

**FOR IMMEDIATE RELEASE**

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**January 4, 2012: California Raisin Marketing Board Sponsors  
San Joaquin Valley Grape Symposium in Easton, Calif**

*Growers Invited to Hear the Latest on the Industry During Half-Day Conference*

**Fresno, Calif. (Dec. 6, 2011)** – California grape growers are invited to attend the San Joaquin Valley Grape Symposium on Jan. 4, hosted by the California Raisin Marketing Board in collaboration with UC-Cooperative Extension, to hear what the industry has been cultivating in the last year. The half-day event will feature presentations such as disease control updates, industry marketing activities and nutrition research, as well as the chance to win a John Deere™ Gator TS valued at nearly \$7,000. Continuing education PCA and CCA hours have been requested.

“Beyond providing great insight for growers, this symposium should be the perfect jump start to another successful year in the grape industry,” said Larry Blagg, Senior Vice President of Marketing for the California Raisin Marketing Board.

The event takes place from 7 a.m. to 1:30 p.m. on Wednesday, Jan. 4, at C.P.D.E.S. Hall, 172 West Jefferson Ave., Easton, Calif. The agenda is as follows:

- 7:00 a.m. Registration and Refreshments
- 7:45 Morning Welcome
- 8:00 Stephen Vasquez, “Glassy-Winged Sharpshooter and Pierce’s Disease Update”
- 8:30 Fresno County Sheriff’s Dept. Lt. Robert Kandarian, “Minimizing Agricultural Theft”
- 9:00 Matthew Fidelibus, “Fruitfulness of DOV Raisin Cultivars”
- 9:30 Break and Refreshments
- 10:00 Dan Barber, “Marketing Activities Update”
- 10:40 Bill Peacock, “Advancing Maturity of Raisin Cultivars Using Potassium Sprays”
- 11:20 James Painter Phd, RD, “Health and Nutrition Research Update”
- 12:00 p.m. Lunch
- 1:30 Drawing for John Deere Gator TS (must be present to win)

Pre-register online at <http://ucanr.org/sjvgrapesymposium> to be entered in the prize drawing. The cost of attendance is \$10 per person in advance, and registration is due by Dec. 31. Late registration and day-of attendance costs \$20 per person. Registration includes morning refreshments, lunch and symposium proceedings.

**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](http://www.loveyourraisins.com).

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