One hundred years in the making, Sun-Maid's century of experience answers all your questions on raisins and dried fruits—their unique characteristics, their history, and how they are grown, processed, marketed, and enjoyed throughout the world.
Dedication

During Sun-Maid's first 100 years, millions of individuals contributed to Sun-Maid's success. Beginning in the late 1800s and continuing to this day, immigrants from many countries have developed California's Central Valley into one of the finest fruit and vegetable growing areas in the world. The region's unique combination of sun, soil, and water is ideal for producing quality sun-dried raisins and dried fruits. Hard work, tenacity, and vision drove early California raisin growers to succeed in carving out a legacy which has lasted for six generations. Annually, the families of Sun-Maid growers entrust their livelihoods to the Board of Directors, management, and employees of Sun-Maid to process and market each year's harvest to our valued customers in over 50 countries. Sun-Maid's success is dependent on a worldwide sales, logistics, and customer network, which assures that "every minute of the day, somewhere in the world, someone is eating Sun-Maid raisins." This publication is dedicated to all these individual efforts, combined contributions, and satisfied customers.

One very special note is to Kendall L. Manock, Sun-Maid's general counsel, who advised our Board and management from 1961 almost continuously until his death in 2010. Mr. Manock began his legal career as a United States Attorney, and as a clerk for the U.S. 9th Circuit Court of Appeals. With his partners, he developed a firm, which served the entire Fresno community well. For Sun-Maid, Mr. Manock was the ideal general counsel. He, like Sun-Maid, shared a national reputation for honesty, fairness, and reliability as a leader in the California agricultural community. For 50 years, Sun-Maid's growers and customers benefited from his sound legal and practical advice on the full range of challenging and ever changing commercial, legal, regulatory, and consumer issues. In many ways, Mr. Manock and Sun-Maid shared a deep kinship based on serving the community interests of our producers and the national and international interests of our customers. In this sense, Mr. Manock's character typified that of the best customers, growers, employees, suppliers, and advisors who have been part of the Sun-Maid family. Mr. Manock passed away as we began in earnest the development of this publication. We hope that he and his family would be proud of it.

Kendall L. Manock
Sun-Maid General Counsel
1961 to 2010

Foreword

In celebration of our 100th Anniversary we are proud to release our publication Sun-Maid: Raisins & Dried Fruits, Serving American Families & the World Since 1912.

In developing this publication we made a conscious decision to focus on what we believe consumers and the public want to know today about Sun-Maid, and raisins and dried fruits, and to tell this story in a very visual way. In making this decision, we have sacrificed telling the complete story of so many key individuals.

These would have included H.H. Welsh and James Madison, our first Chairman and President, both elected in 1912; William N. Keeler, who served as President from 1931 to 1949; A.E. Swanson, our longest seated Chairman from 1944 to 1963; Pete J. Penner, our youngest Board member in history when first elected and who served tirelessly from 1968 to 2009, including as Chairman from 1986 to 1999; visionary growers Earl Rocca and sons and Lee Simpson, who could see the future for mechanical harvesting and overhead trellis systems for dried-on-the-vine crops, respectively, before others could; and key management and staff who successfully transitioned Sun-Maid into the 21st century. And of course, there were many, many more.

We tell the story of raisins and dried fruits from ancient times to today, how these are grown and harvested, what makes California a unique growing area, our links to consumers in over 50 countries, and how raisins and traditional dried fruits are equivalent to fresh fruit without the water. We include the story behind Lorraine Collett Petersen, whose likeness became our internationally recognized icon, the "Sun-Maid Girl," and E.A. Berg, our advertising manager, who in 1914 originated the name Sun-Maid and developed our first packaging and advertising campaigns.

We have included over 50 of the best raisin and dried fruit recipes in the world to help you and your families enjoy our products for celebrations or to make any day special. We especially thank those companies who granted Sun-Maid permission to use their recipes.

We hope that this publication exceeds your expectations. We welcome your comments at www.sunmaid.com.

Jon E. Marthedal
Chairman
Sun-Maid Growers of California

Barry F. Kriebel
President
Sun-Maid Growers of California
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**Sun-Maid Timeline 1900–1930**

**1900**
- **1906** — San Francisco earthquake

**1900–1930**

**1910s**
- The California raisin industry experiences tremendous growth in the fertile San Joaquin Valley.

**1912**
- Fresno area San Joaquin Valley raisin growers propose a new grower-owned cooperative, the California Associated Raisin Company. H.H. Welsh is the Association’s first chairman.

**1914**
- The new California Associated Raisin Company launches its first advertising program with a Raisin Train bound for Chicago. Placards on the cars proclaim: “Raisins Grown by 6,000 California Growers.”

**1915**
- The co-op adopts the name Sun-Maid. Sun-Maid director L.R. Payne sees Miss Lorraine Collett drying her hair in a red bonnet and asks her to pose for the painting, which would become the company’s new trademark and soon one of America’s most recognized brands.

**1918**
- The cooperative opens its new processing plant in Fresno, California, dubbed “the finest factory building this side of Detroit.” It would be Sun-Maid’s home from 1918–1964.

**1920s**
- Heavy planting of raisin vineyards causes overproduction and plummeting prices. Prohibition leads to a surplus of grapes that would have ordinarily been made into wine. The industry also struggles with serious financial problems brought on by the Great Depression.

**1921**
- The Sun-Maid brand becomes a symbol of the San Joaquin Valley’s agricultural economy and culture. The “sun maids” make many appearances promoting California raisins and the popular new brand, including hand-delivering Sun-Maid raisins to President Warren G. Harding along with an invitation to the annual Raisin Day festivities held in Fresno, California.

**1923**
- The Sun-Maid Girl illustration is modified for the first time.

**1929**
- Great Depression begins

**1930**
- More than 85 percent of California raisin growers are members of the co-op, which changes its name to Sun-Maid Raisin Growers of California to identify more closely with its nationally recognized brand.
Sun-Maid Timeline 1930–1965

1926–1932 Renowned American artist Norman Rockwell creates the first of a number of paintings for use in Sun-Maid advertising.

1930—President Roosevelt initiates New Deal

1933—World War II begins

1942 Facing a workforce reduction during World War II, Sun-Maid enters into a cooperative sales and distribution agreement with H.J. Heinz Co., which is later terminated after the war.

1937 One of the New Deal milestones, the Federal Agriculture Marketing Agreement Act is approved. The California Marketing Act is approved by the State Legislature, paving the way for growers to organize for their mutual benefit and to improve the marketing conditions for California raisins.

1939—World War II begins

1945—End of World War II

1948 The Berlin Airlift brings supplies to the western section of Berlin blockaded by the Soviet Union. “Raisin Bomber” pilots collect raisins, candy, chocolate, and gum, and sew them into miniature parachutes dropped to children waiting by the airfields below.

1941–1945 World War II influences every aspect of American life. Sun-Maid publishes a series of wartime recipe books emphasizing that cooks can save on sugar by using raisins, which already contain natural sugars. Sun-Maid raisins are used to sustain troops and are prized in the field for providing high energy value, great portability, and a long shelf life.

1945—End of World War II

1949 Federal and state marketing orders for raisins are approved. The Raisin Administrative Committee (RAC), a cooperative comprising all California raisin producers and handlers, is established with the objective of setting industry-wide quality standards and volume controls.

1951 The California Raisin Advisory Board (CALRAB) is formed for researching, advertising, and promoting California raisins. While the RAC concentrates on quality standards and product volume, CALRAB’s focus is on boosting consumption and sales of California raisins.

1956 The Sun-Maid Girl keeps up with the times as the trademark undergoes its second modification.

1956—Federal-Aid Highway Act

1962—Cuban Missile Crisis

1956–1965

1964 Situated on 73 acres, the 640,000-square-foot Sun-Maid plant opens and is voted one of America’s top new plants by Factory Magazine.

1965

1961 Sun-Maid Chairman A.E. Swanson breaks ground for a new plant facility in Kingsburg, California.

1964

1830–1965

Sun-Maid Timeline 1930–1965
Sun-Maid Timeline 1965–1995

1965—U.S. puts man on moon 1969—First e-mail transmission 1971—First cell phone call 1973—First cell phone call

1967
A group of raisin growers not associated with Sun-Maid form the Raisin Bargaining Association (RBA). Sun-Maid becomes a signatory packer in 1988, allowing the purchase of raisins from RBA growers.

1969
Sunland Marketing, Inc. is formed to gain marketing leverage and provide the grocery trade with a full line of dried fruit products.

1970
The Sun-Maid logo is once again modernized into the form it would keep into the 21st century.

1971
Sun-Maid helps to establish Sunland Marketing, Inc. to gain marketing leverage and provide the grocery trade with a full line of dried fruit products.

1972
A severe spring freeze on March 27 and 28 spells early disaster for the 1972 raisin crop, which suffers a 60 percent loss to make it the smallest raisin crop since the turn of the century.

1973
The carton can is launched.

1976
Sun-Maid begins producing high-proof alcohol from raisin by-products at a distillery facility.

1977
Premium dried apricots are added to the Sun-Maid product line.

1978
Sun-Maid adds prunes to its product line.

1979
Premium dried apricots are introduced by the California Raisin Advisory Board and earn CALRAB substantial licensing royalties.

1980
Sun-Diamond Growers of California is formed, joining Sun-Maid with fellow co-ops Sunsweet Growers Inc. and Diamond Walnut Growers, Inc. The partnership lasts two decades.

1986
The California Dancing Raisins are introduced by the California Raisin Advisory Board and earn CALRAB substantial licensing royalties.

1988
In connection with Sun-Maid’s 75th Anniversary, the original Sun-Maid bonnet worn by Lorraine Collett is donated to the Smithsonian Institution in Washington, D.C.

1990
World Wide Web debuts

1992
Marketing students at California State University, Fresno build and fill the world’s largest raisin box, earning a spot in The Guinness Book of Records. The box measures 12 feet high, 8 feet wide, and 4 feet deep, and is filled with 16,500 pounds of Sun-Maid raisins. The box is later installed at the Sun-Maid headquarters in Kingsburg.

1994
Packers to dissolve CALRAB

1995
Smallpox eradicated

1994—Nelson Mandela elected President of South Africa

1994
CALRAB, then a program jointly funded by raisin growers and packers, is terminated by the actions of 15 raisin packers not affiliated with Sun-Maid.
**Sun-Maid Timeline 1995–Present**

1995
- Amazon.com and eBay are founded
- Mars Pathfinder lands on Mars
- World population reaches 6 billion

1996
- Sun-Maid milk chocolate covered raisins are introduced as a licensed product.

1997
- California EPA recognizes Sun-Maid for its innovative Integrated Pest Management program.

1998
- It takes four years before a consensus is reached for a new state marketing order (The California Raisin Marketing Board), which is funded exclusively by raisin growers.

1999
- Simon and Schuster Children's Publishing Division publishes *Sun-Maid Raisins Play Book*.

2000
- The Sun-Maid Collectible Doll is issued by the Alexander Doll Company, New York.

2001
- The United States Department of Agriculture (USDA) releases the Selma Pete variety in 2001.

2003
- Using the trademark colors of red and yellow, Sun-Maid’s packaging is redesigned to create a unified look across the brand, which has been further expanded to include more dried fruits.

2005
- Sun-Maid meets the needs of the organic-focused consumer by offering a variety of retail packs of Organic Raisins. Sun-Maid is at the forefront of sustainability initiatives and continues to utilize best practices in the manufacturing industry to reduce its carbon footprint.

2006
- For the first time, the Sun-Maid girl is animated for print and television ads, and on the newly redesigned website, which features the message highlighting that natural raisins are “Just Grapes & Sunshine.”

2007
- Reader's Digest magazine names the Sun Maid Girls on the red box the “Best lasting logo” as part of its “America's Best” awards. References to the Sun-Maid brand or a close representation continue to be featured in pop culture including *The Simpsons*, *Sesame Street*, and a MasterCard “Priceless” commercial.

2010
- Sun-Maid continues to develop its online presence at www.sunmaid.com, including versions in Spanish, bilingual English/French Canadian, and Japanese. In 2010, Sun-Maid launches a site on Facebook, reaching more customers through social media.

2011
- Sun-Maid contributes to the restoration efforts of San Francisco’s Palace of Fine Arts, the only remaining building from the Panama Pacific International Exposition held in 1915. Sun-Maid's participation in the exposition nearly 100 years prior is highlighted on a series of interpretive panels surrounding the renovated buildings.

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The Uses of Raisins

About half of Sun-Maid raisins are packaged and sold in our familiar consumer packages—the other half are sold for use as an ingredient in a wide assortment of food products.

Sun-Maid raisins are the most economical dried fruits around. Available year-round, raisins are easy to use in a wide variety of foods. Cereals, breads, cookies, candies, energy snacks—the raisin is one of the world’s most versatile food ingredients!

Commercial customers choose Sun-Maid for quality, consistency, and our ability to meet precise specifications for size, special coatings, and moisture levels. We also coordinate shipments to meet just-in-time delivery schedules. Most of all, Sun-Maid offers real-world expertise in helping our commercial customers effectively meet their needs.

CEREALS, BAKED GOODS, & GRANOLA BARS

Raisins provide more than just flavor to the cereals and baked goods available at grocery stores today. Using raisins helps bakers reduce or eliminate the use of preservatives in their products, as the propionic acid found in raisins acts as a natural preservative. Another naturally occurring acid in raisins, tartaric acid, enhances the flavor of baked goods and can help reduce the amount of salt needed to flavor breads, cakes, cookies, and pastries.

CONFECTIONARY

Yogurt covered raisins, chocolate bars with raisins, and chocolate covered raisins are just some of the confectionary items using raisins. Chocolate coated raisins are panned in large rotating copper kettles.

SAUCES

Many well-loved barbecue and steak sauce brands on the market today combine raisin paste and raisin juice concentrate with other ingredients like tomato paste, soy sauce, and vinegar to create a wide selection of bold sauces.

MIXES

Mixtures of raisins, dried fruits, and nuts are another top use of raisins. Dried fruit mixes are considered an ideal exercise snack because they help to provide sustained energy in a compact and easy-to-carry form.

FLAVOR ENHANCEMENT

Raisins add flavor and texture to foods. Two raisin products—raisin juice concentrate and raisin paste—are flavor enhancers found in everything from breads and cakes to cookies and sauces.
The Uses of Raisins

GRANOLA BARS
First came granola, then came the granola bar, which took the mixture of rolled oats, honey, raisins, dried fruit, and nuts, and made it compact and portable.

CLASSIC COLESLAW
Raisins add sweetness and texture to classic coleslaw, which combines thinly sliced or shredded cabbage with carrots, mayonnaise, sugar, and vinegar, and can include other fresh fruits such as apples.

CELEBRY STICKS
Raisins top celery sticks spread with peanut butter or cream cheese, resulting in a sweet, savory, crunchy snack.

RAISIN CARROT SALAD
Raisins join with grated carrots and mayonnaise or yogurt to create this classically simple salad. Some recipes add other ingredients including celery, chopped walnuts, diced apples, or crushed pineapple.

RAISIN STUFFING
Raisins help balance the savory flavors of stuffing made with dried bread or bread cubes, herbs, and spices. Regional variations can determine whether it is called stuffing, filling, or dressing, but the side dish usually accompanies roast turkey and other poultry.

RAISIN OATMEAL COOKIES
Soft, chewy, and delicious, raisin oatmeal cookies are one of the most popular cookies in America. The classic recipe for these easy-to-make favorites is Sun-Maid’s most-downloaded recipe at www.sunmaid.com.

BREAD PUDDING
Bread pudding is made from bread that is usually soaked in eggs, cream, sugar, and spices before being baked. Many recipes add raisins or dried fruits, while others incorporate raisin bread.

The Raisin Cereal Story
While cereal might seem like the quintessential breakfast food of today, the first cereals weren’t introduced until the late 1800s. Following the invention of the first machines that could shred whole wheat, C.W. Post’s cereal company was founded in 1895; W.K. Kellogg invented corn flakes in 1898, and Swiss physician Maximilian Bircher-Benner developed Muesli around 1900.

The new cereals, many of which were first marketed to ease health problems, were a departure from heavier, meat-based breakfasts. Consumers began to embrace the lighter, grain-based offerings, to which the addition of raisins was a natural fit, as seen in the 1928 Sun-Maid ad (right). In 1926, Skinner’s Raisin Bran was the first raisin bran on the market, and though the term “raisin bran” was once trademarked, it now refers to any bran and raisin cereal.
The Uses of Dried Fruits

Dried fruits have been popular throughout the world for centuries as ingredients appropriate for breakfast, lunch, dinner, snacks, festivals, and special occasions. They are minimally processed, which preserves the natural wholesomeness of the fresh fruits from which they are made, and are a good value compared with more expensive fresh, frozen, and canned fruits. Available in a variety of forms, such as whole, halves, and diced, dried fruits offer limitless creativity when used in recipes and cooking. Today, more than 90 percent of dried fruits consumed in the United States come from California.

DICED APPLES
The uniform shape of diced dried apples makes them easily combined in recipes for muffins, trail mixes, and granola.

DICED APRICOTS
Home cooks dice apricots into pieces ideal for baking and salads by either first oiling the blade of a knife or with kitchen shears wiped with a small amount of cooking oil.

CHOPPED DATES
Chopped dates are used to top hot and cold cereals and in cookies, cakes, muffins, and breads.

ROAST GOOSE WITH PRUNES ON SAINT MARTIN’S DAY
Saint Martin’s Eve and Day are celebrated on November 10 and 11 in several European countries by eating a roast goose stuffed with prunes and apples. A Danish legend tells that Saint Martin was hiding in a barn when a goose gave away his presence, which is why the bird lost its neck and is eaten on Mortensafte. In Germany, another legend says that the saint died after eating an entire goose in a single meal, which is why the meal is eaten during Martinfest.

HOLIDAY FRUIT TRAYS
Carefully arranged dried fruits and nuts make beautiful, delicious, and nutritious gifts. Thanks to the wide availability of dried fruits, consumers around the world enjoy California fruits, many of which are in season for only a short period, any time of the year.

FRUITCAKE
Fruitcake is made with chopped dried fruits, nuts, spices, and is sometimes soaked in spirits. Often served during Christmas celebrations and in some parts of the world, weddings, fruitcake has many variations depending on the culture. It can be dense and rich, which is how it is often made in the United States and the Caribbean, or light and airy, as it is in parts of Central Europe.

PRUNE PASTE
Ground prunes have a variety of uses in baking and prepared foods, and they are even a key ingredient in baby foods.

PRUNE JUICE
Made from dried plums that have been softened through steaming and pureeing, prune juice is a source of potassium and helps to maintain digestive health.

FIG PASTE
Different fig varieties, including Mission and Calimyrna figs, are used to make fig pastes ranging in color and consistency.

FOODS MADE FROM DRIED FRUITS

DICED APRICOTS
Apricots, prunes, and dates are covered with chocolate and yogurt in a variety of confectionery items.

HALF APRICOTS
Apricots are cut in half and dried to achieve a uniform size and shape.

CHOCOLATE-DIPPED DRIED FRUITS
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Festivals & Holidays

No matter the country or culture, festivals and holidays are most often accompanied by special foods and feasts. Raisins and dried fruits often play an important part of holiday traditions. Though the dishes vary greatly across the globe—from flaky pastries to rich puddings and spiced breads—there are raisin and dried fruit recipes for every celebration and religion.

Easter and Hot Cross Buns

A British specialty traditionally eaten on Good Friday, hot cross buns are made with a spiced dough that includes raisins and is marked with a cross at the top, which can be made from pastry, icing, or two intersecting cuts. There are many superstitions surrounding hot cross buns. One notion is that by sharing one with a friend, their friendship is ensured throughout the year. Others say that taking the buns on sea voyages prevents shipwrecks, and that hanging the buns in a kitchen both prevents fires and aids in the creation of perfect breads.

Chinese New Year

One of the most important holidays of the year in China, the Chinese Lunar New Year, is celebrated between late January and mid-February. Babaofan, or eight treasure rice pudding, is served during the new year celebration and made with sticky rice and eight different dried fruits and nuts such as raisins, lotus seeds, dates, wolfberries, red beans, and sunflower seeds.

Purim and Passover

Part of the Jewish menu during Purim, hamantashen (above) are three-cornered cookies that can be filled with prunes or dates. Raisins are a part of other Jewish holiday food traditions including rugelach for Chanukah and raisin noodle kugel for Passover. The Passover Seder (left) is a ritual feast eaten to begin the holiday.

Capirotada for Lent

Capirotada is a Mexican bread pudding traditionally eaten during Lent. The pudding is made of bread, sugar, cheese, and raisins. One of the key differences that makes this dish stand out from European bread puddings is the step of soaking the bread in a syrup made from piloncillo, which is a solid piece of sugar made by boiling sugarcane, along with cinnamon and nutmeg.

Carrot Cake at Easter

Many American Easter celebrations incorporate the Easter Bunny, who is said to hide candy-filled eggs and other gifts for children to find during Easter egg hunts. Carrot cake, which can be eaten any time of the year, often includes raisins and is a tradition during Easter—with a nod to rabbits and one of their favorite foods: carrots.

Celebrating Dried Fruits in the United States

Apricot Day January 9
Cherry Month February
Hot Cross Bun Day Good Friday (March or April)
Fruit Compote Day March 1
Oatmeal Cookie Day March 18
Chocolate Covered Raisin Day March 27
Raisin Week 1st week in May
Gingerbread Day June 5
Rice Pudding Day August 9
Eat a Peach Day August 22
Date Nut Bread Day September 8
Cinnamon Raisin Bread Day September 16
Apple Month October
Four Prunes Day October 17
Mince Meat Pie Day October 26
Raisin Month November
Fig Week 1st week in November
Raisin Bran Cereal Day November 15
Eat a Cranberry Day November 23
Fruit Cake Month December
Date Nut Bread Day December 22
Fruit Cake Day December 27
Festivals & Holidays

Canadian Thanksgiving
In Canada, Thanksgiving occurs on the second Monday in October, and it is a holiday to give thanks and mark the close of the harvest season. Butter tarts are a traditional Canadian Thanksgiving dessert, and are made of butter, sugar, and eggs inside a pastry shell. The filling is similar to the base of a pecan pie, but instead of pecans, butter tarts use raisins and can also include butterscotch, peanut butter, nuts, and maple syrup.

Halloween
Observed on October 31, the holiday is celebrated in the United States and Canada by children wearing costumes and going trick-or-treating, or door-to-door collecting candy. While these traditions have gained popularity elsewhere around the world, some other cultures celebrate All Saints’ or All Souls’ Day on November 1 and 2, respectively.

Diwali, the Festival of Lights
Diwali is popularly known as the “festival of lights” and is a five-day festival in Hinduism, Jainism, and Sikhism, celebrated between mid-October to mid-November. A dessert enjoyed during feasts and celebrations including Diwali is kheer, a sweet pudding made from rice and milk and flavored with cardamom, raisins, and nuts.

Thanksgiving in the United States
In the U.S., Thanksgiving Day is celebrated on the fourth Thursday of November. The holiday is typically marked by family gatherings and big dinners, often featuring roast turkey, mashed potatoes, and other seasonal favorites including yams and pumpkin pie. Many dinners also include stuffing made with raisins.

Christmas Pudding in the United Kingdom
Traditionally served on Christmas Day in the United Kingdom, Christmas pudding is a steamed dessert full of dried fruits, including raisins. Christmas pudding is known for its dark appearance, which comes from the sugars used and the dish’s long cooking time. As a special tradition, some people bake small mementos inside the pudding to bring good luck to their guests.

Ramadan
Ramadan is the ninth month of the Islamic calendar and lasts between 29 and 30 days. The observance of Ramadan varies, moving backwards about 11 days each year, depending on the moon. Fasting occurs during the daylight hours. Traditionally, dates are offered to break the fast each night. The festival of fast-breaking, Eid al-Fitr, occurs at the end of the holy month, and includes special Eid cookies called ka`ak containing dates.

Children’s Day in Japan
While the New Year celebration (January 1) is Japan’s biggest holiday of the year, another widely celebrated Japanese holiday is Children’s Day, or Kodomo no hi, observed on May 5. The day is part of the Golden Week, a collection of several national holidays within seven days. For Children’s Day, families raise carp-shaped flags called koinobori for each member of the family.

The Basics Fes Tivals & Holi days
Fresh Fruit Made Into Dried Fruit

Traditional dried fruits are fruits where much of their water content has been evaporated during drying. No sugar or fruit juice concentrates are added. Dried fruits are good sources of essential nutrients, especially potassium and dietary fiber, and they contain a range of increasingly important bioactive phenolic compounds as well as vitamins and minerals unique to each fruit.

One of the common problems encountered with comparing fresh foods to dried foods is the practice of equating on a weight for weight basis, for example, per 100 grams. Not surprisingly, the sugar content of dried fruits versus fresh fruits on this basis appears disproportionately high, contributing to a misunderstanding of the sugar concentration of dried fruits. When portion size and water content are taken into account, natural fruit sugars and calories are equal for fresh and dried fruits.

<table>
<thead>
<tr>
<th></th>
<th>Calories</th>
<th>Sugar</th>
<th>Fiber</th>
<th>Potassium</th>
<th>Calcium</th>
<th>Iron</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fresh Fruit</strong></td>
<td><strong>Dried Fruit</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>170g Fresh (Approximately 1 large apple)</td>
<td>130g Sugar 29g</td>
<td>9% daily value (DV)</td>
<td>Potassium 9%</td>
<td>DV Calcium 2%</td>
<td>DV Iron 6%</td>
<td></td>
</tr>
<tr>
<td>200g Fresh (Approximately 1 medium peach)</td>
<td>120g Sugar 22g</td>
<td>8% daily value (DV)</td>
<td>Potassium 7%</td>
<td>DV Calcium 1%</td>
<td>DV Iron 2%</td>
<td></td>
</tr>
<tr>
<td>150g Fresh (Approximately 5 small figs)</td>
<td>110g Sugar 20g</td>
<td>20% daily value (DV)</td>
<td>Potassium 7%</td>
<td>DV Calcium 6%</td>
<td>DV Iron 6%</td>
<td></td>
</tr>
<tr>
<td>180g Fresh (Approximately 3 small apricots)</td>
<td>100g Sugar 21g</td>
<td>12% daily value (DV)</td>
<td>Potassium 11%</td>
<td>DV Calcium 4%</td>
<td>DV Iron 6%</td>
<td></td>
</tr>
<tr>
<td>160g Fresh (Approximately 3 small plums)</td>
<td>100g Sugar 15g</td>
<td>11% daily value (DV)</td>
<td>Potassium 8%</td>
<td>DV Calcium 2%</td>
<td>DV Iron 2%</td>
<td></td>
</tr>
<tr>
<td>190g Fresh (Approximately 3 prunes)</td>
<td>100g Sugar 17g</td>
<td>14% daily value (DV)</td>
<td>Potassium 12%</td>
<td>DV Calcium 2%</td>
<td>DV Iron 8%</td>
<td></td>
</tr>
</tbody>
</table>

In nutritional guidelines, one serving of dried fruit is equivalent to one serving of fresh fruit, and servings of both fresh and dried fruits count toward the recommended intake of five fruits and vegetables per day.
Making Sense of Serving Sizes

As simple as it seems, many people fail to realize that small children should eat smaller portions compared to adults. The graph on the opposite page illustrates the concept that as children grow to become young adults, they should progressively eat more, and that once they reach full development, decrease the amount they eat.

### Matching Person Size to Serving Size

In the 1960s, one national fast food chain introduced hamburgers named for different members of the family, which corresponded to the size of the hamburger. While daily calorie needs depend on several factors including gender, age, and physical activity level, in general, serving sizes should increase from children to adults, as shown by each hamburger sized for a child, youth, and adult.

### Small Raisin Boxes = Simple Portion Control

At 45 calories each, Sun-Maid’s ½ ounce/14 gram Mini-Snacks, are designed to provide the ideal child’s serving size of raisins. The boxes can also be used to demonstrate how calorie needs increase for older children, teenagers, and adults, and therefore so does the recommended serving size of raisins. The small raisin boxes make proper portion control as simple as grabbing one, two, or three boxes.

### Proper Portion Sizes

The MyPlate food chart issued by the United States government in 2011 focuses on choosing foods from each food group while other guidelines make recommendations for calorie intake. The plate and corresponding portions can be scaled up or down depending on gender, age, and physical activity level.

### Calories, Energy, & Sir Isaac Newton

Sir Isaac Newton’s laws of motion laid the groundwork for scientific thinking relating to matter and energy. Calories are units used to measure heat energy, and 1,000 calories equal one kilocalorie, also called a kilogram calorie. Though they are often referred to as calories, it is actually kilocalories that are used to measure food energy.

### Estimated Calorie Needs Per Day

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>SEDENTARY</th>
<th>MODERATELY ACTIVE</th>
<th>ACTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>2–3</td>
<td>1,000–1,200</td>
<td>1,000–1,400</td>
<td>1,000–1,400</td>
</tr>
<tr>
<td></td>
<td>4–8</td>
<td>1,200–1,400</td>
<td>1,400–1,600</td>
<td>1,400–1,800</td>
</tr>
<tr>
<td></td>
<td>9–13</td>
<td>1,400–1,600</td>
<td>1,600–2,000</td>
<td>1,800–2,200</td>
</tr>
<tr>
<td></td>
<td>14–18</td>
<td>1,800</td>
<td>2,000</td>
<td>2,400</td>
</tr>
<tr>
<td></td>
<td>19–30</td>
<td>2,800–2,000</td>
<td>2,000–2,200</td>
<td>2,400</td>
</tr>
<tr>
<td></td>
<td>31–50</td>
<td>2,800–2,000</td>
<td>2,000–2,200</td>
<td>2,200</td>
</tr>
<tr>
<td></td>
<td>51+</td>
<td>2,000–2,200</td>
<td>1,800</td>
<td>2,000–2,200</td>
</tr>
</tbody>
</table>

| FEMALE | 2–3 | 1,000–1,200 | 1,000–1,400 | 1,000–1,400 |
|        | 4–8 | 1,200–1,400 | 1,400–1,600 | 1,400–1,800 |
|        | 9–13| 1,400–1,600 | 1,600–2,000 | 1,800–2,200 |
|        | 14–18| 1,800 | 2,000 | 2,400 |
|        | 19–30| 2,800–2,000 | 2,000–2,200 | 2,400 |
|        | 31–50| 2,800–2,000 | 2,000–2,200 | 2,400 |
|        | 51+ | 2,000–2,200 | 1,800 | 2,000–2,200 |