins, dried fruits, or chocolate pieces are added.



4. The dough rises again after being placed in paper molds, and is then transported into the oven by conveyor belts.



Founded in 1952, the Brazilian company *Bauducco* bakes panettone using Sun-Maid raisins, with the bread available only during the Christmas season.

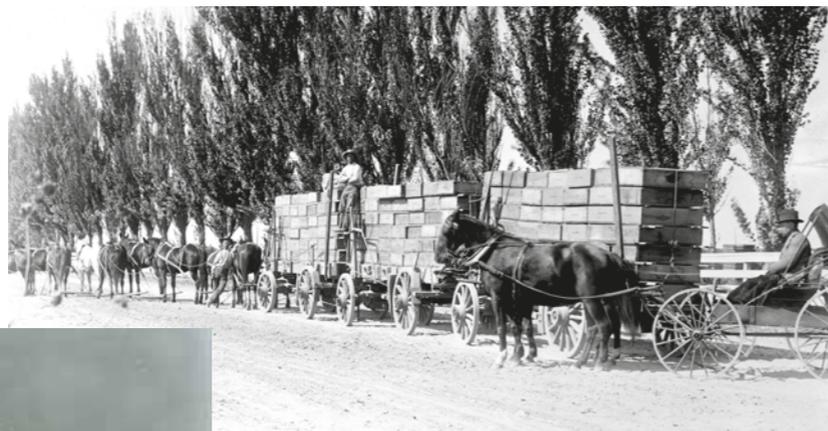
# The Future

The past 100 years have seen California farming transformed, with the horse-drawn plow replaced by precision farming using global positioning systems. Sun-Maid farmers have seen dramatic changes in the world around them, too. A century ago, man was making his first awkward flights in single engine bi-planes, but today, passenger flights are commonplace. In 1915, the first U.S. coast-to-coast telephone call was made from New York to San Francisco, but now almost everyone has a cell phone.

Mobile electronic devices link consumers, families, and businesses with instant information in the form of streaming visuals, music, and text—all of which is available 24 hours a day, from any location, and in virtually every language. Today, all it takes is the touch of a screen to find information on any product, its use, or to purchase goods shipped from anywhere in the world. Furthermore, recipe books are being replaced with electronic books and mobile access.

## A CENTURY OF PROGRESS

*Right:* Sun-Maid raisins are hauled to the packing house in 1915.  
*Below:* an airplane painted with the words “Sun-Maid, S.E. Brush, Pilot” in 1920. *Below right:* a modern commercial jet enables easier worldwide travel and commerce.



## EVOLVING COMMUNICATIONS

The telephone is among the many technologies that has advanced during Sun-Maid’s century of experience, from the earliest models to the first mobile phones and beyond.



## GOING MOBILE

QR codes—short for Quick Response codes—printed on Sun-Maid packages send consumers to mobile-optimized web pages and interactive content. Other mobile applications, including Recipe.com and downloadable recipe books enable instant access to raisin and dried fruit information and recipes.



The future holds tremendous opportunity for raisins and dried fruits, which grow best in a limited number of unique climates and easily travel the globe to satisfy customers. Instead of circulating recipe books and printed information, the mobile information age will allow Sun-Maid to link customers around the world with “everything they want to know” on growing practices, sustainability, product specifications, nutritional information, and the most enticing raisin and dried fruit recipes for every culture and celebration.

Information technology and international commerce will continue to further close the distance between the grapevine and the consumer. Sun-Maid’s vision is to successfully build on our legacy and use the best available technologies to “serve American families and the world for the next 100 years.”