

19

CALIFORNIA RAISIN  
MARKETING BOARD  
2008-2009 ANNUAL REPORT





# Table of Contents

<b>STATEMENT FROM THE CHAIRMAN</b>	4
<b>BACKGROUND</b>	5
<b>MARKETING ORDER REQUIREMENTS/ PURPOSE OF ANNUAL REPORT</b>	6
Strategic Plan and Overall Objectives	7 - 8
Activities	9
Outside Activities	10
Research	12
Econometric Study	13 - 14
Agency Background	15 - 18
2009-2010 Proposed Activities	19 - 20
Executive Committee <i>Term June 1, 2007 to May 31, 2009</i>	21
President's Executive Summary	23
Staff	24
<b>FINANCIALS</b>	
Financial Statement	25 - 26



## Statement from the Chairman

Greetings:

Fiscal Year 2008/2009 went very well at the California Raisin Marketing Board (CRMB). For the first time in several years we have been fully staffed. We have been blessed to have found a group of people that work well together and represent us well. As a result we have actively participated in nearly 40 trade events with a knowledgeable and talented CRMB team.

Just over two years ago our staff asked the Board to look at changing our marketing strategy and to consider a new campaign. We agreed and after two days of hearing proposals, the current Health & Nutrition focused campaign message known as the "Wise Choice" was chosen. It has been very well received and with a few of our major packers using similar campaigns, the word of California Raisins being a truly valuable product is out there for consumers and trade to see.

In the fall of 2008 when the bottom fell out of most commodity markets the raisin growers got a price increase while others, including almonds, fell by 50% or more. There were a number of events that made our market strong but it is clear that our marketing efforts are working. Fifty years ago a professor in my economics class made a statement that has stayed with me all these years, "Nothing happens until someone sells something". How true those words are.

I feel compelled to give credit to the 50 to 60 growers that give freely of their time to serve on the Boards and Commissions that represent the Raisin industry. They are the members of the RAC, CRMB, RBA and Sun-Maid. Many individuals serve on two or three committees that govern all aspects of our activities and give countless hours on our behalf. I personally would like to thank each one of them for their leadership and guidance.

Dennis Wilt

# Background

## PREAMBLE TO THE MARKETING ORDER

California Raisins are one of the major specialty crops in the state. The production and marketing of raisins affects the welfare, standard of living and health of a large number of citizens residing in the state. In addition, a large portion of this crop is exported, which positively affects the California economy and the U.S. balance of trade. The inability to maintain or expand present markets, or to develop new or larger markets, results in unreasonable and unnecessary waste of the agricultural wealth of this state. It is, therefore, in the public interest for the producers of California Raisins to establish the California Raisin Marketing Board.

## MISSION STATEMENT

The mission of the California Raisin Marketing Board is to conduct market development activities to improve the demand for all categories of raisin usage, including ingredient usage, and for retail package, both branded and private label. In addition, the mission is to create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins. This is facilitated by:

- Identifying new markets, product and program opportunities through market research
- Conducting market development activities to improve the demand for all categories of raisin usage, including ingredient usage and for retail package, both branded and private label
- Coordinating an international marketing program with the Raisin Administrative Committee that may consist of both generic and branded activities including advertising, sales promotion and public relations
- Conducting production and processing research to improve the quality and functionality of the industry's products
- Representing the interest of all segments of the California Raisin industry by building positive relationships with the food trade, consumers and government agencies
- Evaluating the effectiveness of Board programs through advertising tracking studies, econometric modeling or other types of research

*The purpose of the Annual Report is to meet the requirements of the Marketing Order for California Raisins.*

*Pursuant to Article IV, Section F of the Marketing Order, this report contains the following points:*

- *An overview of all activities that have been undertaken during the period covered by the report (August 1, 2008 to July 31, 2009)*  
*Activities are summarized within two categories to include:*
  - 1. Domestic Activities*
  - 2. Research Projects*
- *A summation of each plan element accompanied by the stated objective for the element*
- *A list of research projects concluded*
- *An outline of anticipated activities for the coming year (2009-2010)*



# Strategic Plan and Objectives

Pursuant to Article IV, section F of the marketing order for California Raisins, a summary of all efforts implemented to measure the degree to which the stated objectives have been achieved.

## **OBJECTIVE 1: STIMULATE MARKETPLACE DEMAND FOR RAISINS.**

Response: Seven platforms were used in all efforts to stimulate demand for California Raisins.

- Consumer media
- Trade media
- Foodservice (commercial and non-commercial) sector
- School Foodservice sector
- Health and Nutrition sector
- Baking sector
- New Product Development sector

All aspects of pushing demand for California Raisins were folded into each one of the above mentioned platforms over the marketing year 2008-09.

## **OBJECTIVE 2: DEVELOP REPORTABLE DATA REGARDING HEALTH AND NUTRITION PROPERTIES OF RAISINS THAT CAN BE USED TO PROMOTE RAISIN DEMAND.**

Response: The NHANES study was completed in 2008-09 under the supervision of Dr. Julie Jones (listed in the Research Projects of this report) and this information will be disseminated in 2009-2010 fiscal year.

## **OBJECTIVE 3: UNDERTAKE CROP RESEARCH PROJECTS THAT IMPROVE EFFICIENCIES, BOOST QUALITY AND/OR DELIVER OTHER ATTRIBUTES THAT ENHANCE RAISIN APPEAL.**

Response: Seven research projects were funded by CRMB in 2008-09, with such topics as identification of raisin moth damage, by Stephen Vasquez; to breeding rootstocks resistant to aggressive root-knot nematodes by Peter Cousins. These valuable research projects (listed in the Research Projects of this report), as well as the other five, have all contributed to efficiencies and quality of California Raisins.

## **OBJECTIVE 4: ASSURE PRODUCER AND INDUSTRY STAKEHOLDERS UNDERSTAND THE VALUE OF CRMB ACTIVITIES.**

Response: The CRMB Raisin Review serves as our growers' newsletter and informed our shareholders of timely marketing activities. The 2008 Grape Growers Symposium was an excellent event that brought several issues to the attention of our growers. The CRMB also provided press releases to local and industry publications to reach people of industry interest. Additionally, the CRMB invited Board members to attend key industry events and communicate our message to participants.

## **OBJECTIVE 5: SAFEGUARD THE STAKEHOLDER ASSETS AND INTELLECTUAL PROPERTY OF CRMB.**

Response: The approval of the California Department of Food and Agriculture on the proper registration of CRMB intellectual property has been implemented to protect CRMB's most valuable assets. Licensing procedures have been established and are in effect.

## **OBJECTIVE 6: ASSURE CRMB IS APPROPRIATELY STAFFED, STRUCTURED, AND SUPPORTED.**

Response: In December of 2008, the Director of Marketing, Administrative Assistant and Project Coordinator positions were filled which enabled the CRMB to start 2009 fully staffed. The CRMB continues to be supported by the two agencies of MeringCarson and Fleishman-Hillard of Sacramento.

# Activities

## ADVERTISING

Print: Consumer media was built on an annual ad campaign covering six highly circulated magazines ranging from Family Circle to Weight Watchers and Fitness. The ads are geared to women with children who cook and are in the target age demographic of 25-34. Trade media revolved around thirteen magazines that covered baking, culinary, and new product development.

Public relations: Valerie Waters, celebrity fitness trainer, and CRMB health and nutrition spokesperson, Dr. Julie Jones, lead the way with media tours that centered on the "New Year, New You." Also, Julie Jones was successful with the "Raisins and Your Health" message at the National Chicken Cooking Contest food critic audience and at the Food and Nutrition Conference Expos' audience of nutrition professionals. The news bureau seasonal outreach ran over the fall, winter, spring and summer holiday periods touting raisin usage and benefits for all seasons.

## TRADESHOWS & EVENTS

The CRMB staff attended or exhibited at the following events:

### Tradeshows-Industrial & Foodservice

- Food Arts BBQ
- PlateCooks Culinary Events (3)
- Research Chefs Association Culinology Expo
- Institute of Food Technologists Supplier Nights (4)
- Product Innovation Exchange
- New Products Conference
- R&D Conference Applications
- Chain Operators Exchange

### Tradeshow-School Foodservice

- National School Nutrition Association Conference

### Conferences-Culinary Institute of America

- Worlds of Flavor
- Worlds of Healthy Flavors
- Symposium on Latin Cuisines, San Antonio

### Tradeshow-Baking

- American Retail Baking Expo
- American Institute of Baking (4)
- International Dairy-Deli-Bake Show
- National Pie Championships®
- America's Best Raisin Bread Contest

### Tradeshow-Health

- American Dietetic Association's Food and Nutrition Conference & Expo

### Tradeshow-Consumer

- Fall Wine Cornucopia

## RESEARCH

Four major health and nutrition studies, NHANES and Inulin, were funded. An Econometrics study was completed by Cornell University and reported to the Board. Seven crop research projects were funded.

# Outside Activities



CALIFORNIA  
DRIED  
FRUIT  
COALITION

*Better health and  
nutrition for all.*

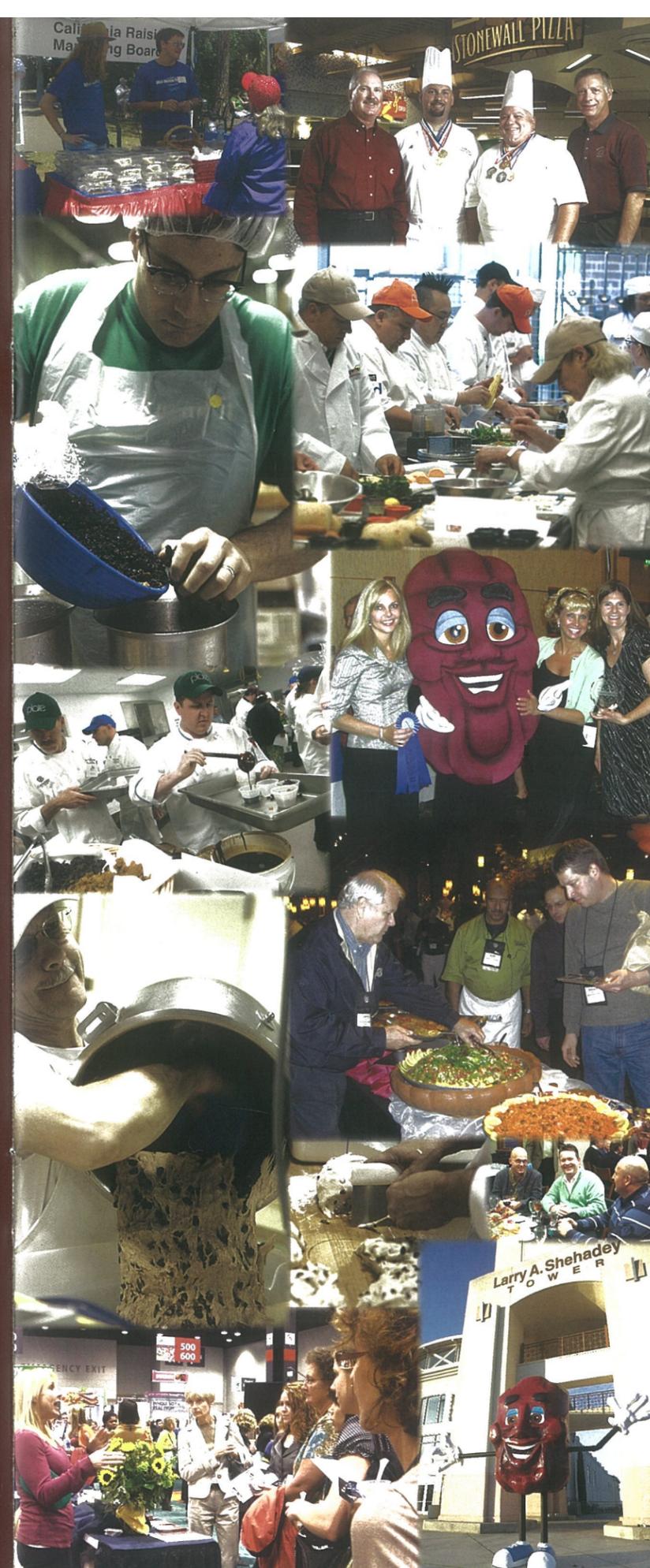
The main outside activity for the CRMB in the 2008-2009 year was joining in the California Dried Fruit Coalition (CDFC) and serving as

its office management group. The CDFC is made up of members of the California Dried Plum Board, California Date Commission, The California Fig Advisory Board and the California Raisin Marketing Board.

The coalition has its own Board of Directors and employs Judy Hirigoyen of the Wild West Gang as the Executive Director. It has supporting funds from within each commodity group as well as a separate funding from brands for selected activities.

The mission of the CDFC is simple and direct; these four commodities have joined together to promote the nutritional value and versatility of traditional dried fruits to policy makers influencing purchasing decisions for America's schools.

The CDFC represents a cooperative effort to bring real fruit ingredients and healthy snacks to consumers, young and old alike and the CRMB is proud to count ourselves as a working member of the coalition.





## Research

Pursuant to Article IV, Section F of the Marketing Order for California Raisins, a list of research projects conducted is listed below:

### CROP PRODUCTION RESEARCH

#### Cultural

- "Evaluation of novel abscission agents to facilitate mechanical harvesting of raisin grapes"
- "Grapevine cultivar and drying method effects on raisin yield and quality"

#### Breeding, Germplasm and Evaluation

- "Development of improved raisin grapes for mechanical harvest including types resistant to powdery mildew"
- "Breeding rootstocks resistant to aggressive root-knot nematodes"

#### Pest/Disease Management

- "Spider mite management"
- "Sustainable controls for Vine Mealybug: Mating disruption"
- "Sustainable controls for Vine Mealybug: Biological control"

### HEALTH AND NUTRITION RESEARCH

#### Epidemiological

- "Raisins/Dried Fruit Consumption, Overweight, and Metabolic Syndrome: National Health & Nutrition Examination Survey (NHANES, 1999-2004)"
- "Raisins/Dried Fruit Consumption and Indicators of Dental Health: National Health & Nutrition Examination Survey (NHANES, 1999-2004)"
- "Raisins and Other Dried Fruit, Nutrient Intake and Diet Quality: National Health & Nutrition Examination Survey (NHANES, 1999-2004)"

#### Dietary Analysis of Fiber and Inulin

- Zante and Thompson Seedless – Golden and Natural raisins

# Econometric Study

## ECONOMETRIC STUDY ON THE VALUE OF THE CALIFORNIA RAISIN INDUSTRY'S ADVERTISING/PROMOTIONAL PROGRAMS

Since the CRMB was voted into existence in 1998, growers have asked if the new Marketing Order has proven to be worth the funds assessed. From January to May, 2009 the CRMB conducted the first econometric study to answer that question.

The study, conducted by Dr. Harry Kaiser of Cornell University, an agricultural economist, has done two studies for the RAC's export marketing programs and was hired by the CDFA to determine the value of the marketing orders' promotional programs statewide. Dr. Kaiser has done similar studies for the Blueberry Council, the U.S. Dairy Industry and California Walnuts.

Dr. Kaiser was charged with investigating the questions below:

1. What is the responsiveness of the demand for California Raisins in the U.S. and Canada with respect to CRMB marketing?
2. What would the demand of California Raisins be in the U.S. and Canada had there not been any CRMB marketing?
3. How does the gain in the net revenue due to CRMB marketing compare to the costs of the CRMB's marketing activities?
4. What is the marginal return of the CRMB? Specifically, what is the gain in net revenue due to an additional 1% increase in CRMB marketing expenditures?

Dr. Kaiser's findings were especially gratifying because they showed quite clearly that the existence of the CRMB's marketing programs are having a very positive impact on the California Raisin industry. Specifically:

1. The CRMB has had a significant impact on raisin demand since 2000. Without the CRMB, U.S. and Canada raisin shipments would have been lower by 94,000 tons (2000 to 2007) or 13,400 tons per year (8.2%).
2. The CRMB has had a significant impact on grower price since 2000. Without the CRMB, raisin pricing would have been \$153.62 per ton lower.
3. The CRMB has had a significant impact on grower revenues since 2000. Without the CRMB, revenue to the growers would have been \$27.3 million per year lower.
4. The average benefit cost is \$9.52 for every \$1 of promotional funds spent. It should be noted that the California Raisin industry is performing better than the Beef industry which returns \$5.70, the National Dairy industry which returns \$3.70 and the U.S. Potato Board which returns \$6.50 per \$1 of promotional spending.

Econometric modeling enables one to simultaneously account for the impact of a variety of factors affecting California Raisin demand determinants, such as the price of raisins, price of bakery goods, income, population, consumer tastes and preferences, brand raisin advertising, and generic marketing expenditures.

In conclusion, Dr. Kaiser noted that econometric modeling enables an industry to filter out the effect of irrelevant factors and quantify directly the net impact of the generic raisin marketing activities on raisin demand. And with a \$9.52 return for every \$1 of promotional spending, the CRMB grower members are getting real value for their assessment dollars.

# Agency Backgrounds

## MATTSON

Mattson is the country's largest independent developer of new foods and beverages. For 32 years, the company has been located in the Bay Area, where food trends emerge. Mattson's creative team of food inventors help clients identify new product opportunities where none seem to exist. Mattson provides culinary services as well as technical product formulation and commercialization.

With over 20,000 square feet of food development labs, Mattson works across all segments, technologies, and channels of the food industry. The company is 70-people strong and is 100% employee-owned.

Mattson works as CRMB's product development department. This includes helping CRMB identify new product concepts for current and potential new California Raisin customers. Mattson then creates edible "protocepts" of these ideas to illustrate how California Raisins are an ingredient that is a perfect fit for these potential customers. By providing customers with commercially-formulated and processed edible samples-- as well as formulas-- Mattson helps move CRMB from a supplier to a valued development partner.

Principle personnel involved in our account:

Barb Stuckey, Executive VP, Marketing  
Carol Borba, Innovation Manager



## MERINGCARSON

MeringCarson is one of California's leading independent full service advertising agencies with 21 years in business. With locations in Sacramento and North San Diego County, MeringCarson has had great success working on some amazing California brands like California Raisins, CA Grown, Disneyland, Raley's/Bel Air/Nob Hill and California Tourism. This agency prides itself on being "California's Agency."

"We work with the California Raisin Marketing Board on a suite of advertising services including:

- Account Planning and Research
- Media Planning and Buying with Post Buy Analysis
- Interactive Strategy and Implementation with Reporting Measurement
- Creative Development
- Graphic Design
- Account Management and Brand Stewardship

"It's a partnership that allows us to build successful relationships with your target using a heart + head = results approach we call *Meringology*," says Dan Mering. "We connect with the audience on an emotional level where the California Raisins brand can enjoy true loyalty."

A number of key MeringCarson personnel work on the California Raisins brand, helping to provide great thinking, great creative and great client service. John Keys, General Manager and Account Supervisor for California Raisins, has been with MeringCarson for 6 years. Wade Bare, Account Executive, helps manage and steward the California Raisins brand. Cori Boone, Account Planner, heads up the research for California Raisins. John Mergen, Director of Media Strategy and Lori Richards, Media Planner, provide media planning and buying support. And in the Creative Department, key personnel include Dave Mering, CEO/Creative Director, Greg Carson, Creative Director, Colm Conn, Art Director, and Scott Conway, Senior Copywriter.



# Agency Backgrounds

## FLEISHMAN-HILLARD

Fleishman-Hillard (FH) serves as the CRMB's public-relations partner. With more than 2,000 employees in 80 offices, FH is one of the largest and fastest-growing public-relations firms in the world. "While our reach is global, we are firmly rooted in California, and in fact, our Sacramento office – where the core CRMB/FH team is housed – is celebrating its 20th anniversary this year," says Dan Barber, Senior Vice President and General Manager. Opening in 1989 to serve the state's food and agriculture industry, the team's mantra is: "If you can produce it, we can promote it." Support of national and state commodities boards is our bread and butter; food and nutrition communications is our specialty."

FH works closely with the CRMB staff to handle "farm-to-fork" communications for the California Raisin Industry. Examples of activities conducted during the four-year relationship with the CRMB, include:

- Establishing relationships with agricultural trade editors and Central Valley reporters via ongoing media announcements and field tours
- Adding "star power" through relationships with high-profile spokespersons, such as celebrity fitness trainer Valerie Waters
- Recruiting and training a national network of registered dietitians to help tell the California Raisins health and nutrition story to both consumers and influencers
- Reaching millions of moms each year with relevant, seasonal campaigns – like Back-to-School and New Year, New You – that deliver messages about California Raisins as a wise choice for healthy, on-the-go snacking
- Creating targeted, customized programs to reach the country's Spanish-speaking population
- Leveraging the explosion of digital communications and social media networks to reach our target audience where they are getting their news, information and healthy eating inspirations

The FH/CRMB team is led by Dan Barber and Vice President, Shelly Kessen, with extensive support of nutrition expert, Allison Beadle, R.D., and project management and media-relations specialists, Jenna Kirkwood and Julie Berge. A team of deeply experienced Hispanic and digital communications experts rounds out the CRMB/FH line-up.



**FLEISHMAN**  
INTERNATIONAL COMMUNICATIONS  
**HILLARD**

## CULINARY CREATIONS

Culinary Creations has provided free-lance food consulting services to California-based food processors and marketers since 1983. Bernadine B. Ferguson, founder and owner, has more than 30 years experience in recipe testing and development, product promotions and consumer education, providing a firm foundation for the services offered. A master's degree in Food Science, bachelor's degree in Home Economics, and practical hands-on experience with many food products add the professional touch, while her extensive travel brings special flavor and interest to all our consumer connections.

Bernadine Ferguson and the staff at Culinary Creations provide services, including recipe development, copy for packaging, demonstrations and seminars, and product development. Working closely with associates, Bernadine's staff can provide advertising and marketing concepts and test marketing services, along with research and problem-solving in foods related areas.

With over 30 years in the California Raisin Industry, Bernadine and her staff continue to provide on-going insights into consumers and foods via Bernadine's service as Public Member to the California Raisin Advisory Board and as independent contractor to the California Raisin Marketing Board. Over the years, Culinary Creations has been integral in:

- Maintaining the recipe database at LoveYourRaisins.com and previously at CalRaisins.org by procuring recipes, formatting recipes, computing content, and posting recipes and photos to these websites
- Planning and writing a monthly electronic newsletter to consumers about California Raisins and related items of interest
- Working closely with staff to develop nutrition education and raisin promotion materials for School Foodservice
- Supporting efforts in the Volume Channel with recipe formulation, nutrition analyses and recipe concepts
- Consulting and guiding, along with others, the Health and Nutrition Research as it is related to the marketing plan
- Providing other support services in copy writing, editing and proof reading, as well as participating in activities related to the efforts of the marketing order as it promotes California Raisins.



**CULINARY**  
CREATIONS

# 2009-2010 Proposed Activities\*

## CONSUMER MEDIA

In addition to the usual consumer magazines, the new direct mail Thematics holiday recipe program was added with Woman's Day, Good Housekeeping, and Redbook. Also for the first time since 1998, in 2009, CRMB returned to television with 10 second video commercials on Live! With Regis and Kelly and Rachel Ray TV shows.

## TRADE MEDIA

A new component was added to the trade media mix for 2009-2010, Supermarket News, a retail trade publication.

## FOODSERVICE

Major developments were made on three levels of this industry segment:

- Level 1: Commercial
- Level 2: Non-commercial (College and University Dining Programs - Notre Dame, Washington State University, Penn State, and Yale University have participated in the program and a total of 16 new raisin dishes added to the combined menus).
- Level 3: Chef Seminars and training
  - (a) PlateCooks Market Basket Culinary competition
  - (b) A total of fourteen Le Cordon Bleu culinary schools will be approached for using CRMB's Now Serving cookbook.

## SCHOOL FOODSERVICE

This sector will be expanded to encompass use of selected partners whose products use California Raisins as a major ingredient. Expansion of this concept at the National Conference and both the Texas and California Regional Conferences will prove beneficial for the program.

## HEALTH & NUTRITION

2009-10 will be a rebuilding year with Dr. Julie Jones opting not to renew her contract as our health and nutrition research consultant; however, a search has been recently completed and the Board has approved the hiring of Dr. James Painter in her place. The FNCE breakfast with the American Dietetic Association was expanded in 2009 to include the members of the CDFC as co-sponsors.

## BAKING

This sector continues to be a major driver for CRMB activity centering around America's Best Raisin Bread Contest, which saw a 50% increase in applicants over last year. Two new organizations will be folded into our CRMB programs, the Home Baking Association and the French Pastry School of Chicago.

## NEW PRODUCT DEVELOPMENT

This sector remains a growth target area for the CRMB. The Product Innovation Exchange conference last year netted a New England based raisin user for our industry. 2008 saw the signing of Mattson as a CRMB consultant agency whose specialty is product development from research lab to retail shelf.

\*Detailed information is available by contacting Rick O'Fallon, Director of Marketing, by e-mail, Rick@raisins.org or by telephone - 559-248-0287.



California Raisins. **The Wise Choice.**

# Executive Committee

**MR. DENNIS WILT**  
Chairperson

**MR. PETE PENNER**  
Vice Chairperson

**MR. STEVE SPATE**  
Secretary

**MR. JON MARTHEDAL**  
Treasurer



## President's Executive Summary

This annual statement of the work of the California Raisin Marketing Board is filled with stories, strategies, statements and statistics. It has been my pleasure to have served as President and General Manager since January 2009. This first full year has been a delight for me as we have an excellent staff, sound strategies, quality consultants and chefs, and boards/committees filled with dedicated growers and handlers with the same desire: sell more California Raisins!

As you may view from these numbers, the raisin industry at this time is in a very desirable balance, with production being met by strong domestic and international demand. Coupled with the outstanding quality and reputation of the California Raisin, our growers and handlers are poised to continue to profitably meet the needs of our eager buyers and consumers.

As the CRMB moves forward in 2010 and beyond with sound crop and nutrition research, targeted marketing/communication strategies, and direct contact with key domestic markets, the California Raisin industry will continue to be well-served.



CALIFORNIA RAISIN SHIPMENTS					
	2004-05	2005-06	2006-07	2007-08	2008-09
Natural Seedless Deliveries to Handlers	254,652	306,361	271,679	316,116	349,697
Domestic, Canada & Mexico Shipments	193,680	186,358	188,944	193,609	191,929
Exports	106,755	97,672	101,684	142,541	125,789
<b>Total Shipments</b>	<b>300,435</b>	<b>284,030</b>	<b>290,628</b>	<b>336,150</b>	<b>317,718</b>

*Pictured from left to right:*  
Rick O'Fallon, Genaro Gonzales, Larry Blagg, Cookie Fritz, Dori Rothweiler, Melinda Coffman, Gary Schulz and Erika Paggett.

## Staff

### GARY SCHULZ

President  
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### COOKIE FRITZ

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### RICK O'FALLON

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### MELINDA COFFMAN

Marketing Specialist  
melinda@raisins.org



# Financial Statement

## Revenue:

Assessments	\$7,763,620
Interest	51,769
Miscellaneous	4,442
Total revenue	7,819,831

## Expenditures/Expenses:

### General and Administrative:

Salaries	271,270
Payroll taxes	23,133
Retirement-employer contribution	20,075
Employee benefit admin.	12,242
Insurance-general	44,507
Insurance-group health	58,370
Rent	73,364
Telephone	7,582
Postage	25,569
Office supplies	7,320
Repairs and maintenance	6,984
Printing	405
Memberships and surveys	105,577
Consult - HR/general counsel	7,053
Consult DC Liaison	-
Consult-trademark	10,153
Auditing fees	7,200
Equipment lease	20,623
Depreciation expense	4,565
Capital Outlay	-
Travel-office staff	7,437
Travel-committee	2,555
Committee meeting expense	1,919
Bank charges	6,223
Software/programming	10,492
Legal Fees	39,660
Compliance	84
Product samples	16,004
Marketing branch	60,344
Support services	224,000
Equipment reimbursement	15,000
Special activities-miscellaneous	13,031
Total general and administrative	1,102,741

### Marketing Activities:

Food technology	15,000
Culinary Institute of America	116,640
California Dried Fruit Coalition	55,000
Advertising Public Relations & Publicity:	
Account Management Fee	21,656
Print production	46,333
Media buy	1,190,393
Trade publications	275,314
Online	375,153
Website development and maintenance	291,381
Public relations	685,502
Printing-general use	11,481
Channel development:	
Foodservice-including travel	43,131
Industrial manufacturing-including travel costs	53,727
Baking, snacking, and confectionery	142,475
Government programs	12,500
School foodservice	91,160
Trade Shows/Event Marketing:	
Foodservice trade shows	24,708
Industrial trade shows	83,155
Baking, snacking, and confectionery	115,857
School trade shows	22,715
Health trade shows	146,747
Event marketing	8,138
Research:	
Market research	113,067
Health & nutrition research	133,136
Crop research	201,015
Minor Varietals:	
Goldens, Zantes and others-export	38,330
Goldens, Zantes and others-domestic	117,581
Total marketing activities	4,431,295
Total expenditures/expenses	5,534,036

### Excess revenue over (under) expenditures

### Change in net assets

### Fund balance/net assets:

Beginning of year	5,742,658
End of year	8,028,453



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