

CALIFORNIA RAISIN MARKETING BOARD

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CALIFORNIA RAISIN DAY AT THE GIBSON FARM MARKET DEC. 3rd

Raisin Tasting, a Dancing Raisin and Fun!

Fresno, Calif., Dec. 1, 2014 - The California Raisin Marketing Board (CRMB) and the Fresno State Rue and Gwen Gibson Farm Market will partner to host California Raisin Day at the Farm Market on Wednesday, Dec. 3, 2014 from 11:00am to 1:00pm. This event is a collaboration to raise awareness about naturally sweet, dried by the sun California raisins and to showcase the unique types of raisins available for sale at the Farm Market.

“California raisins are a perfect gift, snack, or ingredient, especially during the holidays,” said Gary Schulz, CRMB’s President and General Manager. “Also, Fresno State viticulture students are vital to the future of the California raisin industry and the hands-on experience that students receive in this program is top notch.”

Guests can sample a select variety of the following raisins: Princess, Sweet Scarlet, Autumn Royal, Scarlet Royal, Summer Royal, Thompson, Autumn King and Flame raisins made from grapes grown at Fresno State. Also, the Dancing Raisin will be on site for a photo opportunity and a few dance moves.

“We are pleased the California Raisin Marketing Board is reaching out to partner with our agriculture students and programs for support of the state’s raisin industry,” said Fresno State President Joseph I. Castro, whose President’s Commission on the Future of Agriculture last year called for, among several measures, creating stronger industry partnerships. “This collaboration is exactly the type of stronger partnership between the community and academia that will help Fresno State become a leader in providing California agriculture with its future employees, industry leaders and innovators.”

Please join us Dec. 3rd from 11:00am to 1:00pm at the Farm Market located at 5368 N. Chestnut Ave, just south of the old market, to sample the variety of raisins, have fun, and support California agriculture while holiday shopping.

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About the California Raisin Marketing Board

A State Marketing Order in 1998 created the 100% grower-funded California Raisin Marketing Board. 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.

About the Rue and Gwen Gibson Farm Market

The Farm Market sells products grown, processed and packaged from the University Farm Laboratory. More than \$1 million in products are sold through the market each year. The store is operated by students who share a passion for agriculture and farm fresh products. Visit www.fresnostate.edu/agf/farmmarket/ to learn more.