

Raisins & Dried Fruits

SERVING AMERICAN FAMILIES & THE WORLD SINCE 1912





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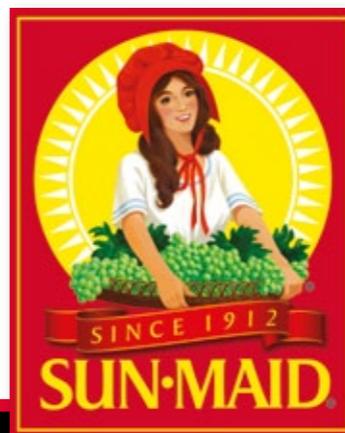
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Raisins & Dried Fruits

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SUN-MAID GROWERS OF CALIFORNIA

SUN-MAID CREATIVE TEAM

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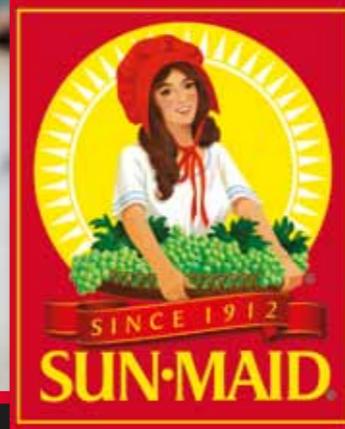
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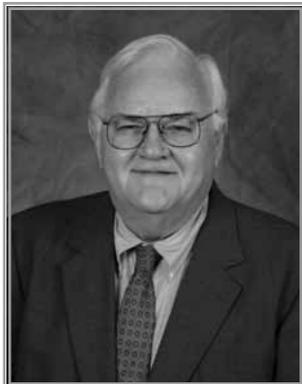
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Dedication

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



CHAPTER 1

The Basics



- 10 Sun-Maid Timeline 1900–1930
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Sun-Maid Timeline 1900-1930



EARLY 1900s

The California raisin industry experiences tremendous growth in the fertile San Joaquin Valley.



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.



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.



1900 1906—San Francisco earthquake



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.



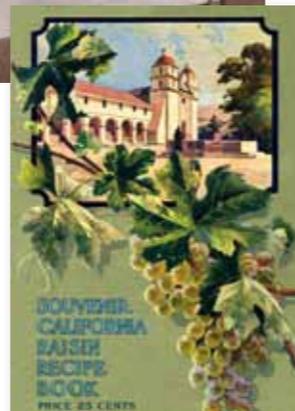
Local advertising creative E.A. Berg originates the name "Sun-Maid." Besides referring to the fact that raisins are "made" in the California sun, the words suggested a personality—a pretty "maid" gathering the harvest and making the raisins.

1914—World War I begins



1915

Sun-Maid participates in the Panama Pacific International Exposition held in San Francisco, demonstrating the raisin-seeding machine with Muscat raisins, providing raisin samples, passing out raisin bread, and giving away recipe books.



1918—World War I ends

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.



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.



1929—Great Depression begins

1922

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.



1930

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.



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.

U.S. BERLIN AIRLIFT

Americans to Fly Tons of Food Over Russian Blockade

Washington, D.C., July 1, 1948—The President announced U.S. efforts to airlift food to needy Germans due to the Russian

Raisin Advisory Board Will Form On November 8th
The new California Raisin Advisory Board, made up of both growers and packers, will be organized at a meeting November 8th at 10 AM in the Californian Hotel.
The meeting date was announced today by Paul L. Johnson, the board manager. Grower members and alternate members of the board are being nominated in a series of growers meetings, which will close Thursday night.
Packers Will Nominate
The packers will nominate their seven board members and seven alternates at a meeting

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.

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*.

1930 1933—President Roosevelt initiates New Deal

1939—World War II begins

1945—End of World War II

1956—Federal-Aid Highway Act

1962—Cuban Missile Crisis

1965



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.

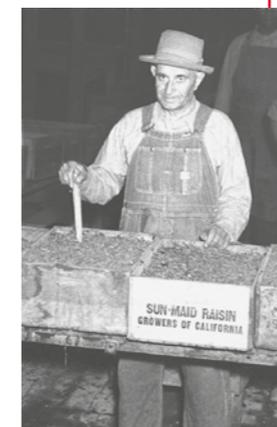
1942
Facing a workforce reduction during World War II, Sun-Maid enters into a cooperative sales and distribution agreement with H.J. Heinz Co., which is later terminated after the war.



Raisin Men Okeh Market Plan By 83 Per Cent Vote
Secretary of Agriculture Charles F. Brannan today announced grower approval of the first federal marketing agreement for raisins in the history of the industry.
The secretary told Congressman Cecil F. White of the 14th, Fresno, district 83 per cent of the growers who voted in a referendum last month approved the federal program.
The affirmative votes were cast

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.



1961

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

1956

The RAC establishes minimum grade and condition standards for the California raisin industry.

Sun-Maid Timeline 1965-1995



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



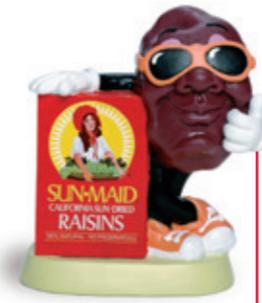
1976
Sun-Maid begins producing high-proof alcohol from raisin by-products at a distillery facility.

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



1978
Sun-Maid adds prunes to its product line.

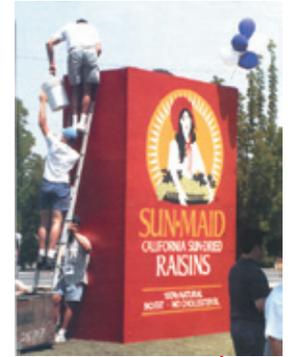
1986
The California Dancing Raisins are introduced by the California Raisin Advisory Board and earn CALRAB substantial licensing royalties.



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.



LATE 1980s
Sun-Maid growers begin experimenting with dried-on-the-vine (DOV) raisin production and harvesting. Assuming the leadership role in the effort, Sun-Maid receives a patent for a DOV trellising system in 1995.



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.

1965 1969—U.S. puts man on moon

1971—First e-mail transmission

1973—First cell phone call

1980—Smallpox eradicated

1990—World Wide Web debuts

1994—Nelson Mandela elected President of South Africa

1995



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.



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.



1976
Harvest rains devastate the San Joaquin Valley raisin crop in 1976, and again in 1978 when about 70 percent of the crop is lost.



1980
The carton can is launched.



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.



1980
Sun-Maid raisin bread is introduced as a licensed product.

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.

Packers to dissolve CALRAB

■ Petition submitted from 15 raisin packers to terminate the board on July 31.
By Benjamin Seto
The Fresno Bee
It may be a while before the California Raisins dance again.
Enough signatures have been collected from raisin packers to terminate the California Raisin Advisory Board, the industry marketing organization that handles the high-profile dancing raisins advertising campaign.
A Clovis lawyer says he has collected enough signatures from raisin packers to terminate the California Raisin Advisory Board, the industry marketing organization that handles the high-profile dancing raisins advertising campaign.
The action puts into question the future of the board's 14 full- and part-time employees at its Fresno headquarters and of this fall's multimillion-dollar raisin promotion.
CALRAB's troubles are the latest in a continuing string of fruit-marketing programs in California.
Clovis lawyer Brian Lightfoot this week submitted a petition from 15 raisin packers — or 75 percent of the 20 member packers — to terminate the board by the end of the current crop season on July 31.
Although sanctioned by the state, these marketing boards, or marketing orders, are run by the industry and may be terminated at any time by 51 percent of the packers who together produce more than 51 percent of the tonnage.
The petition affects only the state order. A
Please see Raisins, Page 99

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.



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.



Raisin Juice Concentrate



Raisin Paste

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.



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.

CELERY 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.



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.



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.

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.



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.



DICED APPLES

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



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.



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.



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 Mortensaften. 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 Martinstag.

FIG PASTE

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



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.



CHOPPED DATES

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



CHOCOLATE-DIPPED DRIED FRUITS

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

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.



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.

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.



PURIM AND PASSOVER

Part of the Jewish menu during Purim, *hamantaschen* (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.

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 and Spice Bar Day April 5	
	Raisin Day April 30	
	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 Bread 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

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.



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.



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.



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.



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

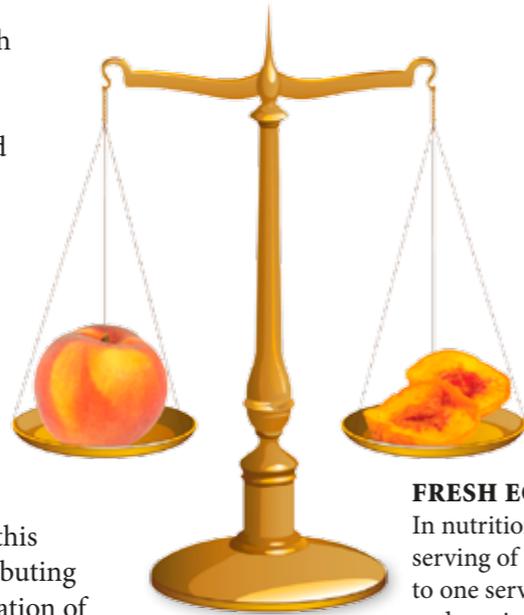
Traditionally served on Christmas Day in the United Kingdom, Christmas pudding is a steamed dessert full of dried fruits, including raisins. Christmas pudding is known for its dark appearance, which comes from the sugars used and the dish's long cooking time. As a special tradition, some people bake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



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.



FRESH EQUALS DRIED
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.

APRICOTS



180g Fresh (Approximately 3 small apricots) = **CALORIES 100 SUGAR 21g FIBER 12% daily value (DV) POTASSIUM 11% DV CALCIUM 4% DV IRON 6% DV** = **40g Dried** (Approximately 3 dried apricots)

PLUMS & PRUNES



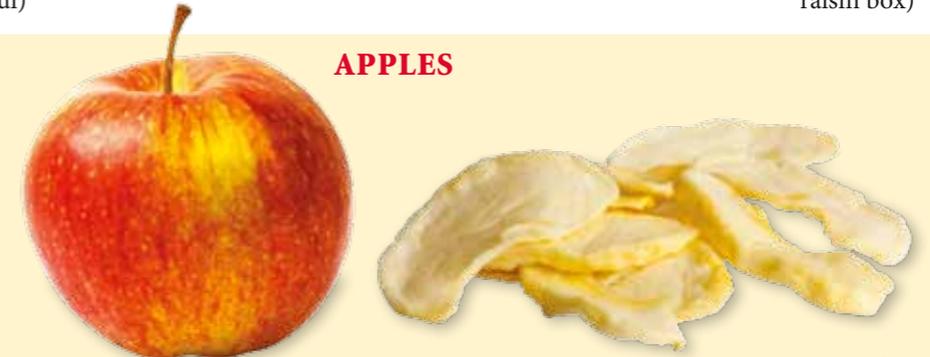
190g Fresh (Approximately 3 small plums) = **CALORIES 100 SUGAR 15g FIBER 11% daily value (DV) POTASSIUM 8% DV CALCIUM 2% DV IRON 2% DV** = **40g Dried** (Approximately 3 prunes)

GRAPES & RAISINS



170g Fresh (Approximately a handful) = **CALORIES 130 SUGAR 29g FIBER 9% daily value (DV) POTASSIUM 9% DV CALCIUM 2% DV IRON 6% DV** = **40g Dried** (Snack size raisin box)

APPLES



200g Fresh (Approximately 1 large apple) = **CALORIES 120 SUGAR 22g FIBER 8% daily value (DV) POTASSIUM 7% DV CALCIUM 1% DV IRON 2% DV** = **40g Dried** (Approximately 8 dried apple slices)

FIGS



150g Fresh (Approximately 5 small figs) = **CALORIES 110 SUGAR 20g FIBER 20% daily value (DV) POTASSIUM 7% DV CALCIUM 6% DV IRON 6% DV** = **40g Dried** (Approximately 5 dried figs)

PEACHES



160g Fresh (Approximately 1 medium peach) = **CALORIES 100 SUGAR 17g FIBER 14% daily value (DV) POTASSIUM 12% DV CALCIUM 2% DV IRON 8% DV** = **40g Dried** (Approximately 2 dried peach halves)

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

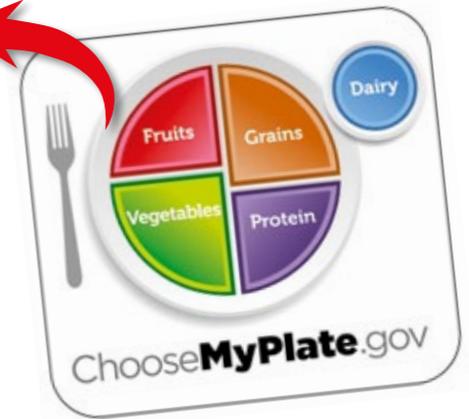
In the 1960s, one national fast food chain introduced hamburgers named for different members of the family, which corresponded to the size of the hamburger. While daily calorie needs are dependant on several factors including gender, age, and physical activity level, in general, serving sizes should 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 1/2-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.

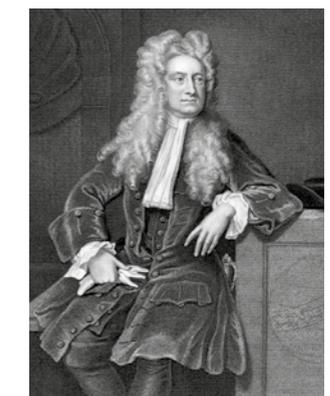


Estimated Calorie Needs Per Day*					
GENDER	AGE	SEDENTARY	MODERATELY ACTIVE	ACTIVE	
FEMALE	2-3	1,000-1,200	1,000-1,400	1,000-1,400	
	4-8	1,200-1,400	1,400-1,600	1,400-1,800	
	9-13	1,400-1,600	1,600-2,000	1,800-2,200	
	14-18	1,800	2,000	2,400	
	19-30	1,800-2,000	2,000-2,200	2,400	
	31-50	1,800	2,000	2,200	
	51+	1,600	1,800	2,000-2,200	
MALE	2-3	1,000-1,200	1,000-1,400	1,000-1,400	
	4-8	1,200-1,400	1,400-1,600	1,600-2,000	
	9-13	1,600-2,000	1,800-2,200	2,000-2,600	
	14-18	2,000-2,400	2,400-2,800	2,800-3,200	
	19-30	2,400-2,600	2,600-2,800	3,000	
	31-50	2,200-2,400	2,400-2,600	2,800-3,000	
	51+	2,000-2,200	2,200-2,400	2,400-2,800	



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.

*Source: Dietary Guidelines for Americans, 2010.