

California Raisin Growers Launch New Educational Initiative at www.LetsKeepItReal.com

FRESNO, Calif., March 2, 2012 /PRNewswire/ — California Raisin growers today announced the “Let’s Keep It Real” educational campaign and www.LetsKeepItReal.com website. The new initiative is designed to offer consumers educational information to help make healthy food choices.

“Our goal is to provide nutrition education so shoppers can make wise choices about what goes in their grocery carts,” said Larry Blagg, Senior Vice President of Marketing, California Raisin Marketing Board. “Ultimately, we are encouraging consumers to choose all-natural, whole foods like California Raisins, while thinking twice about processed, sugar-added options.”

A nutritional powerhouse, California Raisins are an all-natural, dried-in-the-sun, no-sugar-added fruit with fiber, potassium and antioxidants. The ingredient label says it all: raisins. Because California Raisins are wholesome, healthy and come by their sweetness naturally, they are eligible to carry the Produce for Better Health Foundation’s Fruit & Veggies—More Matters logo¹.

In contrast, while raisins and Craisins® Dried Cranberries may sound the same, that is where the similarities stop. Craisins® contain at least 40 percent added sugar – about as much as in an eight-ounce serving of regular soda². In fact, because of the added sugar in Craisins®, the product is not eligible for the Fruit & Veggies—More Matters distinction¹.

Additionally, some nutrients such as potassium and vitamin C are virtually eliminated during the manufacturing process required to make Craisins®². In terms of direct nutritional comparisons, one of the country’s leading nutrition rating systems, NuVal³, ranks raisins a healthy 87 on the system’s 100-point scale. Meanwhile, Craisins® rank a 4, which is a lower score than some leading brands of potato chips and chocolate chip cookies.

“During focus groups among moms, we learned how concerned they are about the amount of added sugar in their kids’ snacks,” said Blagg. “Moms were not only surprised to learn that Craisins® contain so much added sugar, but they feel misled by the company’s marketing efforts to promote them as a wholesome, healthy product.”

Visit www.LetsKeepItReal.com to view videos from the focus groups sessions.

¹ Produce for Better Health Foundation, 2011 Brand Guidelines. Retrieved from www.pbhfoundation.org.

² 2011. USDA National Nutrient Database for Standard Reference, Release 24.

³ NuVal, LLC. www.nuval.com.

The makers of Craisins® have initiated a “swap” campaign encouraging consumers to switch from raisins to Craisins®. In turn, California Raisin growers are standing up for their dried fruit with the “Let’s Keep It Real” educational effort, including a Healthy Snack Challenge.

To sign up for the Healthy Snack Challenge, visit www.Facebook.com/CaliforniaRaisins and pledge to enjoy all-natural, no sugar-added snacks for one week. Qualified participants are eligible to win one of five California Raisins prize packs between now and July 31, 2012. Prize packs include \$1,000 and other goodies to help participants snack wisely and well.

About the California Raisin Marketing Board

A state marketing order in 1998 created the California Raisin Marketing Board, which 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, visit www.loveyourraisins.com.

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