CHAPTER 5

The Facts on Raisins & Dried Fruits

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Choosing Raisins
For nearly 100 years, the most popular grape used for making raisins has been the Thompson Seedless grape—which, like the seedless watermelon, has no seeds. What makes natural raisins “natural” is that they are sun-dried without any oils or dipping solutions to accelerate their drying. Natural seedless raisins have a sweet, chewy, and rich flavor enjoyed by children and adults alike.

Natural Seedless Raisins
About 90 to 95 percent of natural seedless raisins are made from Thompson Seedless varieties, which includes Selma Pete (shown above), DOVine, and Fiesta, while the remaining percentage is made up of varieties including Flame Seedless, Ruby Seedless, and Sultana.

Zante Currants
Zante currants are made from Black Corinth grapes, a seedless grape variety that originated in Greece. Zante currants are very small, black, tender, and have a tart, spicy flavor. They are only 1 to 2 percent of natural seedless grape production.

Baking with Zantes
Not to be confused with blackcurrants and redcurrants, which are berries grown on small shrubs, Zante currants are perfect for baking, and are referred to in recipes as “currants.”

Thompson Seedless
Thompson Seedless is the dominant grape variety grown in California. Thompson Seedless grapes are usually sun-dried on paper trays for a period of between 17 to 21 days.

Fiesta & Flame
Selma Pete, DOVine, and Fiesta are all Thompson Seedless varieties, while Flame Seedless is a cross between Thompson Seedless and other varieties including Muscat of Alexandria.

Zante Currant
Also known as Black Corinth, the Zante Currant is used to make small, seedless raisins. Because of its early ripening and quick drying time, Zante Currants can be dried both on paper trays and on the vine.
Golden Raisins

Many people are surprised to learn that golden raisins are made from the same varieties of grapes used to make natural seedless raisins. On the vine, the grapes are the same green color, but different processing methods and the treatment of sulfur dioxide give golden raisins their bright, golden color. Instead of being dried in the sun, golden raisins are dried inside large dehydrators.

**Making Golden Raisins**

1. **Fresh from the Vineyard**
   Grapes are hand harvested and transported to the dehydrator in bins.

2. **Cleaning and Preparation**
   Grapes pass through a shaker and vacuum to remove leaves before being dipped in a warm solution. This produces tiny cracks in the grape skins to prepare the grapes to accept sulfur and speed drying.

3. **Onto Trays and into Sulfur Tunnels**
   The fruit is placed on wood trays stacked on rolling carts, which go inside sulfur tunnels. The grapes are exposed to sulfur dioxide for 6 to 8 hours, preserving their light color—which can range from yellow to light amber.

4. **Drying Tunnels**
   The carts are transferred from the sulfur tunnels to the adjacent drying tunnels, where they are dried in temperatures of 145–155°F for 18 to 20 hours.

5. **Golden Raisins**
   The trays are removed from the drying tunnels and the golden raisins are taken off the trays and put into bins, which then head to the plant for packaging.

**Golden Goodness**
Golden raisins are used for snacking and in baked or cooked products.

**Golden Raisins**
Golden raisins are used for baking or cooked products.

**Grapes for Golden Raisins**
The Fiesta variety, shown above, is among the grape varieties used to make golden raisins, which includes Thompson Seedless, Fiesta, Selma Pete, and DOVine.

**Cooking with Golden Raisins**
Recipes often call for golden raisins because of their light color. Golden raisins and natural seedless raisins can be substituted for each other in recipes, or for more colorful cooking, combined.

**Introduction of Golden Raisins**
Raisin dehydration in heated air dryers was first devised in the early 20th century, and the light-colored golden bleached raisin was developed in the early 1920s. At right, a Sun-Maid golden raisin carton from 1922.
Apricots

Apricot trees thrive in Mediterranean climates like California, Turkey, the Middle East, and South Africa. Apricots have been grown in California for two centuries. Spanish explorers are credited with first introducing apricots to California, where they were planted in the gardens of Spanish missions. The yellow-orange fruits were once a delicacy reserved for royalty, but today, dried apricots are a part of everyday cooking, packing both flavor and a wealth of nutritional benefits.

**APRICOT HALVES AND WHOLE APRICOTS**
California dried apricots (right) are dark orange in color and have a tangy-sweet flavor. They are made by slicing fresh apricots in half, removing the pits, and then drying. Mediterranean dried apricots (left) have a sweet flavor. They are pitted and dried whole.

**ON THE BRANCH**
It takes about 4 years for an apricot tree to begin producing commercial quantities of fruit. Average apricot trees produce fruit for 20 to 25 years. The fruit can be eaten fresh, frozen, canned, or dried. Fresh apricots are generally available from May to August.

**MADE IN THE SUN**
Trays of halved apricots dry naturally in the sun (left). Dried apricots are rich in fiber and other minerals, such as potassium and iron. Apricots also contain beta-carotene, a powerful antioxidant that helps preserve eyesight and is converted into vitamin A by the body.

**APRICOT ABUNDANCE**
California’s first concentrated area of apricot production was in the Santa Clara Valley, south of San Francisco, which was also known for growing peaches, prunes, plums, and cherries. In the 1970s, the area developed into what is now known as “Silicon Valley,” and most of the apricot orchards relocated to the San Joaquin Valley, where they are predominantly found today.

**SPRING BLOOMS**
The apricot is one of the first fruits to blossom in the spring. It is considered a frost-risk fruit, as it blooms in March so it is easily damaged by the below-freezing temperatures that can occur in April. Apricot production can also be affected by hail, which is unpredictable but occurs in April or May.

**SWEET AND SAVORY**
Dried apricots complement both sweet and savory cooking, in both main dishes and desserts, and their vibrant color adds interest to any table. Here, California dried apricots lend tartness to white chocolate chip cookies (left), and Mediterranean dried apricots add sweetness to a North African vegetable stew (far left).
Prunes

An ancient fruit originating in Western Asia, prunes were carried westward into Europe, where French cooking has embraced the dried fruit for centuries. As for the United States, prunes were brought to California after the Gold Rush and are now an important part of the state’s agriculture. Some people commonly refer to prunes as dried plums.

**PLUMS TO PRUNES**
The D’Agen dried plum is known as the California French Dried Plum and makes up 99 percent of the state’s production, which is concentrated in the Sacramento and San Joaquin Valleys. The picture above shows Sun-Maid prune packaging from 1930.

**PLUM ORCHARD**
Capable of producing fruit for 30 years, dried plum trees bear fruit 4 to 6 years after planting and reach full production at 8 to 12 years old. After dormancy during the winter months, the trees produce fragrant white blossoms in spring, which last about one week before falling to the ground, revealing the first signs of the forming fruit.

**HARVESTING PLUMS**
Dried plums are allowed to fully ripen on the tree before being picked for processing, with orchards ready for harvest by mid-August. Most harvesting in California is done by a machine called a mechanical shaker, which grabs a main limb or trunk to shake fruit off the tree onto a fabric-stretched frame. The fruit is transferred into bins by a conveyor belt and then taken to the dehydrator.

**PLUM PAST**
French nurseryman Louis Pellier originally came to California in 1848 in search of gold, and after little success as a miner, purchased land in the Santa Clara Valley. His brother later joined him and the two began a nursery business with cuttings brought from France, including original D’Agen graft stock brought over in 1856. By 1900, there were approximately 90,000 acres of dried plum orchards in the state. This postcard (left) from the early 1900s shows plums being picked by hand before being made into prunes.

**PRUNE CUISINE**
Far Breton (near right), also known as Brittany Pudding, originates from France’s northern coastal region. A cross between cake, custard, and flan, the dish calls for prunes and, depending on the region, raisins. A tagine (far right) is a traditional Moroccan dish, which is named for the clay pot that it is cooked in. Sweet prunes are added to a tagine to balance the flavors of chicken, beef, and lamb.
Figs

The versatile fig grows large and small, round and oval, as a low desert shrub, and towering in tropical forests. Figs may even be the oldest domesticated dried fruit, as they are believed to have been cultivated from as early as 10,000 B.C. Several varieties of figs, including the popular Smyrna variety, were brought to California by settlers and planted in the Sacramento and San Joaquin Valleys. Fresh figs are very perishable. Once dried, figs are easy to transport and can last for months, either to be eaten as snacks or dessert by themselves, or used in baking and other dishes.

CALIMYRNA FIGS

Calimyra figs require a unique type of pollination by the tiny Blastophaga wasp. This process was first successfully completed in California by George Roeding, who hand-pollinated figs brought from Smyrna, Turkey. When the trees produced ripened figs in 1900, he combined the words Smyrna and California to rename the figs Calimyrna.

MISSION FIGS

Mission figs grow in two crops per year. The first crop in late June is used for fresh figs, and the second follows later in the summer, at the same time as many other fig varieties. The second Mission crop is dried for consumer packages of figs and industrially used for fig paste.

FIG TREES

New plantings of fig trees reach fruit-bearing age after 5 to 7 years, and can produce fruit for 100 years or more. Fruit begins appearing on fig trees in May, and is available as late as October when the final picking of the fruit is completed.

FRUIT AND CAKE

The modern fig bar was invented in 1891, when James Mitchell designed a machine to commercially fill dough with fig jam. The cookies were named for the town of Newton, Massachusetts, which was near Kennedy Biscuit Works (later Nabisco), which first produced the first Fig Newton™ cookies.

PROCESSING

After the figs have been dried, they are delivered to the processing facility where they are thoroughly washed. Processing brings the moisture content up from 14 to 20 percent when delivered to as high as 31 percent, making the dried figs moist and plump.

POSTCARDS

Postcards circa 1914 illustrate fig growing and production in Fresno. In 1890, Fresno County led the state in fig acreage with a total of roughly 3,000 acres, followed by Tulare and Orange counties. By the 1950s, fig planting had grown to roughly 30,000 acres throughout California, led by Fresno, Merced, and Tulare Counties. Today, California fig acreage is roughly 10,000 acres with Madera County leading the state in fig acreage with over 5,000 acres, followed by the counties of Merced and Fresno.

COOKING WITH FIGS

Dried figs are rich in health-promoting antioxidants and complex carbohydrates, are an excellent source of dietary fiber, and provide a wealth of essential minerals such as potassium, iron, and calcium. Dried figs make an excellent food for eating out of hand, or using in sweet and savory recipes.

FIGS ARE FLOWERS

Unlike other tree fruits or nuts, fig trees have no blossoms on their branches; their flowers are inverted and develop inside the fruit. These tiny flowers produce the small, crunchy seeds that give figs their unique texture.

FIGS, FORKNER, AND FRENSO

In the early 1900s in Fresno, JC Forkner, third from left, created the world’s largest fig orchard. After purchasing land that had been deemed worthless because of a lack of irrigation and hardpan beneath the soil, Forkner bought 48 of the first Fordson tractors ever built to work the soil, later buying even more of the tractors. He spent $8 million developing the land and used dynamite to blast holes to plant over 10,000 acres of figs. He sold 10–40 acre plots and subdivided the acreage closest to Fresno into what would eventually become the “Old Figarden” neighborhood.
**Dates**

One of the world’s first cultivated fruits, dates have long been valued as both a reliable food source and delicacy. People of the Middle East use many varieties, which are classified by ripeness and color, in traditional meals and rituals. Date palms have spread to the New World too, where the dried fruit appears in new guises—from appetizers to desserts.

**DELICIOUS DATES**
Dates are often stuffed with almonds or other nuts. Dates can be used in meat and rice dishes, as well as baked in desserts. Mature dates have a moisture content of 14 to 22 percent, which is similar to other dried fruits.

**DATES IN THE VALLEY**
This 1920 photograph shows dates ripening on a tree in Kingsburg, California. Today, most California dates are grown in Southern California’s Coachella Valley.

**DATE PALMS**
While date palm trees (*Phoenix dactylifera*) are grown throughout the world, the trees require special conditions in order to produce fruit. Dates are grown in the Middle East, Pakistan, North America (California and Mexico), and Africa (North of the Sahara, South Africa, and Namibia). Given adequate water, date palms grow in hot, arid climates. Commercial date gardens are made up of male and female trees—the male trees produce pollen and the female trees bear fruit—with one male tree and 50 female trees planted per acre. The trees grow up to 100 feet tall and live more than 200 years.

**DATE HARVEST**
Dates ripen in 6 to 7 months and are harvested from September through December in California. In other climates, dates can ripen as early as July and as late as November. Date harvesters either handpick the fruit or cut the ripened clusters and shake off the fruit.

1. The date garden is prepared for harvest
2. Dates are picked by hand
3. The dates are emptied into bins

**THE OBSERVANCE OF RAMADAN**

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The ninth month of the Islamic calendar, Ramadan, lasts between 29 and 30 days and is observed by Muslims around the world. During this month, Muslims fast from dawn to sunset. This means that during daylight hours, they cannot consume food or drink, including water. The daily fast is broken by a light meal called *iftar,* usually consisting of dates and water, followed by evening prayers and the offering of a light meal afterwards. The Islamic calendar is based on the moon and has 12 months, alternately 30 and 29 days long. Because the year has 354 days, the dates for Ramadan shift backwards, completing an entire cycle every 32½ years.
Peaches, Apples, & Pears

The flavors of summer and fall last year-round with dried peaches, apples, and pears—traditional dried fruits have nothing added except the treatment of sulfur dioxide for color preservation. While drying concentrates the natural fruit sugars and makes them ideal for snacking and cooking, no sugar or fruit juice concentrates are added, making them an excellent source of essential nutrients including fiber and potassium.

A PEACH OF A POSTCARD
Fresno County’s first commercially-producing fruit trees were planted in 1877. In 1886, tree fruit began a period of enormous growth, displacing the grain crops that were previously grown in the area.

AUTUMN IN THE ORCHARD
A peach orchard’s bright fall colors contrast sharply with the pastel-colored blossoms in spring. Between spring and fall, peak harvest time for peaches runs from June to August, depending on the variety.

DRIYING PEACHES
Above, peaches are typically cut in half and the pit is removed before drying. While peaches and nectarines are regarded commercially as different fruits, they belong to the same species. Nectarines have smooth skin, which can often appear more reddish than the skin of fuzzy peaches.

PEACH PACKAGING
Left: Sun-Maid used the Blue Ribbon label to sell peaches before expanding its Sun-Maid product line. Right: a man displays peaches drying in the sun at the Earl Fruit Company circa 1930.

APPLES
While there are more than 7,500 varieties of apples worldwide, one of the most popular is the Red Delicious. The Fuji apple variety was introduced to the United States from Japan in the 1980s and is a cross between a Red Delicious and Ralls Janet. Sun-Maid’s Dried Washington Apples are made from the popular Fuji variety, which is harvested in October.

BLOSSOM TRAIL
Today, both the Fresno County Fruit Trail and Blossom Trail showcase the vast array of fruits grown in the region, producing maps to guide visitors through the different orchards and vineyards, where the different colored blossoms of plums (white), apricots (pink), peaches and nectarines (both pink and red petals in bloom at the same time), and apples (white) can be seen.

BLOOM TRAIL

PEARS
Pear harvest begins in August with Bartlett pears and continues in September and October with winter varieties. Both pears and apples are also cut in halves or slices and their seeds are removed before drying. Members of the same subfamily of trees, pears and apples are similar in cultivation, propagation, and pollination.
Artificially Sweetened Dried Fruits

While traditional dried fruits such as apricots, apples, dates, figs, prunes, and raisins have no added sugar, the characteristics of some other fruits make them palatable only when fruit juice or sugar is added to them. Fruits such as blueberries, cherries, cranberries, mangoes, pineapple, papaya, and cantaloupe are all artificially sweetened, and therefore recognized as being different from traditional dried fruits.

Blueberries are also native to North America. Native Americans picked blueberries from bushes and added them to stews, soups, and meats. Today, when planted, blueberry bushes produce fruit for 25 to 40 years. The peak harvest season is in July, which is also National Blueberry Month.

Cranberries are one of the few fruits native to North America. They grow on vines in sandy bogs and marshes, and are harvested by flooding the bogs with water so that the cranberries float to the top.

Cherries have a short harvest season, so drying cherries allows the fruit to be used throughout the year. Sun-Maid’s dried cherries are from Northern Michigan, one of the premier areas in the world for tart cherry production.

Pineapple fruits are produced by the flowers of the pineapple plant joining together to form a cone-shaped juicy fruit. Classified as an herb, pineapple plants are grown in the tropics, and fruit juice or sugar is typically added to the dried rings or chunks.

Cantaloupe is a type of melon from the same gourd family as squashes and cucumbers and is planted each year.

Papaya fruit is melon-like and can range from 6 to 20 inches long. The dried version is usually sweetened with fruit juice or sugar and sold in spears or diced.

Mangoes originated in Southeast Asia and India and are grown in tropical and sub-tropical climates. Evergreen mango trees can grow up to 60 feet tall and produce fruit 4 to 6 years after planting.

Cranberries

Cherries

Blueberries

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Health Benefits of Dried Fruits

Traditional dried fruits—apples, apricots, dates, figs, peaches, prunes, and raisins—provide a wealth of nutritional benefits and are considered side by side with recommendations for daily fruit intake. These dried fruits are nutrient dense and are naturally rich in vitamins, minerals, and phytochemicals, and provide an important source of fiber, potassium, and antioxidants.

FITNESS FUEL
Dried fruits can also help in maintaining a healthy weight, and are the perfect snack when on the go. Diets incorporating dried fruits have been linked with lower rates of obesity, lower diabetes, and lower rates of cancer.

Valuable Nutrients

<table>
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<tr>
<th>Raisins</th>
<th>FIGS</th>
<th>APRICOTS</th>
<th>PRUNES</th>
<th>DATES</th>
<th>PEACHES</th>
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<tr>
<td>Contain phytochemicals and boron</td>
<td>High source of dietary fiber</td>
<td>Rich in carotenoids like beta-carotene</td>
<td>Rich in phenolic compounds</td>
<td>High in antioxidants and proanthocyanidins</td>
<td>Excellent source of vitamin A</td>
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Health Benefits

<table>
<thead>
<tr>
<th>Raisins</th>
<th>FIGS</th>
<th>APRICOTS</th>
<th>PRUNES</th>
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<th>PEACHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phytochemicals benefit oral health by fighting bacteria that cause cavities and gum disease. Boron is beneficial to bone health.</td>
<td>The fiber in figs is associated with improved digestive health and has been shown to have anti-clotting, antispasmodic, anti-ulcer, anti-cancer, and lipid-lowering properties.</td>
<td>Beta-carotene is important for healthy eyes, skin, and a strong immune system.</td>
<td>The phenolic compounds in prunes—neochlorogenic acid, chlorogenic acid, isoflavones, and lignans—promote bone health.</td>
<td>Antioxidants protect cells against free radicals, and proanthocyanidin compounds are strongly associated with cardiovascular health.</td>
<td>Vitamin A is important for the retina and in maintaining healthy eyes.</td>
</tr>
</tbody>
</table>

Nutrients

| K Potassium 39.0983 |
| B Boron 10.811 |
| Mg Magnesium 24.5050 |

NO ADDED SUGAR
- Naturally sweet without the addition of sweeteners.
- Low glycemic index, possibly due to the presence of polyphenols, phenols, and tannins.

NATURAL
- Just Fruit & Sunshine.
- Dried fruit—fresh fruit with a reduced water content level.
- Raisins have nothing added, and many other dried fruits have added only a color preservative like sulfur dioxide.

HIGH FIBER
- Great source of fiber, a part of all healthy diets.
- High fiber diets are recommended to reduce the risk of cardiovascular disease, diabetes, and cancer.

FAT FREE
- Naturally fat and cholesterol free.

NO ADDED SALT
- No added salt and low in sodium.

SERVING SIZE
- A 1 ounce or 30 gram serving of raisins and other traditional dried fruits contains less than 100 calories.

DENTAL HEALTH
- Shown to promote healthy teeth and gums.
- Contain bioactive compounds with antimicrobial properties, capable of inhibiting the growth of bacteria that cause cavities and gum disease.
International Food Guidelines

Food guidelines around the world are educational tools used to help choose foods for well-balanced diets. While the guidelines take a variety of forms including pagodas, plates, spinning tops, pyramids, and wheels, there is one similarity between them all: fruits and vegetables are essential to good health. Some guidelines include recommendations for exercise and plenty of water, while others focus on food groups and proper portions. Grapes are pictured on many of the guidelines as illustrations and photographs, and a number feature images of dried fruit.

**Canada**

With an image of grapes among its pictured fruits and vegetables, Canada’s Food Guide lists foods in four groups. The guide, which was created to help reduce and prevent chronic disease, obesity, type 2 diabetes, and certain types of cancers, recommends eating a serving of fruits or vegetables at every meal.

**Japan**

Japan’s Food Guide Spinning Top uses plates of food both to show the recommended foods and to estimate the quantity of food that should be eaten. Included among the fruit group is an illustration of grapes.

**Germany**

The German Three Dimensional Food Guide Pyramid includes 10 guidelines for a wholesome diet and pictures grapes with the recommended fruits and vegetables.

**China**

The Balance Dietary Pagoda, created by the Chinese Nutrition Society, includes an illustration of grapes in the second tier of the pagoda, and advises plenty of water and exercise.

**India**

In addition to recommending that fruits and vegetables be eaten liberally, the Dietary Guidelines for Indians pyramid advises regular exercise and advises against drinking alcohol and smoking. Grapes are shown among the pictures of fruits and vegetables.

**Korea**

Featuring grapes among its illustrated fruits, the Korean Nutrition Society created the Food Guidance Pagoda and recommends two servings of fruit daily for a 2,000 calorie diet.
International Food Guidelines

FOOD PYRAMID
For years, the food pyramid defined American guidelines for healthy eating. In 2005, the introduction of MyPyramid turned the original food pyramid, with its hierarchy of foods, on its side with each food group represented by a color. The pyramid also included a stick figure running up the side to show the need for exercise in addition to a healthy diet.

FROM PYRAMID TO PLATE
In 2011, the new food icon MyPlate again transformed the visual representation of a healthy diet in the United States, this time into a plate divided up into food groups of the same color as the previous version. While images of the foods themselves are not pictured, the icon is a visual representation of how to think about each meal, for example, that half the plate should be filled with fruits and vegetables.

AUSTRALIA
The Australian Guide to Healthy Eating recommends 1 to 5 servings of fruit per day, depending on age and gender. The guide notes the importance of eating a variety of fruits including fresh, canned, and dried fruits.

MEXICO
Featuring grapes among the colorful illustrations of fruits and vegetables, Mexico’s El Plato del Bien Comer, or the Eat Well Plate, consists of three main groups: cereals; vegetables and fruits; and legumes and animal foods.

SWEDEN
Sweden’s Food Circle was developed by the National Food Administration and pictures dried fruits in the group with other fruits.

UNited KINGDOM
With an image of dried fruit and grapes as examples of fruits and vegetables, the United Kingdom’s Eatwell Plate is distributed by the Food Standards Agency, and recommends consuming 5 servings of fruits and vegetables daily.

DENMARK
Featuring an illustration of a carrot and apple to represent fruits and vegetables, Denmark’s Diet Compass consists of eight groups including fruits and vegetables, maintaining a normal weight, and adequate amounts of fluids.

TURKEY
Turkey’s food recommendations, entitled Adequate and Balanced Nutrition, identifies 50 nutrients that are necessary for proper growth and development, and displays four food groups in its guide, including illustrations of fruits and vegetables.
Raisins in Europe

With Greece, Spain, and other countries in the Mediterranean region supplying raisins and dried fruits to the rest of Europe for more than a thousand years, it was no wonder that cultures across the continent made raisins and dried fruits an integral part of their cuisines. At the turn of the 20th century, raisins from California were newcomers to the European market, and spotting an opportunity for expansion, Sun-Maid quickly embarked on a multinational and multilingual advertising campaign overseas.

RAISINS IN THE UNITED KINGDOM
Sun-Maid raisins were first introduced to the United Kingdom in 1916, and the October 1918 Sun-Maid Herald reported that consumption of raisins per capita in Great Britain was five times that of the United States. In 1922, Sun-Maid opened its London office. In the U.K., one of the most popular raisin dishes is fruitcake, which is made with mixed dried fruits, raisins, nuts and spices, and is commonly eaten during Christmas and at weddings.

RAISIN RELIEF
In 1948, the Berlin Airlift brought supplies to the western section of Berlin blockaded by the Soviet Union. “Raisin Bomber” pilots collected raisins, candy, chocolate, and gum, and sewed them into miniature parachutes dropped to children waiting by the airfields below.

THE SWEDISH KITCHEN
Sun-Maid raisins are seen in this Swedish kitchen, where they are a part of many classic dishes. In Scandinavia, raisins are integral to holiday festivities. They are used in buns decorated with raisins to celebrate St. Lucia Day, in the Norwegian Christmas cake Julekake, and in Vörtbröd, a Swedish dark Christmas bread.

SUN-MAID IN DENMARK
Danes in traditional dress, with Sun-Maid packages in hand, flank a promotional window display for the rosiner, as raisins are known in Denmark. Some Danish Christmas traditions include decorating the tree with raisins. The Scandinavian country remains a solid market for these dried fruits, which are frequently used in baking.

RAISINS IN GERMANY
German cuisine incorporates raisins and dried fruits into both sweet and savory dishes, such as classic breads and stews. Sauerbraten is a beef stew flavored with red wine and raisins. It is traditionally served with red cabbage, potatoes, potato dumplings, spätzle, or noodles.

HOLIDAY TRADITIONS
In ancient times, a typical breakfast for a wealthy Roman household included yeast breads with raisins, and through the centuries, raisin breads and cakes have taken many forms around the globe, often as a holiday treat. Fruitcakes combining dried fruits and nuts are a part of the Christmas tradition in many cultures. National specialties like German stollen and Dutch skerstetol can include almond paste in the middle of the loaf, while regional variations produce the light Milanese panettone and the dense Tuscan panforte. The Spanish roscon de reyes is baked in a wreath shape, while the Czech vanočka is braided. Poland’s makowiec is a poppy seed cake topped with raisins, and Austrias gugelhupf is a light-colored bundt cake.

FINLAND
Sun-Maid tailors its advertising to individual markets, as this Finnish ad, circa 1924, demonstrates. The Finns use raisins in baking, in the cold drink Simu, and the hot drink Glög.

IRISH SODA BREAD
Raisins and caraway seeds are combined into a buttermilk dough to make Irish soda bread. Some recipes call for soaking the raisins ahead of time in whiskey.

RUGELACH
A traditional Jewish pastry, rugelach means “little twist” in Yiddish. To prepare, dough is filled with raisins, nuts, and/or fruit preserves, then rolled into a crescent shape similar to a croissant.
Raisins in Asia

Sun-Maid began developing raisin markets in Asia in 1918, and by 1922 had set up offices in Japan and China. In China, raisins were marketed as a wholesome breakfast food—raisin bread and rice flavored with California raisins became popular dishes. Demand for California raisins quickly grew in Japan, where they were readily incorporated into raisin bread and raisin cakes. Today, 70 percent of all raisins consumed in Japan are in baked goods. Trade expanded into the Philippines, Malaysia, and Indonesia, where each country has found unique ways of adding California raisins into their cuisines.

INDIA
In India, biryani—a rice-based entrée—appears in dozens of regional variations featuring meats, fish, eggs, or vegetables. Raisins are often combined with yogurt and other fruits on the list of ingredients. Another Indian dish, kheer, is a sweet pudding made from rice and milk flavored with cardamom, raisins, and nuts, which is enjoyed during feasts and celebrations, including Diwali, the festival of lights.

CHINA
This raisin box from 1922 (right) markets Sun-Maid raisins to China, where they are incorporated into traditional dishes. Sun-Maid raisins are shipped to China in large boxes. This 1927 photograph (far right) shows the raisins being repacked into smaller containers to be sold in grocery stores and markets. Chinese raisin dishes include sacima—a snack made of fried noodles in syrup with dried fruits and nuts—and shouzhuaqian (also known as zinjiang rice), which is rice cooked with lamb, carrots, onion, and dried fruits, such as raisins, apricots, or dates.

TAIWAN
A Sun-Maid box adorns the side of a delivery truck in Taiwan, one of the 50 countries where Sun-Maid sells its products. Other key markets in Asia include Japan, China, Korea, the Philippines, Singapore, Malaysia, Indonesia, Hong Kong, India, New Zealand, Vietnam, and Cambodia.

JAPAN
Raisin breads, cakes, and pastries are popular bakery choices to Japanese consumers, where most raisins are used in the form of baked goods. Sun-Maid works with partners such as the Culinary Institute of America to develop new raisin recipes and promote ongoing innovation in the field of baking.

PHILIPPINES
In the Philippines, raisin recipes include bread pudding called budin, the pork and potato stew menudo, and the rolled meatloaf embutido.

MALAYSIA
Kindergarten students in Malaysia participate in an educational program featuring Sun-Maid’s Mini-Snacks. In addition to sponsoring school programs, Sun-Maid also promotes cooking classes featuring raisins. Malaysian raisin specialties include rice dishes such as biryani and minyak rice, along with pineapple fried rice.

INDONESIA
At right, an Indonesian grocery store shelf is stocked with Sun-Maid raisins. Above, a chef instructor adds raisins to complete a dish during a Sun-Maid-sponsored cooking seminar in Indonesia. Indonesian cuisine varies across the 6,000 populated islands that make up the nation and combines influences from India, the Middle East, China, and Europe. Raisins can be used in the Indonesian recipes for Javanese cassava cake and rice kebuli—rice cooked with raisins, nuts, cinnamon, and lamb.
Raisin Bread

For as long as people have been baking bread, bakers have made raisin bread. Raisin breads take many forms around the globe. In the early 1900s, Sun-Maid used raisin bread to introduce California raisins, providing both ingredients and recipes to bakers across the country, who in turn baked loaves of raisin bread by the millions. Today, Sun-Maid Raisin Bread is widely distributed throughout the United States and Canada.

**Prize-Winning Raisins**

Sun-Maid raisins won the first place prize for seeded raisins at the 1915 Panama Pacific International Exposition held in San Francisco. At the fair, raisin ambassadors known as “sun maids” passed out raisin boxes, raisin recipes, and raisin bread to fair visitors, many who were sampling raisins for the first time. In April 1915, a raisin bread-baking contest was held, and following the fair, Sun-Maid made its raisin bread recipe available to bakers so consumers across the country could enjoy “California’s raisin bread made with Sun-Maid raisins.”

**Advertising the Best**

This 1916 ad labeled raisins and raisin bread “The True Fruit-Food.” Large train shipments of raisins made the key raisin bread ingredient available to customers in the East, and the popularity of new recipes increased demand.

**At the Bakery**

A Sun-Maid display is shown in this 1926 photograph of a typical bakery of its time. Raisin bread was advertised as being more filling and nutritious than plain breads, since the addition of raisins provided much-needed nutrients including iron and potassium. In order to sell loaves labeled “raisin bread” in the U.S., the government standard requires that every 100 pounds of flour is matched by 50 pounds of raisins.

**Making Panettone**

Legend has it that panettone was first created when a baker named Toni accidentally spilled raisins and crystallized fruit into a batch of bread. While other stories dispute how and when panettone was first invented, the Christmas bread holds a special place in the hearts of many cultures around the world. Panettone bakers consider the complex process of making the bread a labor of love, a labor whose success depends entirely on the bread’s yeast.

1. Water and flour are added to the mother yeast.
2. Vegetable shortening, sugar, eggs, and more flour and water are added before being mixed in an industrial mixer.
3. After the dough is allowed to rise for several hours, it is beaten again and the raisins, dried fruits, or chocolate pieces are added.
4. The dough rises again after being placed in paper molds, and is then transported into the oven by conveyor belts.

**More Raisins!!**

Sun-Maid Raisin Bread was introduced as a licensed product in 1980. With 50 percent more raisins than required standards, a cinnamon swirl, strong Sun-Maid brand image, and red package, the bread quickly became a top seller in the raisin bread category.

**Japanese Raisin Breads**

Raisin rolls are baked in a factory in Japan, where the majority of raisins are used in baked goods, such as breads, rolls, and cakes. The California raisin industry has promoted the development of Japanese raisin bread recipes since 1949 by sponsoring annual baking classes and seminars focusing specifically on raisin breads.

**Founded in 1952, the Brazilian company Bauducco bakes panettone using Sun-Maid raisins, with the bread available only during the Christmas season.**
The Future

The past 100 years have seen California farming transformed, with the horse-drawn plow replaced by precision farming using global positioning systems. Sun-Maid farmers have seen dramatic changes in the world around them, too. A century ago, man was making his first awkward flights in single engine bi-planes, but today, passenger flights are commonplace. In 1915, the first U.S. coast-to-coast telephone call was made from New York to San Francisco, but now almost everyone has a cell phone.

Mobile electronic devices link consumers, families, and businesses with instant information in the form of streaming visuals, music, and text—all of which is available 24 hours a day, from any location, and in virtually every language. Today, all it takes is the touch of a screen to find information on any product, its use, or to purchase goods shipped from anywhere in the world. Furthermore, recipe books are being replaced with electronic books and mobile access.

A CENTURY OF PROGRESS
Right: Sun-Maid raisins are hauled to the packing house in 1915.

Evolving Communications
The telephone is among the many technologies that has advanced during Sun-Maid’s century of experience, from the earliest models to the first mobile phones and beyond.

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GOING MOBILE
QR codes—short for Quick Response codes—printed on Sun-Maid packages send consumers to mobile-optimized web pages and interactive content. Other mobile applications, including Recipe.com and downloadable recipe books enable instant access to raisin and dried fruit information and recipes.

The future holds tremendous opportunity for raisins and dried fruits, which grow best in a limited number of unique climates and easily travel the globe to satisfy customers. Instead of circulating recipe books and printed information, the mobile information age will allow Sun-Maid to link customers around the world with “everything they want to know” on growing practices, sustainability, product specifications, nutritional information, and the most enticing raisin and dried fruit recipes for every culture and celebration.

Information technology and international commerce will continue to further close the distance between the grapevine and the consumer. Sun-Maid’s vision is to successfully build on our legacy and use the best available technologies to “serve American families and the world for the next 100 years.”

RAISIN GINGERBREAD MEN
Mix dry ingredients in medium bowl; set aside.

Beat butter in large bowl until light and fluffy.
Add brown sugar, molasses, and eggs; beat well.
Gradually beat in dry mixture on low speed.
Divide dough into 3 parts and wrap in plastic wrap.
Refrigerate until firm, about 1½ hours.

Roll dough on lightly floured surface to ¼” thickness. Using a cookie cutter, cut cookies and place 2” apart on greased or parchment lined baking sheets.
Bake in preheated oven at 350º F for 11-13 minutes.
Let cool 2-3 minutes.
Decorate with icing and raisins.

Yield: about 20, 6-7-inch cookies.

5 ½ cups all-purpose flour
5 tsps pumpkin pie spice
¾ tsp baking soda
¼ tsp baking powder
1 cup unsalted butter, softened
1 cup light brown sugar, packed
1 cup unsulphured molasses
2 eggs
Tube of icing
½ cup Sun-Maid Natural Raisins