

CALIFORNIA RAISIN MARKETING BOARD

Gibson Farm Market to celebrate California Raisin Day on April 29 Raisin tasting, the California Dancing Raisin and more!

April 29, 2016 – In anticipation of National Raisin Day, the California Raisin Marketing Board (CRMB) and the Fresno State Rue and Gwen Gibson Farm Market will partner to celebrate California Raisin Day at the Farm Market from 11:00 a.m. to 1:00 p.m. Friday, April 29.

Market visitors can sample select raisin varieties grown on campus and receive 10% off raisin purchases. The California Dancing Raisin will be on site for a photo opportunity and interact with kids.

This event is a collaboration to raise awareness about naturally sweet, California raisins that supply nearly half the world's needs.

“California Raisins are made for healthy eating. Dried in the warm California sunshine, they come by their sweetness naturally – with no added sugar – plus zero fat, no cholesterol, 9% of your daily fiber and potassium and 6% of your daily iron (per quarter cup serving). The ingredient list says it all - raisins,” said Debbie Powell, Interim President and General Manager of the CRMB. “The event will be a great way to support California agriculture and Fresno State students preparing to be tomorrow’s leaders.”

Join us Friday April 29th from 11:00am to 1:00pm at the Farm Market located at 5368 N. Chestnut Ave, to sample the variety of raisins, have fun, and support California agriculture.

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The California Raisin Marketing Board was created in 1998 to support and promote the increased use of state-grown raisins and sponsor crop production, nutrition and market research. For more information about the California Raisin Marketing Board and delicious recipes visit www.LoveYourRaisins.com .

The Rue and Gwen Gibson Farm Market sells fresh products grown, processed and packaged year-round by Jordan College of Agricultural Sciences and Technology students, staff and faculty. More than \$1 million in products from our University Agricultural Laboratory are sold through the market each year, and more information is at www.fresnostate.edu/agf/farmmarket .