



*The World's Favorite*

## Sun-Maid Growers of California

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**FOR IMMEDIATE RELEASE**

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### **SUN-MAID HOLDS 104th ANNUAL MEETING**

**Fresno, CA (Dec. 3, 2016)** – Sun-Maid Growers of California held its 104<sup>th</sup> Annual membership meeting at the Fresno Convention Center Saroyan Theater on Saturday, December 3<sup>rd</sup>. The theme for the meeting was change for growers, Sun-Maid and the California raisin industry. More than 1,000 raisin growers, families and guests were in attendance.

Sun-Maid Chairman Jeff Jue affirmed: “California raisins are positioned for current market trends as a natural and healthy product. Raisins are naturally good to eat without any added sugar, salt or fat. Raisins are gluten free and non GMO. These are all important to consumers as part of their healthy diets.”

Health research published during the past year demonstrates the good health benefits of sun-dried raisins to lower weight, reduce the chances of having type-2 diabetes, heart disease or stroke.

Jue also reported excellent quality in the 2016 raisin crop due to favorable drying conditions.

President Barry Kriebel highlighted the strength of the association with net sales of \$382 million. Member capital fund and retained earnings reached \$101.2 million.

Kriebel said, “The California raisin industry, like agriculture generally has experienced market fluctuations. California raisin growers continue to be much better off since we eliminated the raisin industry reserve pool in 2010.”

Sun-Maid distributed information to growers with traditional vineyards on the potential cost savings with conversion to continuous tray mechanical harvesting and the potential yield improvements with converting to T-Trellis. An estimated 10,000 acres could be converted from single wire to T-Trellis to improve yields by 10-15%. Likewise, 10,000 acres of traditional hand harvested acreage can be converted to continuous tray mechanical harvesting with an immediate payback.

Sun-Maid’s guest speaker, retired US Army Staff Sergeant and recalibrated warrior Travis Mills, spoke about overcoming life’s challenges, breaking physical barriers and defying odds with an incredible spirit.

Founded in 1912, Sun-Maid Growers is the world’s largest marketer of raisins and other premium quality dried fruits. Sun-Maid’s sales are approximately half retail consumer products and half ingredient products for items such as cereals, breads and a variety of other food products. Located in Kingsburg, California in the heart of the San Joaquin Valley’s raisin producing district, Sun-Maid products are distributed throughout the United States and in more than 50 countries around the world.

For more information about Sun-Maid, visit [www.sunmaid.com](http://www.sunmaid.com)