



Annual Report

2019/2020

Rum Raisin Cake

Ingredients

- 1¹/₃ Cups California Raisins
- 1¹/₄ Cups Dark Rum
- 2 Cups All Purpose Flour*
- 1 teaspoon Baking Powder
- 1 Tablespoon + 1 teaspoon Cinnamon
- 1 teaspoon Nutmeg
- 1 teaspoon Ground Ginger
- ½ teaspoon Ground Cloves
- 1 teaspoon Kosher Salt
- ½ Cup Butter, softened
- 1 Cup Dark Brown Sugar
- Zest of 2 lemons
- Zest of 2 oranges
- 2 teaspoons Vanilla Extract
- 3 Eggs, room temperature
- ¼ Cup Vegetable Oil

Ingredients for Rum Raisins Glaze

- 1/3 Cup California Raisins
- 1/3 Cup Dark Rum
- ¾ Cup Powdered Sugar, sifted (¾ cup up to 2 cups) depending on desired consistency and sweetness)
- ¼ Cup + 2 TB Milk

Procedure

All ingredients need to be at room temperature before you begin.

Put California Raisins and rum in a small sauce pan. Heat uncovered on low until boiling, about 7-10 minutes. Turn off heat after boil, set aside and allow to come to room temperature.

Preheat oven to 350 degrees. Sift flour, baking powder, cinnamon, nutmeg, ginger, cloves, and salt in a bowl. Place butter and dark brown sugar, lemon zest and orange zest in a kitchen aid bowl, fitted with a paddle attachment. Whip on high speed for five minutes until light and fluffy. Add vanilla, then add eggs one at a time, scraping down the sides of the bowl with a rubber spatula after each addition. Mix on high for another three minutes. Add dry ingredients, in three portions. Scrape down the sides after each addition. Do not over mix! Mix just until combined.

Remove batter from the kitchen aid machine and fold in rum and California Raisins with a spatula. Grease or oil Bundt pan. Pour batter into the Bundt pan and smooth top with spatula. Tap pan against the table to remove air bubbles and pockets. Bake 35-40 minutes or until a toothpick inserted in the center comes out clean. Cool in pan for 10 minutes on a wire rack.

Glaze:

Heat rum and raisins in the microwave for 30 seconds. Allow to cool to room temperature. Blend milk with California raisins and rum mixture until smooth. Whisk together with sifted powdered sugar. Spoon or pipe onto Bundt cake. Cake can be served warm.

Ideally, invert cake onto a plate, wrap in plastic to mature flavors overnight.

**For a Gluten Free version, substitute all-purpose flour with Gluten Free 1 to 1 baking flour.*

Thank you to **Kyleen Attonson** and **Food Heaven** for their contributions to this delicious recipe!

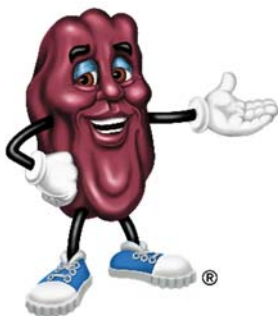
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This report is produced by the staff of the California Raisin Marketing Board (CRMB). Staff members contributing to this report are: Debbie Powell, President and General Manager; Tim Kenny, Vice President of Marketing; Dori Williams, Director of Operations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

This annual report is distributed by mail to the 2,000 California raisin growers. It is also online at 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.



For nutrition information about raisins and raisin recipes, visit CalRaisins.org

STATEMENT FROM THE CHAIRPERSON

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 settled on assessing \$10 a ton to begin marketing California Raisins. Once again, we need to establish California raisins as the premium, safe and healthy dried fruit snack we all know it is.

The assessment gives Mr. Tim Kenny, V.P. of Marketing, the funding to begin the marketing process so we can create a national campaign that will help set apart our product for many years to come. We are actively working with our partners to establish this plan to utilize these funds in the most effective way and reach our target audience; all while creating a roadmap to a successful campaign for the future. Hopefully this can be seen as the point where the industry comes together to increase demand for our product and set a sustainable path for the growers for years to come.

Over the past year the trends of consumers as we all know has been disrupted greatly due to the COVID pandemic. Consumers are eating more meals at home while the restaurant industry has been turned on its head. We all hope that things are returning to normal in 2021 but it will be a slow road to normalcy and that normal may never look the same again. We hope that as consumer habits change, we are there to become a staple snack with consumers and a reliable ingredient for food manufacturers around the country. We are still one of the most versatile dried fruits, a great all-natural source of sugar and a non-GMO verified product.

The CRMB will be going through a continuing referendum in January. In these times of uncertainty, we need now, more than ever the ability to conduct generic research and marketing. I encourage all growers to vote in favor of continuing the California Raisin Marketing Board.

Thank you for your support and best wishes for a successful 2021.



Jeff Milinovich
CRMB Chairperson

BACKGROUND OF ANNUAL REPORT

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

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

- An overview of all marketing activities from 8/1/2019 to 7/31/2020
- Research projects
- Tradeshow and events
- Activities for 2020/2021



SUMMARY OF ALL MARKETING OBJECTIVES

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:

- Social media and local events
- Health & nutrition - Today's Dietitian Symposium dietitian influencers and social media
- CRMB's website – CalRaisins.org, Instagram, Facebook, Twitter and Pinterest

All aspects of promoting demand for California Raisins were incorporated into each of the platforms listed above for the marketing year 2019/2020.

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

Response: Existing health and nutrition studies were used in social media posts as directed by the CRMB Board and used in communications to dietitian influencers.

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 provides marketing program updates in board meetings and that detail encourages industry members to become familiar with CalRaisins.org, social media platforms.

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

Response: CRMB staff worked with CDFA to update the registration of CRMB's intellectual property, the raisin character and circle logo, CRMB's most valuable assets. Registered trademark protection was established.

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

Response: In November 2019, Mr. Tim Kenny joined the team as the Vice President of domestic marketing for the CRMB and international marketing for the RAC.

2019/2020 ACTIVITIES

Health and Nutrition

The CRMB partnered with Today's Dietitian to participate in a virtual symposium with hundreds of registered dietitians. Our sponsorship also included banner ads on their website and several sponsored social media posts.

Local Events

We partnered with Eddie's Bakery, a Fresno icon, to celebrate National Raisin Day on April 30th. Eddie's developed a variety of baked goods featuring raisins and California raisin character plushies were given away for qualifying purchases. The products were a hit and the promotion highlighted our industry's heritage in the area.

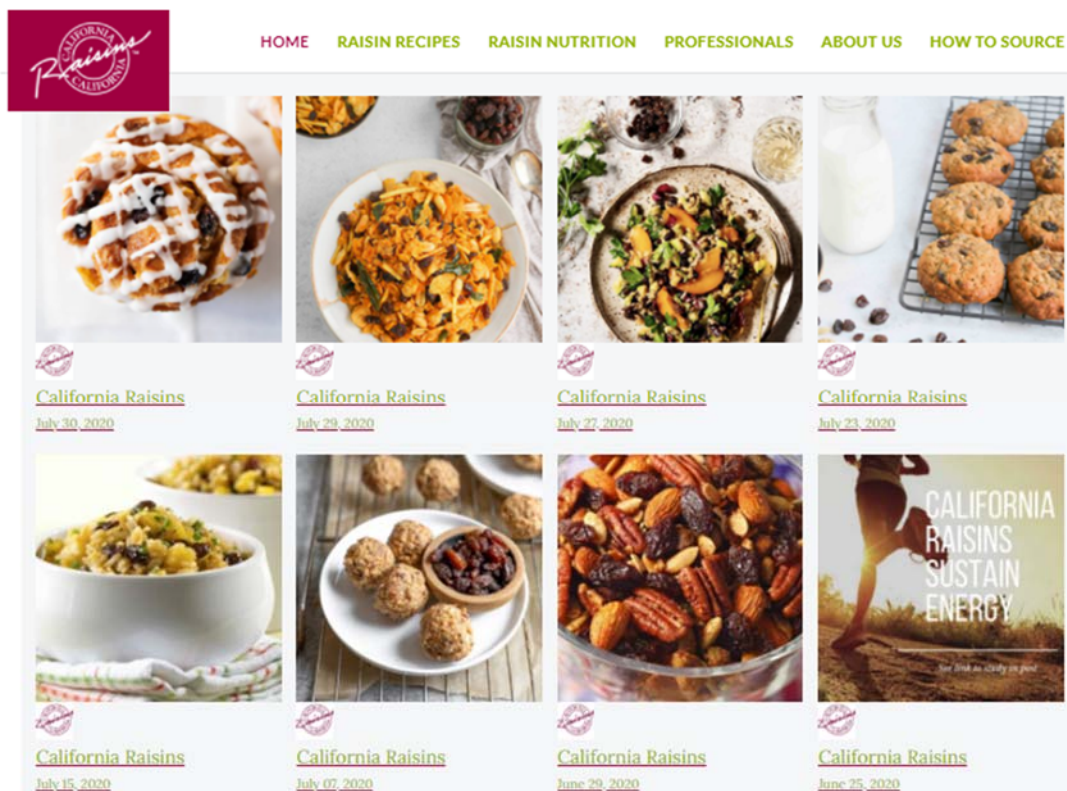


National Events

Due to the pandemic, the School Nutrition Association's Annual National Conference was cancelled.

CalRaisins.org

Throughout the year, we fueled interest in California raisins with social media posts on Facebook, Instagram, Twitter and Pinterest. Highlighting key raisin benefits, attributes and creative recipes, we reached a wide audience and drove many people to our website for more information.



Rebuilding Marketing Campaign

The current year was a major inflection in the domestic marketing campaign that has been very limited for the past seven years. The focus this year was on rebuilding our infrastructure and communication strategy to enable development of a 2020/21 marketing campaign. We also had some ongoing marketing efforts throughout the year and were able to fund a heavy-up consumer PR/ social media campaign in May-July using funds sourced from other budgets.

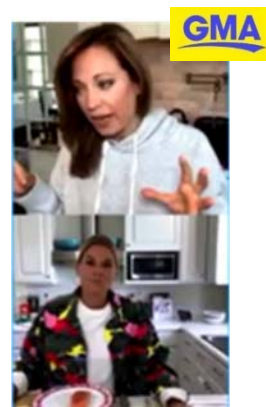
Following is a quick recap of some highlights:

- **Infrastructure** - We conducted an RFP to hire two agencies to help us re-establish our domestic marketing campaign. Eleven agencies responded to our RFP and six were invited in for presentations. Sterling Rice Group (SRG) was chosen as our lead strategy, advertising and trade marketing agency while Edelman- San Francisco was chosen as our PR agency. Both agencies have significant experience in food marketing and are excited about the potential to reawaken consumer interest in California raisins.
- **Strategy** - CRMB staff partnered with SRG to develop a new communication strategy. We conducted qualitative interviews with consumers, industrial raisin customers and processors. A variety of brand positioning statements were developed and quantitatively tested with consumers. Finally, a comprehensive communication strategy was developed for consumer and trade audiences including detailed messaging points. It is clear from the process that raisins have a lot of positive imagery to be leveraged but we need to address some current misconceptions and remind consumers of the many positive attributes of raisins and ways to use them.

May-July 2020 Public Relations / Social Campaign

We kicked off our new marketing campaign early with incremental funds approved for May-July. The campaign utilized traditional and social media influencers to tell our story. The campaign generated 90 million impressions and 250k consumer engagements.

We also partnered with three social media influencers to show consumers cool new ways to use California raisins. Each influencer developed two recipes that were shared with their followers through Instagram and then we pushed out the posts to a broader audience of target consumers.



PR partnerships included Registered Dietician Tara Collingwood, Dr. Jackie Walters and celebrity chef Cat Cora resulting in several national broadcast spots and lots of additional online coverage.



TRADESHOWS

Due to the COVID pandemic, staff was unable to attend any scheduled tradeshow.

RESEARCH

Health and Nutrition Research

No money was spent in this category.

Crop Production Research

SUNPREME RAISIN VARIETAL RESEARCH

Sunpreme is a raisin grape varietal that has desirable characteristics, such as naturally drying on the vine once it has ripened, that should allow for mechanical harvest and pruning.

After the Sunpreme research program suffered a set-back, the Kearny Ag Research Center has worked to establish a new test plot and in 2019 planted new Sunpreme vines. These young vines are growing well and it's anticipated their first crop will be in 2021. Two industry members continue to work with their own planted vines and we have received promising reports. They are willing to share their information, please contact the CRMB if you would like to speak with these growers.

Contact the following nurseries for availability:

Duarte Nursery, Inc.
Alma Cruz
1555 Baldwin Road
Hughson, CA 95326
(209) 531-0351
Sales@duartenursery.com
www.duartenursery.com

Wonderful Nurseries
Matthew McMillan
27920 McCombs Road
Wasco, CA 93280
(661) 758-4777 or (559) 365-1996
Matt.McMillan@wonderful.com
www.wonderfulnurseries.com



AGENCY BACKGROUND

Sterling Rice Group (SRG)- SRG is a 35-year-old, independent communication agency based in Boulder, Colorado with deep experience in food brands including commodity boards. They have been a longstanding partner for the Almond Board of California, helping to grow that business from \$500 million to an \$8 billion global brand. They have also worked with Potatoes USA and Avocados from Mexico as well as a number of top consumer food brands from Quaker Oats to Dole. Pictured right is Laurel Muir who is the lead for the California Raisins account.



Edelman- We are working with Edelman's San Francisco office, part of one of the world's largest and best-known PR companies. Edelman also has extensive food marketing experience including commodity boards like California Walnuts as well as consumer food brands like Del Monte, Barilla, and Sabra.

Digital Attic- A local company out of Clovis, Digital Attic has been hosting the CRMB website and providing monthly maintenance for a number of years.



TERM 2017/2019

CRMB EXECUTIVE COMMITTEE

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



MEMBERS & ALTERNATES

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

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

TERM 2019/2021

CRMB EXECUTIVE COMMITTEE

Chairperson	Mr. Jeff Milinovich
Vice Chairperson	Mr. Jon Marthedal
Secretary	Mr. Dwayne Cardoza
Treasurer	Ms. Rosemary Repar



MEMBERS & ALTERNATES

MEMBERS

Braden Bender
Dwayne Cardoza
Chad Chooljian
Ron Kazarian
Steve Kister
Jon Marthedal
Manuel Medeiros
Jeff Milinovich
Harry Overly
Victor Sahatdjian
Richard Sahatjian
Rosemary Repar
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
Wayne Albrecht
Vacant
LindaKay Abdulian
Stephan Sommer, Public Alternate

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

COMPARATIVE DATA AS COMPILED AND RELEASED
BY THE RAISIN ADMINISTRATIVE COMMITTEE

CALIFORNIA RAISIN ACQUISITIONS (SWEATBOX TONS)

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020
Natural Seedless	336,697	281,496	220,583	267,933	253,424
Dipped Seedless	2,926	2,348	2,021	1,438	2,321
Golden Seedless	21,110	20,761	19,303	19,692	18,396
Zante Currants	3,091	2,569	2,136	2,401	2,190
Sultanas	33	27	42	16	14
Muscats	0	0	0	19	21
Monukkas	70	73	40	43	58
Other Seedless	11,065	10,839	10,338	13,264	12,021
Other Seedless Sulfured	457	885	417	566	854
Total	375,449	318,998	254,880	305,372	289,299

CALIFORNIA NATURAL SEEDLESS RAISIN ACQUISITIONS (PACKED TONS)

	2015/2016*	2016/2017	2017/2018	2018/2019	2019/2020
Natural Seedless Deliveries to Handlers	312,455	267,984	210,299	254,268	238,725

*Numbers have been revised due to staff's calculation errors

CALIFORNIA NATURAL SEEDLESS RAISIN SHIPMENTS (PACKED TONS)

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020
Domestic & Canada Shipments	182,140	196,303	162,078	138,432	175,633
Exports	98,523	108,503	88,098	57,981	66,242
Total Shipments	280,663	304,806	250,176	196,413	241,875

FINANCIALS

Statement of Activities and Governmental Fund Revenue Expenditures and Changes in Fund Balances For the Year Ended July 31, 2020

REVENUE

Assessments	\$ 1,037,180.00
Interest	\$ 14,735.00
Total Revenue	\$ 1,051,915.00

EXPENSES

General and Administrative:	
Insurance	25,874.00
Rent	70,914.00
Utilities	8,295.00
Telephone	1,969.00
Postage	2,713.00
Office Supplies	1,685.00
Repairs & Maintenance	814.00
Memberships & Surveys	5,900.00
Consulting - HR	15,670.00
Consulting - DC Liaison	19,998.00
Consulting - Trademark Registration	2,462.00
Auditing Fees	7,200.00
Equipment Lease	4,903.00
Travel - Office	696.00
Travel - Committee	654.00
Miscellaneous Activities	2,248.00
Bank Charges	4,637.00
Software/Programming	3,847.00
Legal Fees/Litigation	2,789.00
Product Samples	5,795.00
Marketing Branch	49,788.00
Support Services	275,053.00
Total General and Administrative Expenses	513,904.00

Statement of Activities and Governmental Fund Revenue
Expenditures and Changes in Fund Balances
For the Year Ended July 31, 2020
Continued

Advertising, Public Relations and Publicity

Website Development & Maintenance	4,785.00
Public Relations	288,437.00

Trade Show/Event Marketing

Local Events	1,044.00
Health Trade Shows	17,250.00

Total Marketing Activities	311,516.00
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Total Expenditures	825,420.00
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Excess Revenue over (under) Expenditures	226,495.00
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Fund Balance/Net Assets:

Beginning of Year	1,495,595.00
End of Year	1,722,090.00

2020/2021 CDFA ASSESSMENT RATE



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

July 31, 2020

**MARKETING ORDER FOR CALIFORNIA RAISINS
ASSESSMENT RATE FOR THE
2020-2021 MARKETING SEASON ESTABLISHED AT \$10.00/TON**

TO THE CALIFORNIA RAISIN PACKER OR PRODUCER ADDRESSED:

Upon the recommendation of the California Raisin Marketing Board (Board), the California Department of Food and Agriculture (Department) has established an assessment rate of ten dollars (\$10.00) 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 2020-2021 marketing season, which begins on August 1, 2020, and runs through July 31, 2021. This year's assessment rate has been increased from the rate established for the prior marketing season of four dollars (\$4.00) 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 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 Department's Marketing Branch will facilitate the collection of any delinquent assessments.

A copy of the Order of the Department establishing the assessment rate is available upon request. 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 with the Department's Marketing Branch at (916) 900-5018.

Sincerely,

Joe Monson, Branch Chief
Marketing Branch

2020/2021 ACTIVITIES

2020/21 Marketing Plan

The 2020/21 marketing plan builds off the infrastructure and strategy development completed in 2019/20. Key tactics of the plan include:

- Social Media
 - We will roll out new social media creative highlighting why consumers should rediscover raisins and creative ideas on how to use them. Utilizing six social media posts each month, we'll feature key benefits and attributes of raisins, unique recipes and hopefully create a few smiles. With an enhanced media budget, our posts will generate over 70 million impressions, better connect with our target audience and drive lots of new visitors to our website.
- Public Relations
 - Picking up from our May-July 2020 campaign kickoff, we'll extend our campaign throughout 2020/21 with three key heavy-up windows: Winter Holidays, New Year/ New You and Spring Baking. From Registered Dietitians to professional chefs to Moms and Dads, we'll again use a number of influencers to help spread our key messaging through broadcast, print and social media. We also expect to generate a lot of earned media as we inspire the food media world with our story. In total, we expect to generate over 165 million impressions from our PR activities.
- Trade Marketing
 - We will rebuild our trade marketing assets to inspire a new generation of Research & Development professionals with innovative product ideas. Our communications to the trade will include advertising on key websites supporting product development professionals. And we'll also participate in industry events to directly communicate with our target audience and answer their questions.

STAFF CONTACT INFORMATION

Debbie Powell
President and General Manager
debbie@raisins.org

Tim Kenny
Vice President of Marketing
tim@raisins.org

Dori Williams
Director of Operations
dori@raisins.org

Melinda McAllister
Marketing Specialist
melinda@raisins.org

California Raisin Marketing Board
2445 Capitol Street, Suite 200, Fresno, CA 93721
(559)248-0287 info@raisins.org.
For delicious recipes and more, visit **CalRaisins.org**

Follow us on...



California Raisin Marketing Board
2445 Capitol St., Ste. 200
Fresno, CA 93721-2236