



2018/2019

# Annual Report



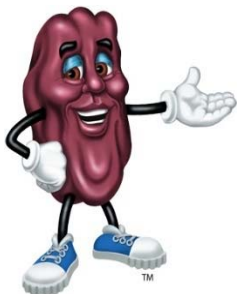
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This report is produced by the staff of the California Raisin Marketing Board (CRMB). Staff members contributing to this report are: Debbie Powell, President and General Manager; Tim Kenny, Vice President of Marketing; Melinda McAllister, Marketing Specialist; and Dori Williams, Director of Operations.

This annual report is distributed by mail to the 2,000 California raisin growers. It is also online at [www.CalRaisins.org](http://www.CalRaisins.org).

Additional copies may be requested by contacting the CRMB, 2445 Capitol Street, Suite 200, Fresno, CA 93721. Contact us by phone (559) 248-0287 or [info@raisins.org](mailto:info@raisins.org).



*For nutrition information about raisins and raisin recipes, visit [CalRaisins.org](http://CalRaisins.org)*

## STATEMENT FROM THE CHAIRPERSON

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Dear Growers of California Raisins,

For more than 100 years, the San Joaquin Valley in Central California has successfully been growing one of the most naturally sweet, nutritious and delicious fruit products available to consumers – California Raisins. As the premier national dried fruit, California Raisins are an appealing anytime snack and a superb ingredient in a wide assortment of baked goods, main dishes, trail mixes, sauces, appetizers and cereals. This past year we assessed another \$4 dollars to hire a new head of marketing along with funds to put together a plan for the 2020 crop year to launch the revitalization of the CRMB.

The idea of the small assessment was to put enough funds together to get a preliminary plan together for the following year while also bringing in a new employee to bolster our already existing measures. This year we welcome our new head of marketing, Tim Kenny. We are excited to see what his expertise can bring to our California Raisin brand. So far, we have started the process by setting forth a timeline and already doing the due diligence on getting RFP's from firms to partner with in our efforts.

Regarding the Sunpreme Research Program, unfortunately, we have not had any new information to this date. Small quantities have been released to growers and we will follow progress with these growers as findings become known.

As you know, with many health trends in the US leaning towards all-natural products that can be labeled as non-GMO and no sugar added we are poised to make headway as the leader in the dried fruit space.

Thank you for your support and best wishes for a successful 2020.



Jeff Milinovich  
CRMB Chairperson





## BACKGROUND OF ANNUAL REPORT

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State of California – Department of Food and Agriculture Marketing Order for California Raisins, Mission Statement:

To create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins. This is facilitated by:

- Identifying new markets, product and program opportunities through market research
- Conducting market development activities to improve the demand for all categories of raisin usage, including ingredient usage and for retail package, both branded and private label
- Coordinating an international marketing program with the Raisin Administrative Committee that may consist of both generic and branded activities including advertising, sales promotion and public relations
- Conducting production and processing research to improve the quality and functionality of the industry's products
- Representing the interest of all segments of the California Raisin industry by building positive relationships with the food trade, consumers and government agencies
- Evaluating the effectiveness of Board programs through advertising tracking studies, econometric modeling or other types of research

## MARKETING ORDER REQUIREMENTS

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Pursuant to Article IV, section F of the Marketing Order, this report contains:

- An overview of all marketing activities from 8/1/2018 to 7/31/2019
- Research projects
- Tradeshow and events
- Activities for 2019/2020





## SUMMARY OF ALL MARKETING OBJECTIVES

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Pursuant to Article IV, section F of the Marketing Order for California Raisins, below is a summary of all efforts implemented to measure the degree to which the stated objectives have been achieved:

**Objective 1:** Stimulate marketplace demand for raisins.

**Response:** The platforms below were used to stimulate demand for California Raisins:

- Local events and social media
- Health & nutrition - Today's Dietitian Symposium dietitian influencers and social media
- School foodservice segment – Annual Nutrition Conference
- CRMB's website – CalRaisins.org, Instagram, Facebook, and Twitter

All aspects of promoting demand for California Raisins were incorporated into each of the platforms listed above for the marketing year 2018/2019.

**Objective 2:** Develop reportable data regarding health and nutrition properties of raisins that can be used to promote raisin demand.

**Response:** The research study titled *"The Effect of Bioactives in Dried Plums, Figs, Dates, and Raisins Compared with a High Carbohydrate Snack on Risk Factors for Cardiometabolic Disease"* by Dr. Penny M. Kris-Etherton, Penn State University.

**Objective 3:** Undertake crop research projects that improve efficiencies, boost quality and/or deliver other attributes that enhance raisin appeal.

**Response:** Crop research for Sunprime continued through the efforts of two growers, Jon Marthedal and Ron Kazarian. No funds from CRMB were utilized.

**Objective 4:** Assure producer and industry stakeholders understand the value of CRMB activities.

**Response:** Staff encourages industry members to become familiar with CalRaisins.org, social media platforms and to provide raisin farming content for social media platforms.

**Objective 5:** Safeguard the stakeholder's assets and intellectual property of the CRMB.

**Response:** CDFA reviewed the registration of CRMB's intellectual property, the raisin character and circle logo, CRMB's most valuable assets. Trademark protection is established.

**Objective 6:** Assure CRMB is properly staffed, structured and supported.

**Response:** The CRMB staff remains downsized to continue those activities deemed necessary by the Board.

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## 2018/2019 ACTIVITIES

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### Health and Nutrition

Staff attended the Today's Dietitian Spring Symposium in Scottsdale, AZ where over 800 dietitians gathered to discuss nutrition issues. Staff attended sessions and attended all networking opportunities discussing the nutrition benefits of California raisins along with some of our past raisin research such as:

- Raisins and Cardiovascular Health
- Raisins and Diabetic Health
- Satiety

This symposium continues to grow each year and has planted roots in the annual schedule of events for nutrition professionals.

### Local Events

Staff participated in the Caruthers Fair parade with the help of RAC staff and raisin grower Monte Schutz (RAC Chairman) in September 2018. Similar to the prior year, the crowd cheered for the California Dancing Raisin dancing in the back of the Chairman's truck and for the snack packs that were handed out along the parade route.

The celebration of National Raisin Day in April 2019 was a success partnering with the Gibson Farm Market next to CSUF. A raisin gift bag was raffled off and the California Dancing Raisin made the kids and parents alike smile for a photo opportunity. Raisin samples and raisin recipe cards were handed out to all guests. The Gibson Farm Market assisted in promoting the event and sold additional raisin varieties grown and managed on the CSUF campus by Dr. Sonet Van Zyl, Associate Professor of Viticulture, Department of Viticulture & Enology, CSUF and public board member for CRMB.

## **National Events**

The CRMB Marketing Specialist attended the School Nutrition Association's Annual National Conference in St. Louis, MO to showcase California Raisins as a naturally sweet, no-added sugar fruit option for breakfast or lunch for the K-12 school segment.

Staff shared the message that  $\frac{1}{4}$  cup of naturally sweet, sun-dried California Raisins is equal to 1 fruit serving. Raisin snack packs and recipes were handed out to over 3,000 school foodservice professionals including the USDA representatives for the commodity programs. The tradeshow was also attended by industry members.

## **CalRaisins.org**

The website continues to attract customers looking for raisin recipes and raisin nutrition information. Additionally, the social media feed on the home page keeps the site looking updated with Instagram raisin content posts.

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## TRADESHOWS

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Today's Dietitian Symposium, Scottsdale, AZ

Annual Nutrition Conference, St. Louis, MO

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## RESEARCH

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### **Health and Nutrition Research**

#### Disease Prevention

Dr. Penny M. Kris-Etherton, The Effect of Bioactives in Dried Plums, Figs, Dates, and Raisins Compared with a High Carbohydrate Snack on Risk Factors for Cardiometabolic Disease.

#### Crop Production

CRMB funds in this category were rolled over to the 2019/2020 fiscal year.



## AGENCY BACKGROUND

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**Digital Attic** of Clovis, continues to host and provide monthly maintenance of CRMB's website, CalRaisins.org. The team is responsive to staff's requests and also developed four raisin recipe videos during the fiscal year. The raisin recipe videos can be found on the site and on our YouTube channel.



## EXECUTIVE COMMITTEE

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### **Term: 2017/2019**

Chairperson	Mr. Jeff Milinovich
Vice Chairperson	Mr. Jon Marthedal
Secretary	Mr. Dwayne Cardoza
Treasurer	Dr. Nindy Sandhu

## EXECUTIVE COMMITTEE

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**Term: 2019/2021**

Chairperson	Mr. Jeff Milinovich
Vice Chairperson	Mr. Jon Marthedal
Secretary	Mr. Dwayne Cardoza
Treasurer	Ms. Kim Schutz



*Hot Cross Buns with California Raisins*

## MEMBERS & ALTERNATES

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**Term: June 1, 2017 to May 31, 2019**

The CRMB staff thanks the CRMB Board members and alternates for their service:

### **MEMBERS**

Jane Asmar

Michael Bedrosian

Dwayne Cardoza

Chad Chooljian

Edward Fanucchi

Ron Kazarian

Harry Overly

Jon Marthedal

Jeff Milinovich

Victor Sahatdjian

Richard Sahatjian

Nindy Sandhu

Kim Schutz

David Shamp

Sonet Van Zyl, Public Member

### **ALTERNATES**

Dennis Housepian

Courtney Sarabian

Jerry Rai

Ryan Bedrosian

E.G. Huter III

Steve Spate

Jackie Grazier

Rick Stark

Mark Delano

Manuel Medeiros

Richard Crowe

Tomo Naito

Monte Schutz

Kuldip Chatha



## MEMBERS & ALTERNATES

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**Term: June 1, 2019 to May 31, 2021**

The CRMB staff thanks the CRMB Board members and alternates for their service:

### **MEMBERS**

Braden Bender

Dwayne Cardoza

Chad Chooljian

Ron Kazarian

Steve Kister

Jon Marthedal

Manuel Medeiros

Jeff Milinovich

Harry Overly

Victor Sahatdjian

Richard Sahatjian

Kim Schutz

David Shamp

Steve Spate

Sonet Van Zyl, Public Member

### **ALTERNATES**

Vaughn Koligian

Jerry Rai

Ryan Bedrosian

Dennis Housepian

Darren Hoff

Rick Stark

Jane Asmar

Michael Bedrosian

Jackie Grazier

Courtney Sarabian

Connor Chooljian

Rosemary Repar

Kuldip Chatha

LindaKay Abdulian

Stephan Sommer, Public Member

## FINANCIALS

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### Statement of Activities and Governmental Fund Revenue, Expenditures and Changes in Fund Balances, Year Ended July 31, 2019

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#### **REVENUE**

Assessments	\$	1,104,830
Interest		18,870
<b>Total Revenue</b>		<b>1,123,700</b>

#### **EXPENSES**

##### General and Administrative:

Insurance	23,160
Rent	78,198
Utilities	9,454
Telephone	2,666
Postage	5,085
Office Supplies	1,955
Repairs & Maintenance	2,013
Memberships & Surveys	71
Consulting - HR	497
Consulting - DC Liaison	1,995
Consulting - Trademark Registration	9,740
Auditing Fees	7,200
Equipment Lease	5,311
Travel - Office	204
Travel - Committee	753
Miscellaneous Activities	1,908
Bank Charges	3,310
Software/Programming	2,445
Legal Fees/Litigation	47,737
Product Samples	1,591
Marketing Branch	18,580
Support Services	172,857
<b>Total General and Administrative Expenses</b>	<b>396,730</b>

## FINANCIALS

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### Statement of Activities and Governmental Fund Revenue, Expenditures and Changes in Fund Balances, Year Ended July 31, 2019, continued

#### **Advertising, Public Relations and Publicity**

Website Development & Maintenance	7,361
Public Relations	15,000

#### **Trade Show/Event Marketing**

Local Events	792
Health Trade Shows	33,745

<b>Total Marketing Activities</b>	<b>56,898</b>
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<b>Total Expenditures</b>	<b>453,628</b>
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<b>Excess Revenue over (under) Expenditures</b>	<b>670,072</b>
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#### Fund Balance / Net Assets:

Beginning of Year	825,523
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<b>End of Year</b>	<b>\$1,495,595</b>
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## 2019/2020 CDFA ASSESSMENT RATE



July 9, 2019

**MARKETING ORDER FOR CALIFORNIA RAISINS  
ASSESSMENT RATE FOR THE  
2019-2020 MARKETING SEASON ESTABLISHED AT \$4.00/TON**

TO THE CALIFORNIA RAISIN PACKER OR PRODUCER ADDRESSED:

Upon the recommendation of the California Raisin Marketing Board, the California Department of Food and Agriculture (Department) has established an assessment rate of four dollars (\$4.00) per ton or the equivalent thereof, on all California raisins delivered by producers. This assessment applies to all free tonnage, all reserve tonnage sold for free use and all reserve tonnage sold to packers as replacement tonnage for export programs during the 2019-2020 marketing season, which begins on August 1, 2019, and runs through July 31, 2020. The rate of assessment during the prior marketing season was also four dollars per ton.

Packers are directed to remit assessments on behalf of producers. All assessments due under the Marketing Order for California Raisins should be remitted directly to the California Raisin Marketing Board (Board) at P.O. Box 5195, Fresno, CA 93755. The Board will be sending assessment forms out to packers in the near future. While the Board will be receiving the assessments directly, the Marketing Branch will handle the collection of any delinquent assessments.

A copy of the Order of the Department establishing the assessment rate is available upon request from the Marketing Branch. If you have any questions concerning the assessment rate or the Marketing Order for California Raisins, please contact Debbie Powell, the CEO of the Board, at (559) 225-0520, or Justin Ellerby or myself at the Marketing Branch.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

2019 CDFA (2019-0708) 0004



## 2019/2020 ACTIVITIES

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Please welcome the new Vice President of Marketing for the California Raisin Marketing Board and the Raisin Administrative Committee, Mr. Tim Kenny. Tim joined the CRMB/RAC in November 2019 and has been immersed in marketing activities for California Raisins.

Tim brings more than twenty years' experience in building food brands and has worked with leading international companies including Danone and Kellogg as well as early stage brands. With a BS in Engineering from the University of Notre Dame and an MBA from the University of Michigan, Tim has a specialized area of expertise working with healthy food brands such as Nasoya Tofu, Stonyfield Farm and Barbara's Cereal & Snacks. Please welcome Tim to the Central Valley.



Key area of focus for the CRMB in 2019/2020 will be:

- Update research on how consumers view California raisins
- Select agency partners to execute potential 2020/2021 campaign
- Develop 2020/2021 brand strategy and topline campaign ideas
- Continue driving consumer interest in raisin usage through social media posts
- Continue driving awareness of raisin health benefits with nutritionists/dietitians through industry events
- Highlight raisin heritage in the Central Valley by participation in select events



SOCIAL MEDIA POST

## STAFF CONTACT INFORMATION

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Melinda McAllister  
Marketing Specialist  
[melinda@raisins.org](mailto:melinda@raisins.org)

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For delicious recipes and more, visit **CalRaisins.org**

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