

California Raisin Marketing Board

Annual Report

2014-2015



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This 2014/2015 Annual Report is produced by the staff of the California Raisin Marketing Board (CRMB). Staff members contributing to this report are: Debbie Powell, Interim President and General Manager (1/23/15 to present), Gary Schulz, President and General Manager (8/1/2014 to 1/22/2015) Larry Blagg, Senior Vice President of Marketing, Dori Rothweiler, Project Coordinator and Melinda McAllister, Marketing Specialist.

This annual report is distributed by mail to the 3,000 California raisin growers. 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.

Every effort has been made to insure the accuracy of information contained in this publication. The California Raisin Marketing Board and its staff assume no responsibility for any errors, omissions or incorrect information appearing within.

CRMB Chairperson's Letter to Growers

"2014/2015: A Year of Challenges, Rewards and Hope for the Future!"

The 2014/2015 crop year presented a number of challenges. Specifically:

- 1) The San Joaquin Valley experienced its fourth straight record drought, with rainfall recorded at 6.53 inches vs. a normal year's 11.50 inches
- 2) The industry recorded a 2014/2015 crop size of 303,889 tons of NS raisins vs. the previous year's 364,794 delivered tons (down 16.7%).

The California Raisin industry still is to be commended for selling through the entire crop, and finishing the year with a smaller carry-in than the previous year.

The CRMB litigation case has been remanded by the Superior Court back to the lower courts with instructions to revisit the 2013 decision. The work of the CRMB continues even with no new grower assessment income since April 2013. In order to prevail on what we believe as growers is in the best interest of the Raisin Industry as a whole, we remain committed to the legal process.

While currently operating under the \$0 assessment, the CRMB nevertheless had a significant number of accomplishments over the past five years since the previous referendum. Those accomplishments are provided under the Five Year Marketing Highlights section following this letter.

For example, the CRMB received good news that its LMARC II health research study revealed that consuming a handful of raisins three times a day for 12 weeks could reduce post-meal blood glucose levels by up to 23% and significantly reduce blood pressure (8.7mmHg) among men and women with Type II Diabetes Mellitus.

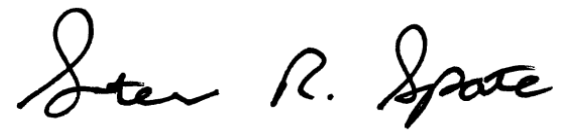
These test results were presented to attendees of the American Association of Diabetes Educators at their annual convention in New Orleans and received praise from all. California Raisins are now the first no added-sugar dried fruit to be recommended for consumption by those with Type II Diabetes.

Lastly, as a product of CRMB crop research, a newly developed raisin-grape variety, Sunpreme is currently being released to nurseries. This new variety has the ability to be dried-on-the-vine without cutting canes and could be of significant benefit to growers in the future.

The CRMB will be going through a continuing referendum in the near future and I encourage all growers to vote, as we have so much invested in the future success of the CRMB.

Growers have a choice of what to produce on their land and we need to do what we can as an industry so that growers continue to grow America's favorite dried fruit – the California Raisin.

With best regards,

A handwritten signature in black ink that reads "Steve R. Spate". The signature is written in a cursive style with a large initial 'S' and a distinct 'R'.

Five Year Marketing Highlights

Over the last five years, marketing activities were executed to support the CRMB mission to educate consumers, food industry executives and health and nutrition professionals regarding newly completed research.

Advertising

There was a significant shift in consumer advertising for 2012/2013, as we expanded the usage of the new “Solar Powered Goodness” commercials, including one entitled “Peleton” in which a young girl in pigtails zooms past professional bike riders sounding the trilling ring of her bike bell as the announcer states that ‘With California Raisins Solar Powered Energy your kids can achieve anything.’ And a second version, “Soap Box,” in which two small boys in a go cart get pulled over by a motorcycle cop for speeding and the announcer repeats the message stated in the first commercial. A total of 900 spot ads were purchased which aired on four top cable networks, the Food Channel, Entertainment Channel, ABC Family Channel, and the TBS Network.



Online

Instead of print advertising, the CRMB focused the print message via online advertising using web banner ads, Google Search and placement of California Raisin recipes on such sites as Pinterest, Facebook and *Relish* Magazine’s online site.

Public Relations

The CRMB worked with Fleishman-Hillard (FH) on raising awareness of raisins by getting people talking and reading about California Raisins in newspapers, magazines, online and on food and nutrition blogs. In 2012/2013, the CRMB and FH hosted the first Food Bloggers Tour in partnership with *Relish*. Nine of the leading Food and Nutrition Bloggers in the U.S. visited Fresno, toured vineyards, visited processors, and had a raisin packed dinner at the home of Chairman Wilt. Jill Melton, M.S., R.D. and *Relish* Editor also joined and spent several hours helping the bloggers learn how to cook with raisins and then shared that information with *Relish* readers along with the nutrition benefits of raisins.

Trade Print

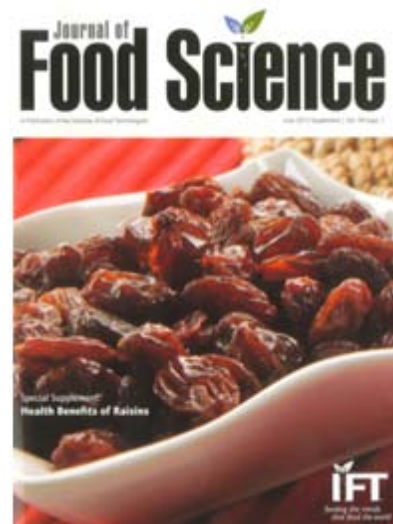
Print advertising focused on ads in trade magazines such as *Baking & Snack*, *Snack Food & Wholesale Baking*, *Milling & Baking News*, *Food Business News* and *Foodservice Director*. California Raisin health and nutrition messages were delivered via RD411.com, an online source for nutrition professionals and Smartbrief (an industry e-mail newsletter for health care professionals and concerned consumers).

Foodservice

As the head of the CRMB's Scientific Nutrition Research Panel, Dr. James Painter delivered obesity and overeating messages to such commercial feeding companies as Compass Group USA, Aramark and Sodexo. A total of twenty non-commercial College and University foodservice operators (such as University of Miami, OH and University of Texas) were visited and shown how to make new salads, entrées and desserts with California Raisins.

Health & Nutrition

Dr. James Painter worked with our Scientific Research panel members in reviewing research proposals and was our lead presenter of completed research findings to medical and health care professionals at the Academy of Nutrition and Dietetics (AND) annual conference and at a variety of state and regional conferences including the Institute of Food Technologists (IFT). In 2012/2013, Dr. Painter's speeches reached out to diabetic conventions, as well as health care providers such as Kaiser Permanente. The result of five separate and complete CRMB research studies were published in a stand-alone printed piece entitled Health Benefits of Raisins in the *Journal of Food Science* published by the Institute of Food Technologists in June 2013.



Last year, the CRMB exhibited at the American Association of Diabetic Educators annual meeting in New Orleans to share the peer reviewed research that showed daily consumption of California Raisins may reduce both blood pressure and post-meal blood glucose for men and women with Type II Diabetes Mellitus.

School Foodservice

CRMB has attended the School Nutrition Association's Annual Nutrition Convention (ANC) over the last five years to share the message about how California Raisins help schools meet their fruit and vegetable requirements.

Also in 2012/2013, CRMB worked with CRMB consultant, Chef Jennifer Disler who created raisin recipes for the K-12 foodservice kitchen. These recipes have been shared with this foodservice segment in person at tradeshow and in follow up telemarketing efforts.

Baking

The Sixth Annual America's Best Raisin Bread Contest took place in October, 2013 at the International Baking Industry Exposition in Las Vegas with a record number of 121 applications. The CRMB was invited to host the contest by the hierarchy of the baking industry consisting of the American Society of Baking, the Baking Equipment Manufacturers Association, the Retail



Bakers Association and the Bread Bakers Guild of America on the largest worldwide bakery stage. The contest was a featured highlight with a fully functional 6,000 square foot bakery built on site with equipment and ingredients donated by various professional bakery equipment manufacturers and ingredient suppliers. Over 23,000 attendees observed the judging and sampled the finished baked products of the 36 finalists.

Tradeshow and Events

Since 2010/2011, the CRMB staff participated in 139 trade shows and events covering a variety of classifications; Industrial & Foodservice, Consumer Promotion and Social Media, Baking, Health and Nutrition and School Foodservice.

Participation in all events was chosen to highlight California Raisins as the perfect snack or ingredient for inclusion in manufactured products, on menus in every class of dining out facilities, as nutritious snacks at school or work, as an energy boost during the day for all, and more recently as a recommended food for even those with Type II Diabetes Mellitus. Of those

tradeshows and events completed, 133 of the total 139 events occurred between FY 2010/2011 and FY 2012/2013.

Background of Annual Report

State of California – Department of Food and Agriculture Marketing Order for California Raisins

The Board's mission is 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/Purpose of Annual Report

Pursuant to Article IV, section F of the Marketing Order, this report contains a review of all advertising and promotion plans implemented during the 2014/2015 marketing season. This report includes the following information:

A summary of all efforts implemented to measure the degree to which the stated objectives have been achieved:

- An overview of all marketing activities undertaken during August 1, 2014 to July 31, 2015
- 2014/2015 research projects – with the \$0 assessment from August 2013 there have been no research projects initiated.
- 2014/2015 tradeshow and events
- 2015/2016 activities

Summary of all Marketing Objectives

Pursuant to Article IV, section F of the Marketing Order for California Raisins, 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: A number of platforms were used to stimulate demand for California Raisins including:

- Trade media – press releases and social media
- School Foodservice -School Nutrition Association's Annual Nutrition Conference (ANC) and K-12 Foodservice Directors telemarketing efforts.
- Health & Nutrition – Registered Dietitians, influencers
- CRMB's Website – LoveYourRaisins.com, 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 2014/2015.

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

Response: During the 2014/2015 marketing year CRMB staff mailed out copies of the Health Benefits of Raisins as published by the *Journal of Food Science*, and as requested by interested food nutritionists, dietitians and influencers.

Also, the CRMB participated in the American Association of Diabetic Educators annual meeting in New Orleans to share the peer reviewed research that showed daily consumption of California Raisins may reduce blood pressure and post-meal blood glucose for men and women with Type II Diabetes Mellitus.

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

Response: With a suspension of grower assessments in April of 2013, no new crop research has been commissioned. One effort continuing in the 2014-2015 fiscal year is the distribution by the USDA of the newly developed raisin-grape variety, Sunpreme, to nurseries who will ultimately have available to the growers. This new variety has the ability to be dried-on-the-vine without cutting of canes and could be of significant benefit to growers in the future.

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

Response: CRMB staff in 2014-2015 continues to update the CRMB website and remain active on such social media accounts as Facebook, Twitter and Pinterest. Staff works to provide new content via daily postings, helps to create and administer low cost recipe contests and sharing of recipes across all social media channels.

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

Response: The approval of the California Department of Food and Agriculture on the proper registration of CRMB intellectual property has been implemented to protect CRMB's most valuable assets. Trademark protection is well established and routinely reviewed. Licensing procedures for trademarks have been established and are in effect. During this past year, the CRMB contracted with our Intellectual Property legal specialist to renew their contract.

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

Response: With the discontinuance of the grower assessments, the CRMB staff has been appropriately downsized and remains in place to continue those activities deemed necessary by the Board. Also, the CRMB is supported by Digital Attic for website hosting and for updates.

2014/2015 Activities

School Foodservice

School Nutrition Association's Annual National Conference

CRMB staff attended the School Nutrition Association's Annual National Conference (ANC) in Salt Lake City, Utah to showcase California Raisins as a naturally sweet breakfast or lunch option for the K-12 school segment. We shared the message that "¼ cup of California Raisins is equal to 1 fruit serving" with over 3,200 attendees. A follow up thank you e-mail communication was sent to the booth attendees along with raisin snack mix recipes.

School Foodservice Virtual Tradeshow

CRMB participated in a virtual tradeshow for K-12 Foodservice Directors. This virtual or online experience allows smaller school districts that may not be able to travel to the National shows the ability to log on to the tradeshow from their computer and visit many vendor booths including the California Raisin Marketing Board Booth. Raisin Foodservice recipes were available to download, along with raisin nutrition information and how to buy raisins. CRMB followed up with 400 school foodservice directors who visited the virtual California Raisins Booth.

Health and Nutrition

Last year, Melinda McAllister, Marketing Specialist, and Maria Kniestedt from Fleishman-Hillard exhibited at the American Association of Diabetic Educators annual meeting in New Orleans to share the peer reviewed research that shows California Raisins have a positive impact on Diabetic Nutrition. Over a three-day period, we shared the exciting results of the research, which specifically cites a 12-week study among 51 individuals with Type II Diabetes Mellitus found that regular consumption of raisins, as compared to a group that ate a comparable amount of snack crackers, were shown to have¹:

- 23% reduction in postprandial (post-meal) glucose levels
- 19% reduction in fasting glucose
- A significant reduction (8.7mmHg) in systolic blood pressure

These results created a lot of energy at the show, and diabetic educators mentioned that this was great news they would share with their clients.

¹ Bays, H., et. al. A Randomized Study of Raisins Versus Alternative Snacks On Glycemic Control and Other Cardiovascular Risk Factors in Patients With Type 2 Diabetes Mellitus. *The Physician and Sports medicine*; 2015.

Public Relations

California Raisin Day

CRMB staff worked with CSUF Public Relations interns to increase local awareness of California agriculture on December 3, 2014 by celebrating California Raisin Day. Below is a Fresno Bee online article published the day before the event.

Fresno set for California Raisin Day

12/02/2014 11:14:00 AM

Mike Hornick

A tasting of raisin varieties will be on offer during California Raisin Day Dec. 3 in Fresno, Calif.

The event, hosted by the California Raising Marketing Board and the Fresno State Rue and Gwen Gibson Farm Market, is scheduled for 11 a.m. to 1 p.m. at the farm market, 5368 N. Chestnut Ave.

The Dancing Raisin mascot is expected to be there for photos. Visitors can sample varieties including princess, sweet scarlet, autumn royal, scarlet royal, summer royal, Thompson, autumn king and flame raisins made from grapes grown at California State University-Fresno.

“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,” university president Joseph Castro said in a news release. “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.”

“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,” said Gary Schulz, the marketing board’s president and general manager.

Attendees were excited to see the California Dancing Raisin, pick up raisin brochures, and purchase local agricultural products.

Crop Research

SUNPREME

Through the cooperative efforts of the California Raisin Marketing Board, USDA/ARS and principal investigator, David Ramming, a new raisin grape varietal will be available to growers soon.

Sunpreme is an early-ripening white seedless grape which consistently ripens during the first half of August with a brix of 21° or higher.

Sunpreme blooms a few days before Thompson Seedless. Clusters are medium in size, conical and loosely filled, averaging two per shoot. Green berries average 2.6 – 2.9 g fresh weight, slightly larger than Thompson Seedless. **Fruit dry into raisins on the vine without cutting canes for mechanical harvest by the first to second week of October.** The application of regulated deficit irrigation promotes the drying process in Sunpreme.



Dried Sunpreme raisins have averaged 0.60 g, compared to the 0.49 g mass of Thompson Seedless. Grade B & better percentage has averaged 89% (79 – 93 range) over the last seven years. Skin of Sunpreme is average in thickness and toughness, adheres to the flesh, being similar to Selma Pete. Raisin wrinkles are fine in Sunpreme compared to wrinkles of Thompson Seedless. The raisin is sweet with a light fruit flavor and meaty texture. Seed traces are rarely noticeable, similar to those of Thompson Seedless.

Development plots for mature vines (own rooted – not on root stock) were trained to quadrilateral cordons, spur-pruned to a double “T” trellis with 36” and 24” cross arms planted at 12’ x 6’ spacing.

Sunpreme has moderate vine vigor. The cultivar is not resistant to powdery mildew. Maintenance of proper vine vigor and prevention of over-cropping is necessary to naturally DOV the fruit. Under average growing conditions, develop cordons to ½ their normal length during the first year. Cordons can be extended to full length and single-bud spurs left on the first half of the cordon during the second year. Mature quadrilateral trained vines can be pruned to 56 two-bud spurs to produce a full crop that will DOV naturally. This new variety is still considered to be in testing

phase and cultural practices such as over cropping, irrigation timing, harvesting technique and hybrid rootstocks could impact its performance.

Contact the following nurseries for additional information and availability:

Growers Transplanting, Inc.

Josh Chase
R&D Manager
P.O. Box 3756
360 Espinosa Road
Salinas, CA 93912
Phone: (831) 449-3440 Ext.1113
Email: jchase@growerstrans.com
Web: www.growerstrans.com

Vintage Nurseries

Mathew McMillan
Sales Representative
P.O. Box 279
27920 McCombs Avenue
Wasco, CA 93280
(559) 365-1996
(800) 499-9019
Email:
Matt.McMillan@vintagenurseries.com
Web: www.vintagenurseries.com

Sunridge Nurseries, Inc

Tom Bracken
C.O.O.
441 Vineland Road
Bakersfield, CA 93307
(661) 363-8463
Email: Tom@sridge.net
Web: www.sunridgenurseries.com

Wonderful Citrus

Jose Lima
Nursery Director
(559) 707-1387
Email: Jose.lima@wonderful.com

Duarte Nursery

Alma Cruz
Sales Manager
1555 Baldwin Road
Hughson, CA 95326
(209) 531-0351
Email: sales@duartenursery.com
Web: www.duartenursery.com

Tradeshows

School Nutrition Association's Annual National Conference, Salt Lake City, UT

American Association of Diabetic Educators, New Orleans, LA

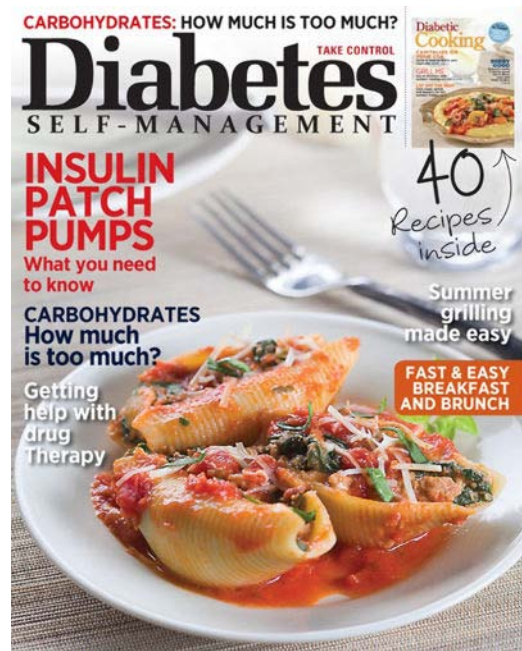
Agency Backgrounds

Digital Attic of Clovis, California offers an in-house staff of highly skilled graphic designers, programmers and developers, as well as videographers and photographers which enable them to produce superior products. Troy Vasquez and his team provide hosting and the monthly maintenance for the website, LoveYourRaisins.com.

2015/2016 Activities

Marketing activities for the 2015/2016 fiscal year will again be significantly curtailed. Marketing will be limited to maintenance and updates of LoveYourRaisins.com, California Raisin's Facebook page with 18,000+ fans, Twitter and Pinterest pages, and sharing raisin food images and field images with the international California Raisin representatives. At the time of this writing, CRMB is participating in a virtual tradeshow for the K-12 school foodservice segment and CRMB staff will attend two conferences for School Nutrition: School Nutrition Industry Conference and School Nutrition Association's Annual National Conference (ANC). Plans are underway to partner with CSUF in the promotion of National Raisin Day at the Gibson Farm Market on April 29th, from 11 – 1:00pm. Please come share in the festivities, eat raisins and get your photo taken with California Dancing Raisin.

At the time of this writing, the CRMB Board approved an online and print advertising



campaign that will soon launch in the consumer magazine, *Diabetes Self-Management* and an online campaign targeted at Diabetic Educators with web banners, social media and the opportunity to showcase California Raisins at a symposium in May 2016 with 600 registered dietitians. Total circulation of the print ads, social media and web banners are expected to exceed 2.1 million impressions.

Outside Activities

Due to reduced budgeting, CRMB is no longer an active member of the California Dried Fruit Coalition (CDFC); however, we donated 1,800 California Raisin samples via the CDFC to state Women, Infant and Children (WIC) Programs. Printed materials were also distributed to WIC trade shows in California, New York, Pennsylvania, Texas and Michigan.

Raisin samples were sent to Rich Peterson, Director of the CDFC. He arranged for transportation and dissemination of the materials at the events. Mr. Peterson and event attendees were grateful for the raisins samples as they are a key item and one of four no-added sugar dried fruits being promoted at WIC programs, the others being dried plums, dates and figs all from California.

Executive Committee

Terms: 2013 – 2015 and 2015 - 2017

Chairperson	Mr. Steve Spate
Vice Chairperson	Mr. Jon Marthedal
Secretary	Ms. Kathy Merlo
Treasurer	Dr. Nindy Sandhu

The CRMB staff wishes to recognize the California Raisin Marketing Board members and alternates for their service:

CRMB Board Members and Alternates

Term: June 1, 2013 to May 31, 2015

MEMBERS

Edward Fanucchi
Glen Goto
Dennis Housepian
Ron Kazarian
Barry Kriebel
Jon Marthedal
Kathy Merlo
Jeff Milinovich
Victor Sahatdjian
Richard Sahatjian
George Salwasser
Nindy Sandhu
Monte Schutz
Steve Spate
James Kennedy, Public Member

ALTERNATES

Michael Mikaelian
Michael Kazarian
Richard Crowe
Kimberly Bedrosian
Jackie Grazier
Rick Stark
Michael Bedrosian
Randy Cervelli
Alan Kasparian
Courtney Chooljian
Manuel Medeiros
Douglas Cords
Ken Shinkawa
Dennis Wilt
Sonet Van Zyl, Alternate Public Member

Term: June 1, 2015 to May 31, 2017

MEMBERS

Chad Chooljian
Courtney Chooljian
Edward Fanucchi
Glen Goto
Michael Kazarian
Barry Kriebel
Jon Marthedal
Kathy Merlo
Jeff Milinovich
Victor Sahatdjian
Richard Sahatjian
Nindy Sandhu
Monte Schutz
Steve Spate
Sonet Van Zyl ,Public Member

ALTERNATES

Dennis Housepian
Michael Bedrosian
Michael Mikaelian
Kuldip Chatha
Michael Perry
Jackie Grazier
Rick Stark
Manuel Medeiros
Richard Crowe
Kimberly Bedrosian
Ron Kazarian
Douglas Cords
Harvey Singh
Dennis Wilt
James Kennedy, Alternate Public Member

California Raisin Statistics

CALIFORNIA NATURAL SEEDLESS RAISIN SHIPMENTS (PACKED TONS)

	2010/11	2011/12	2012/13	2013/14	2014/15
Natural Seedless Deliveries to Handlers	336,616	323,287	294,565	345,113	326,763
Domestic & Canada Shipments	180,344	183,703	184,417	202,809	189,725
Exports	129,197	119,373	108,816	142,757	111,407
Total Shipments	309,542	303,076	293,233	345,566	301,132

Comparative Data for Deliveries to Handlers, in sweatbox tons, as compiled and released by the Raisin Administrative Committee:

Varietal Type	2010/11	2011/12	2012/13	2013/14	2014/2015
Natural Seedless	354,878	346,132	311,090	364,794	303,890
Dipped Seedless	4,440	2,352	3,644	4,925	3,947
Golden Seedless	21,827	21,960	17,340	21,402	19,128
Zante Currants	3,468	3,167	2,976	2,885	3,084
Sultanas	66	76	68	58	59
Muscats	6	3	0	-	24
Monukkas	140	130	111	85	73
Other Seedless	11,351	9,035	9,655	10,469	13,865
Other Seedless Sulfured	809	471	381	530	424
Total	396,985	383,326	345,265	405,148	344,494

Top 20 Destinations for Crop Year 2014/2015

Natural Seedless Packed Tons

YTD Rank	Destination	YTD Tonnage 8/01/14-7/31/15	Previous YTD tonnage 8/01/13-7/31/14
1	United States	180,627	191,998
2	Japan	24,964	22,009
3	United Kingdom	12,674	22,925
4	Canada	9,098	10,811
5	China*	8,304	9,544
6	Germany	8,029	16,223
7	South Korea	4,704	5,415
8	Sweden	4,701	6,466
9	Taiwan	4,671	4,403
10	Mexico	4,095	3,923
11	Denmark	3,419	3,785
12	Philippines	3,115	2,643
13	Malaysia	3,071	4,370
14	Netherlands	3,019	5,764
15	Thailand	3,001	1,543
16	Norway	2,895	3,124
17	Australia	2,690	5,875
18	Hong Kong	1,669	1,694
19	Finland	1,613	1,249
20	Singapore	1,568	1,889

**Statement of Revenues, Expenditures and Changes in Fund Balances
For the Year Ended July 31, 2015**

REVENUE

Interest	228
Total Revenue	228

EXPENSES

General and Administrative:

Payroll Taxes	123
Employee Benefit Administration	755
Insurance - General	15,286
Rent	74,907
Utilities	6,291
Telephone	5,622
Postage	3,057
Office Supplies	2,413
Repairs & Maintenance	1,127
Consulting - MBS	34,419
Consulting - Trademark Registration	25,717
Auditing Fees	13,630
Equipment Lease	6,213
Travel - Committee	677
Travel Office	720
Bank Charges	5,204
Software/Programming	1,454
Legal Fees Litigation	78,371
Product Samples	1,500
Marketing Branch	26,607
Support Services (Shared staff and costs with RAC)	178,019
Equipment reimbursement	9,000
Special Activities (Miscellaneous)	10,500
Total General and Administrative	501,612

**Statement of Revenues, Expenditures and Changes in Fund Balances
For the Year Ended July 31, 2015, continued**

Advertising, Public Relations and Publicity	
Website Development & Maintenance	12,750
Public Relations	65,442
Trade Shows/Event Marketing	
School Trade Shows	6,750
Health Trade Shows	14,559
Research	
Crop Research	15,475
Marketing and Export	
Export Market	57,987
Special Assessment Expenses	
Special Assessment Public Relations	609,916
Total Marketing Activities	782,879
Total Expenditures	1,284,491
Excess Revenue over (under) Expenditures	(1,284,263)
Fund Balance/Net Position:	
Beginning of Year	2,863,006
End of Year	\$ 1,578,743



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE
Karen Ross, Secretary

July 24, 2015

**MARKETING ORDER FOR CALIFORNIA RAISINS
ASSESSMENT RATE FOR THE
2015-2016 MARKETING SEASON ESTABLISHED AT \$0.00**

TO THE CALIFORNIA RAISIN PACKER OR PRODUCER ADDRESSED:

Upon the recommendation of the California Raisin Marketing Board (CRMB), the California Department of Food and Agriculture (Department) has established an assessment rate of zero (\$0.00) 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 2015-2016 marketing season, being August 1, 2015 to July 31, 2016.

The CRMB set the assessment rate at zero for the upcoming marketing season pending the outcome of current litigation. The Board determined it can fund limited activities with existing non-restricted reserves.

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 feel free to contact Debbie Powell, the Acting President of the Board, at (559) 248-0287, or Kathy Diaz-Cretu at CDFA.

Sincerely,

Robert Maxie, Chief
Marketing Branch

2015 0720 | 2015 0721 | 2340



CRMB Staff Contact Information

Debbie Powell
Interim President and General Manager (1/23/15 to present)
Debbie@raisins.org

Gary Schulz
Past President and General Manager (8/1/14 to 1/22/15)

Larry Blagg
Senior Vice President of Marketing
larry@raisins.org

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