

FOR IMMEDIATE RELEASE

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**California Raisin Marketing Board
Adds Flavor to the Annual Fresno Food Expo**

*Event showcases San Joaquin Valley's exceptional agricultural bounty
and the growers who produce it*

Fresno, Calif., Feb. 21, 2012 – The California Raisin Marketing Board is a proud major sponsor of the upcoming Fresno Food Expo on Thursday, March 8, at the Fresno Convention Center. The Expo is the San Joaquin Valley's premiere event to showcase the diverse agricultural products of one of the most productive, distinctive growing regions in the world.

California Raisins' Nutrition Research Director, James Painter, Ph.D., R.D., and Chair of the School of Family and Consumer Sciences at Eastern Illinois University, will deliver an engaging presentation about the nutrition benefits of all-natural, sun-dried California Raisins contrasted against highly processed, sugar-added, dried fruit imitators. A dynamic and in-demand presenter, Dr. Painter will explore the untold story and consequences of excessive added-sugar consumption in today's American diet both at the Expo's VIP reception on March 7 and again at a free California Raisin-sponsored kick-off breakfast the following morning. Additionally, the highly accomplished, award-winning Chef Todd Downs will conduct a cooking demonstration at the Expo to showcase the one-of-a-kind flavor and versatility of California Raisins.

"We are honored to represent California Raisin growers at the Fresno Food Expo and to highlight the fruits of their labor among important retail and food manufacturing decision makers, as well as our friends and family in the Valley," said Gary Schulz, President and General Manager, California Raisin Marketing Board. "We are also delighted to offer the nutritional insights and culinary delights of Dr. Painter and Chef Todd, respectively, to this outstanding Expo in the heart of California Raisin country."

Limited seats are available for the free California Raisins' breakfast on March 8. Raisin growers, health professionals, registered dietitians and culinary students wishing to attend the breakfast may contact Erika Paggett at the California Raisin Marketing Board, 559-248-0287, to reserve their seat. For more information about California Raisins, visit www.loveyourraisins.com.

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 and to browse delicious recipes, visit www.loveyourraisins.com.

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