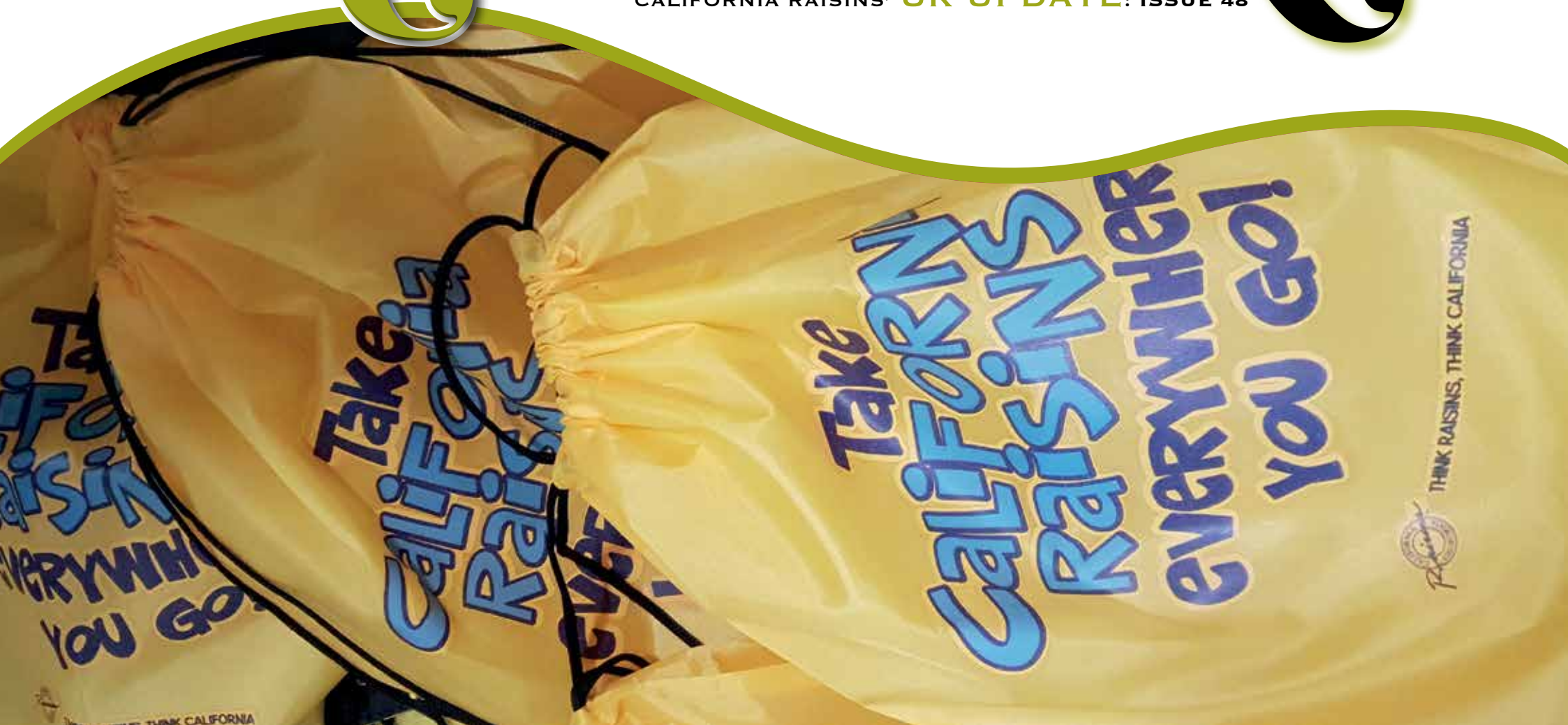


*the*

# GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 48



THINK RAISINS, THINK CALIFORNIA





# IN THIS ISSUE

PAGE 1

Overview

PAGE 3

RAC PARTNERS THE UK'S LARGEST CONSUMER MEDIA PUBLISHING HOUSE



PAGE 5

Making California Raisins socially acceptable



PAGE 9

Fitness for school children

PAGE 10

website

PAGE 11



'BAKER' WINS BAKERY CONTEST

PAGE 13

Foodies and California Raisins

PAGE 7

CALIFORNIA RAISINS: Nutritional support for rugby

# Overview

Peter Meadows, UK and Scandinavia Representative, gives his update on the UK



One year on and there are still many variables to deal with and California Raisins are not alone in that. Mother nature, exchange rates, Brexit and recent tariffs and proposed retaliatory tariffs have all played a part this year, ensuring that this year has its own specific positives and negatives.

The UK remains one of the world's largest importers of all dried vine fruit (raisins, sultanas, and currants).

UK per capita consumption of dried vine fruit totalled **2.06kg** (source IINC).

Because of its size, the UK market attracts dried vine fruits from growers of **12 different origins** and **24 different varieties.**

In 2017/18 the UK imported a total of **108,830MT**, including sun-dried raisins, sultanas, and currants from all origins. (source GTA)

This total represents an **increase of 3%** on the previous years' dried vine fruit imports of **105,646MT.**

Of this 2017/18 total, **sultanas** accounted for **50,904MT**, **sun-dried raisins** imports totalled **40,172MT**, **currants** accounted for **12,754MT** (source GTA Aug-July 2017/18).

Note: (GTA - Global Trade Atlas figures).

The 2018 California Raisin crop was once again shorter at c. 250,000 tons, even though slightly up by 6% on 2017. Due to reduced availability of California Raisins in the export market, in early 2018 pricing reached record levels for UK importers.

Although price is important, it appears that this is not the only driving factor behind purchase. Particularly among many premium customers in retail multiples, bakery and confectionery. However, having spoken with several key importers this past year there is still support among the trade for California Raisins.

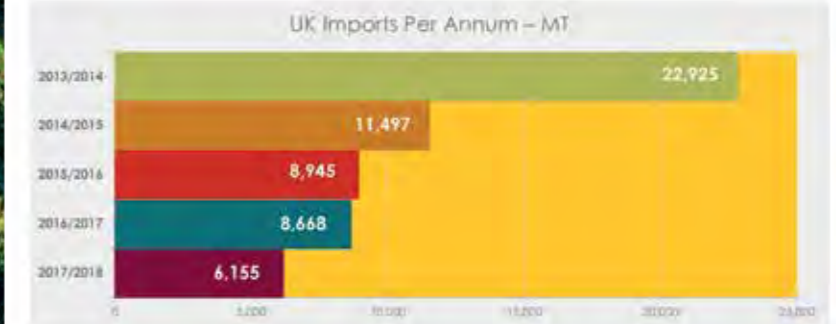
California Raisins' UK activities have helped drive demand in some key sectors. The 2019 consumer focus remains on parents with pre- and primary school children and will continue to position California Raisins as a healthy, natural alternative to sugar. During 2018/19 the RAC brought together for the first time ever, around 55 of the UK's leading dieticians, HCP's and opinion formers from organisations such as Weightwatchers, Boots, Tesco and Sainsbury. After years of negative press towards dried fruit, the HCP Conference was aimed at dispelling the myths behind the research.

Note: final findings will be published during 2019.

From the trade perspective in the UK, the primary strategy is to continue to work closely with importers and their direct customers.

In the future to partner with importers in approaching UK mainstream retailers. The RAC continues to communicate safety, usability, versatility, consistency and the superior taste of California Raisins.

## California Raisin Imports in the UK



## Principle Usage



2018 Imports 103,000mt



# RAC PARTNERS THE UK'S LARGEST CONSUMER MEDIA PUBLISHING HOUSE

**IMMEDIATE MEDIA** CO

**2,766**  
final entry total

The RAC have conducted many successful online consumer campaigns in recent years and the Christmas campaign which ran through November 2018 continued this trend.

The campaign was aimed specifically at parents of primary and pre-school children. The campaign ran on the 'Made for Mums' networking website which boasts a total target audience of 3m users a month.

The activity included website banners and competition pages to encourage and engage consumers who are passionate about healthy eating to utilise California Raisins in everyday products.

Website banners directed viewers to a specific California Raisin page, providing the background, benefits, versatility and usage ideas for California Raisins in not only everyday products, but also as a healthy snack. Targeted questions were produced for consumers to read through the information to answer and those who answered the questions were entered into a FREE DRAW.

In the first 5 days of the activity going live 846 entries were received and the final entry total was an impressive 2,766.

200 names were picked from the total, and these entrants received a limited-edition California Raisin Calendar.

The Calendar consisted of 12 individual bespoke recipes for each month of the year, providing tips, benefits and additional nutritional information.

AUDIENCE:

**3 million**  
mums, mums to be and dads

Age group **24-44** **85%**  
of the audience are first time mums

**34%** of audience are pregnant **84%** have children aged 0-15

OBJECTIVE:

To engage with parents/consumers

To encourage use of California Raisins

To highlight the safety and quality aspects of California Raisins





A key part of our strategy has been continuing to communicate the health benefits of California Raisins and challenge some common misconceptions about raisins and dried fruit generally. A series of articles written by RAC's Sports Dietitian and Nutritionist, Rick Miller, have been shared via Twitter and Facebook, on behalf of California Raisins covering relevant topics such as Bowel Cancer, Diabetes, natural sugar versus added sugar and gut health.

A total of **72,000** people have seen our recipe videos

# Making California Raisins socially acceptable

Communicating the versatility of California Raisins has also been at the forefront of social activity by sharing recipe videos, which have had a good response. Nichola Ludlam-Raine, a registered dietitian with a large following on Facebook, Instagram and Twitter (over 60,000 over all three channels) created a video with 3 recipes that included California Raisins. This video got 1,146 views and was shared to both social channels as well as Nichola's followers.

A total of 72,000 people have so far seen the 10 videos produced by the RAC featuring usage ideas and recipes for California Raisins.



**The Highlights:**

- 811 views
- 114 likes
- 1,528 views
- 146 likes
- 4,635 views

**Twitter:**



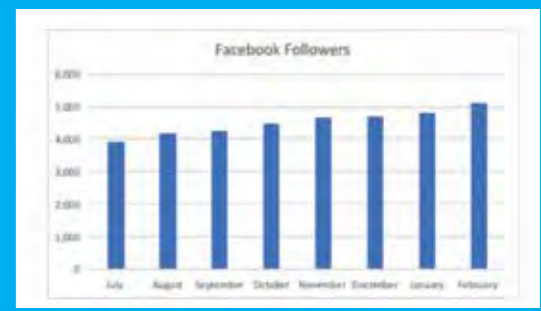
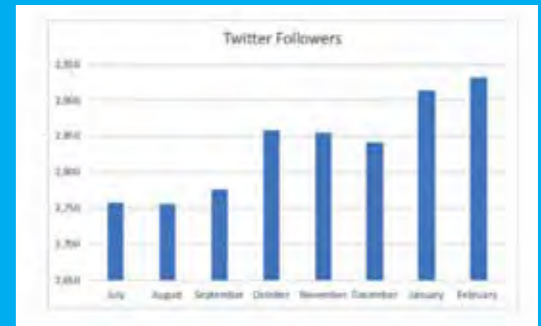
Our following on Twitter has increased since the start of July 2018 from **2,757 to 2,932 (6.34%)** in February. Our impressions have increased by **169% (12,500 to 33,700)** in the same time frame. California Raisins had a great response from the **Foodies Festival Giveaway** in July with **2,627 people reached**. **Recipe videos** have also been well received with over **2,500 people** having viewed so far.

**Facebook:**



Since July our Facebook following has **increased by 31% from 3,908 to 5,119**. This has been reached by communicating the health benefits of Californian Raisins, as consumers are becoming increasingly aware of what they are eating and how it impacts their overall health.

Our **National Baking Week** competition had a great response with **503 entries**



## CALIFORNIA RAISINS:

# Nutritional support for rugby

RAC recognises the benefits that the National sport of rugby can bring to children. Rugby and the spirit of the game is highly regarded for helping to develop core skills which can benefit a child's well-being both on and off the field. Attributes such as, team play, discipline, social interaction, mental toughness and of course health & fitness.

Rugby is regarded as a great way to introduce several important elements to a child's development – the core values of rugby are encapsulated by the England Rugby acronym TREDs.

Teamwork, Respect, Enjoyment, Discipline, Sportsmanship and of course health and fitness.

During 2018/19, Sport Dietitian and Nutritionist Rick Miller wrote several articles relating to sport nutrition. A rugby specific article, 'California Raisins: helping rugby players hit peak performance', positioned California Raisins as the natural energy sport supplement and offered a welcome alternative to the many 'man-made, artificial' energy supplements.

With research in the UK highlighting obesity challenges, the RAC set out to address this wider issue and to discuss energy performance associated with California Raisins. With a link to a sports club/association, the RAC can openly approach and encourage youths to snack more healthily and consider California Raisins as a healthy snacking aid which can also improve performance.

Partnering with a progressive and successful rugby club offered a plan to help gain momentum and explore further proof that raisins can

California Raisins has been at the forefront of supporting healthy diets and exercise for the nation's school children over the last few years with educational programmes that included the English Schools' Football Association (ESFA) and Tennis for Free Scheme.

and do aid performance, are easily digestible and release NATURAL slow Glycaemic Index sugars into the bloodstream.

Haywards Heath RFC has a thriving youth system that can take players through the grassroots and into the elite leagues. Haywards Heath RFU has one of the most successful junior sections in the South of England, with one squad unbeaten for over 5 years. The club also boasts the launch of the international careers of several England players, as well as other notable professional careers.

The RAC took steps to partner with Haywards Heath RFC (HHRFC) for the 2018/19 season, supporting the Youth teams (aged 12-15) and offering CA Raisins as a 100% natural (no added sugar) energy snacking supplement.

*"Absolutely delighted to have California Raisins on board supporting the junior teams at Heath RFC and promoting the nutritional benefits that snacking on raisins can bring to our young players".*

Dan Vander, Vice Chair of Haywards Heath RFC and Lead Coach of Under 14s.



### The partnership activity included:

- Logo on shirts across all junior players (4 age groups – Under 12 to Under 15)
- Editorial coverage and advertising opportunities in each club programme
- Website coverage both editorial and advertising
- Distribution of samples at key club events
- Social media posts and activity promoting the organisations
- Nutritional support by way of advice from article by Sports Dietitian Rick Miller

- Regional press exposure and additional tie-ins for California Raisins
- Information leaflet distribution across the club and local networks – outlining the benefits of California Raisins
- Additional PR at matches and key club events, such as the Christmas lunch and a charity fund raising supporters lunch at the end of season.



On 30th March California Raisins were invited to the supporter's lunch held at Haywards Heath RFC. The event offered further opportunity to maximise the activity link-up.

MINISTER FOR DIGITAL, CULTURE, MEDIA AND SPORT – MIMS DAVIES MP – OFFERS A SEAL OF APPROVAL...

There was cause for celebration at Haywards Heath RFC on the 30th May lunch as the Club played host to Mims Davies MP, Minister for Digital, Culture, Media and Sport prior to its final 1st XV home match of the season where it recorded a significant 65-3 win against Thanet Wanderers.

The club was supported by other high-profile individuals like Serge Betsen, a former French rugby union player (1997-2007) who played in over 60 games for France internationally. Betsen is one of the top players of the professional era (post-1995) of rugby union.

Mims Davies MP presented the raffle cash prize, which included the California Raisin mascot and memory stick to Charles Burgoyne, Chairman of South of England Show.



### A SUMMARY OF THE EXPOSURE GAINED FOR THE RAC VIA THE JUNIOR SQUADS (UNDER 12 TO UNDER 15):

- Exposure via an average of 12-15 games played
- Supporter/opposition crowds per age group, plus match shirts plus training tops worn by 175 juniors
- 74 games of non-Heath person brand reach = 3700
- Games throughout Sussex, Surrey, Kent plus relevant age group tours to Bournemouth, Devon, Isle of Wight, Gloucestershire and Leicestershire.
- Home brand reach - 450 players plus parents (total 1000) – with boys wearing the branded training tops for their own school rugby
- Lunch prior to Senior matches 2 X 75 attendee lunches plus 6 x 40 attendee lunches

- Additional exposure to Mid Sussex councillors, local MP and Sports Minister
- Matchday crowds average 250
- Matchday Programme print run x 150 x 12 matches in 2018/19 season
- Twitter and Haywards Heath RFC website visitors
- Regular coverage in The Middy newspaper online and in print (extensive reach throughout the county)
- Direct reach through the Cal Raisins samples provided to 250 mini and juniors

The Raisin Administrative Committee (RAC) recognises the benefits that rugby can bring to children. The RAC partnering with Haywards Heath RFC, Youth teams aged 12-15 has offered a mutually beneficial link-up and highlighted to children in South East England. California Raisins can offer a viable alternative for healthy snacking (100% natural with no added sugar) and the slow release natural sugars provides benefits to performance on the rugby pitch too.

*"Supporting Haywards Heath RFC enables the RAC to openly encourage children to snack more healthily and to consider California Raisins as a healthy snacking option, which can aid performance on the pitch. Our activity also offers a platform for California Raisins to reach the wider West Sussex community".*

Peter Meadows, representative from California Raisins



# Fitness for school children

## The latest NHS findings on the state of the nation's children

The fitness of the UK's school children continues to be a major focus of attention, according to NHS, 28% of UK children aged 2-15 are clinically overweight or obese. The economic costs are great, too. The UK spends more each year on the treatment of obesity and diabetes overall than it does on the police, fire service and judicial system combined. This fact is compounded by a general lack of exercise by children in this age group.

The UK chief medical officer recommends that all children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes every day. Rugby can play its part here.

## NHS Health Survey

On the 4th December 2018 the NHS published the findings of the latest Health Survey for England.

The Health Survey for England monitors trends in the nation's health and surveyed 8000 adults and 2000 children about a variety of topics including obesity, smoking and drinking.

For the first time, the survey has analysed the association between parent and child weight: looking at those who are overweight and obese. Key stats:

See a summary of the key finds of the NHS report here: [www.californiaraisins.co.uk/rugby](http://www.californiaraisins.co.uk/rugby)

# 24%

of children of an obese father were also obese, compared with

# 9%

of children where the father was not overweight or obese.

# 29%

of adults and just

# 18%

of children aged 5-15 years had the recommended 5 or more portions of fruit or veg a day.

# WEBSITE update

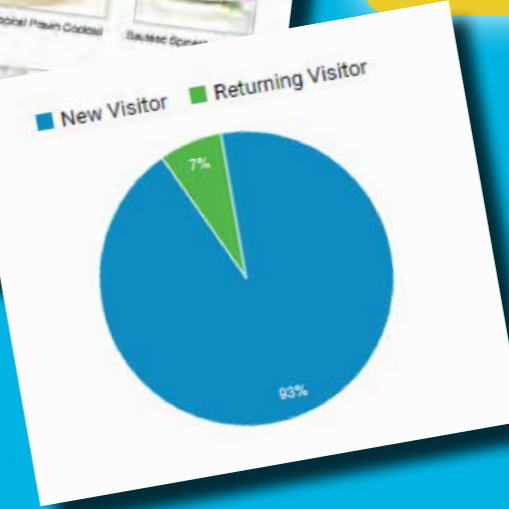
Since the launch of the RAC website in 2005 it has gone from strength to strength due to exciting recipe content and articles being uploaded to the site regularly. In the past 6 months alone there has been a huge influx of new visitors. Since the 1st December 2018 the website has had **2,440 new users!**



Usage ideas



Useful and current information updates



Most Popular Content:

Raisin Awareness: **249**

Hot Cross Bun Recipe: **88**

In the past 6 months there has been **4,507** page views!



Visit the UK website and see for yourself [www.californiaraisins.co.uk](http://www.californiaraisins.co.uk)



# 'BAKER' WINS BAKERY CONTEST



Duncan Baker of C H Baker & Sons, won the California Raisins 'Rich Fruited Loaf' category at the BAKO Western Championships held in Devon UK, as RAC joined forces once again with National Bakery wholesalers BAKO Western in October 2018.

The BAKO Western Championships have now been hosted for the last 13 years at BAKO Western Cullompton, Devon in conjunction with their well attended annual Trade Show.

'Competition again this year was fierce and standards high – giving the judges a real challenge' said head judge Jon Castle.

RAC took a stand which displayed eye-catching branded graphics. RAC representatives handed out technical info, product ideas and seasonal samples. BAKO's NPD department assisted RAC by creating seasonal products which included, mince pies, rich fruit cake and Christmas puddings.

52 classes were held in the competition and 500 entries were received.

RAC were delighted to have supported the 'Rich Fruited Loaf' category which received 35 entries.

Bakers were simply asked to produce the best fruited loaf weighing in at 400g using at least 30% of California Raisins to flour weight to give the product that winning luxury taste and richness.



**PRIZES CONSISTED OF:**

1st prize:	£50.00
2nd prize:	£25.00
3rd prize:	£15.00
4th prize:	£10.00

*California Raisins Congratulate*

- 1st Duncan Baker, C H Baker & Sons,
- 2nd Burns the Bread Ltd, Somerset,
- 3rd Bath Bridge Bakery, Bridgewater
- 4th Friary Mill, Plymouth,





# Foodies and California Raisins



**Foodies Festival, is the UK's biggest celebration of food, drink & wellbeing. The RAC partnered Restoration Cake once again in 4 major events in Manchester, Oxford, London and Edinburgh.**

**Foodies Festival is a series of three-day festivals attracting around 300,000 passionate food mad consumers. Typical visitors across the series also include high profile chefs, restaurateurs, industry food and drink buyers.**

**California Raisins worked alongside Charlotte White of Restoration Cake, a spokesperson in the cake and desserts demonstrations.**



## THE CAMPAIGN MESSAGES INCLUDED:

- Promoting California Raisins as a great source of **NATURAL SWEETNESS** in cakes and desserts.
- To highlight California Raisins in baked products and every day dishes.
- Highlighting the quality of California Raisins.
- To demonstrate the versatility of California Raisins.



*California Raisins joined Charlotte in Manchester, Oxford, London and Edinburgh*

### NOT JUST FOR CAKES AND DESSERTS

A four-page leaflet was produced to demonstrate that California Raisins are great in lots of products not just cakes and desserts.

Dishes included in the leaflet ranged from Warm Potato Salad, Tropical Prawn Cocktail to Rack of Lamb, all with sweet and juicy California Raisins.



**Theatre show included California Raisins in over 65 products.**







---

**THINK RAISINS, THINK CALIFORNIA**  
For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact: Dee Cassey  
email: [info@ukraisins.com](mailto:info@ukraisins.com) telephone: +44 (0)1628 535 755. Or write to: California Raisin Administrative Committee UK, c/o The Garden Marketing & PR, Bourne End Business Park,  
Cores End Road, Bourne End, Buckinghamshire, SL8 5AS UK

 CalRaisinsUK  @CalRaisinsUK

