



Nutrition
MARKETING KIT

Your Seasonal Guide
for Promoting Health
& Well-being



Celebrating California Agriculture

California farmers and ranchers produce more than 400 agricultural commodities, including many specialty crops like fruits, vegetables, nuts, wine grapes, and flowers. California farmers produce more than one-third of our country's vegetables and two-thirds of our fruits and nuts. Promoting CA GROWN products to your shoppers helps them appreciate the incredible contributions California farmers and ranchers make to our food system, ensuring Californians can access locally grown foods and support their local communities throughout the year.

ABOUT THIS KIT

We developed this kit to help retailers promote a variety of products available throughout your stores and available to shoppers during specific seasons or throughout the year, depending on the product.

Much of the kit content is focused on nutrition and health information, but we also provide fun facts as well as culinary, lifestyle, and seasonality tips that can be shared in-store or via digital and social channels. We also offer talking points about each product for team members who do in-store sampling or demo programs.

We look forward to seeing how you use this information to inspire more support for CA GROWN!

A NOTE ABOUT NUTRITION MARKETING

All nutrition, nutrient content, and health claims in this kit adhere to U.S. Food & Drug Administration (FDA) food marketing regulations, including ensuring claims are "truthful and not misleading" and do not use terms like "treat", "prevent", or "cure", which over promise benefits of a single food and are not allowed in food marketing.



06	 California Apples
08	 California Almonds
10	 California Artichokes
12	 California Avocados
14	 California Blueberries
16	 California Cantaloupe
18	 California Citrus Fruit
20	 California Dates
22	 California Extra Virgin Olive Oil
24	 California Figs
26	 California Honey
28	 California Leafy Greens
30	 California Ripe Olives
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34	 California Pomegranates
36	 California Prunes
38	 California Raisins
40	 California Sweetpotatoes
42	 California Table Grapes
44	 California Processed Tomatoes
46	 California Walnuts
50	 California Wild Rice

Social Media Handles for **VARIOUS CA GROWN CROPS**

We encourage you to tag our partners when posting about your retail promotions on your social media accounts. Sample social media posts in this kit contain recommended hashtags for each crop or organization.

CROP			
California Apples	@CaliforniaAppleCommission	@CalApples	--
California Almonds	@CaliforniaAlmonds	@CaliforniaAlmonds	@Almonds
California Artichokes	@CaliforniaArtichokeAdvisoryBoard	@California.Artichoke	--
California Avocados	@CaliforniaAvocados	@CA_Avocados	@CA_Avocados
California Blueberries	@CaliforniaBlueberryCommission	@CalBlueberries	--
California Cantaloupe	@CalCantaloupes	@CalCantaloupes	@CalCantaloupes
California Citrus Fruit	@CaliforniaCitrusMutual	@CACitrusMutual	@CACitrusMutual
California Dates	@CaliforniaDates	@DatesAreGreat	@DatesAreGreat
California Extra Virgin Olive Oil	@CaliforniaOliveOilCouncil	@CaliforniaEVOO	--
California Figs	@CaliforniaFigs	@CAFigs	@CAFigs
California Honey	@CaliforniaStateBeekeepers	@CaliforniaStateBeekeepers	--
California Leafy Greens	--	--	--
California Ripe Olives	@CaliforniaRipeOlives	@CalRipeOlives	@CalRipeOlives
California Grown American Pistachios	@AmericanPistachios	@AmericanPistachios	@PistachioPower
California Pomegranates	--	--	--
California Prunes	@CAPrunes	@CAPrunes	@CAforPrunes
California Raisins	--	--	--
California Sweetpotatoes	@CASweetpotatoes	@CASweetpotatoes	@CASweetpotatoes
California Table Grapes	@GrapesFromCalifornia	@GrapesFromCA	@GrapesFromCA
California Processed Tomatoes	@TomatoWellness	@TomatoWellness	@TomatoWellness
California Walnuts	@CAWalnuts	@CAWalnuts	@CAWalnuts
California Wild Rice	@CalWildRice	@CalWildRice	--

California Apples

Apples are a quintessential fall fruit that make many in California think about cooler temperatures and beloved apple treats like apple donuts, apple fritters, fresh apple juice, and apple pie. Consider promoting California Apples in late summer and fall months to pair with other CA GROWN items like cheese, pistachios, walnuts, and sparkling wine and to use for holiday baking and entertaining.

Nutrition Facts

Serving Size 1 medium apple
(154g / 5.5 oz.)

Amount Per Serving

Calories 80 Calories from Fat 0

% Daily Value**

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g 0%

Cholesterol 0mg 0%

Sodium 0mg 0%

Potassium 170mg 5%

Total Carbohydrate 22g 7%

Dietary Fiber 5g 20%

Sugars 16g

Protein 0g

Vitamin A 2% • Vitamin C 8%

Calcium 0% • Iron 2%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

FUN FACTS

- California is the fifth largest apple producer in the United States.
- California Apple growers care for more than 14,000 acres of apple orchards.
- The California Apple industry produces roughly 2 million 40 lb. boxes of fresh apples each year.
- California Apple growers produce four main varieties of apples for the retail market: Gala, Granny Smith, Fuji, and Cripps Pink.
- Apples are a member of the rose family.
- It takes about 36 medium apples to produce one gallon of apple cider.



DIET & LIFESTYLE FIT

California Apples fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One medium California Apple contains about 80 calories.



Research on Granny Smith Apples shows they promote gut health by providing nondigestible matter to the good bacteria in our gut.



California Apples are a top dietary source of quercetin, a natural plant compound that promotes brain health and may reduce risk of certain types of cancer. An apple a day really may keep the doctor away!



Eat the peel! California Apple peels contain pectin, a type of soluble fiber that may help reduce cholesterol levels, make you feel fuller longer after eating, promote gut health, and promote healthy blood sugar levels.



California Apples are fat, sodium, and cholesterol free.



Here's another reason to eat the peel on California Apples: Two-thirds of the antioxidants in apples are found in the peel.



California Apples are an excellent source of fiber. One medium California Apple contains about 5 grams of fiber or 20% of the Daily Value.



California Apples provide many heart health benefits including aiding in weight loss, reducing inflammation, promoting healthy blood pressure, and reducing LDL "bad" cholesterol levels.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Cripps Pink Apples have a distinctly tart sweet flavor. Add slices of California Cripps Pink Apples to your salad or enjoy as a snack.
- California Fuji Apples have a crisp, crunchy texture and very sweet flavor. They are great for snacking, adding to salads, or roasting with root vegetables like California Sweetpotatoes and California Extra Virgin Olive Oil.
- California Gala Apples are crisp, juicy, and have a very sweet flavor. They are the perfect snacking apple!
- California Granny Smith Apples have a firm texture and very tart flavor. They are a great snacking apple for anyone who loves tart flavor, but they are best known for using in baking. Salted Caramel Apple Pie, anyone?
- California Apple producers never store their apples, so buying California Apples guarantees you are getting a fresh apple every time!

SEASONAL AVAILABILITY

California Apples are harvested July through October.

California Apples are available July through January.

KITCHEN & CULINARY TIPS

- Save time and get more nutrients by not peeling your California Apples.
- After buying California Apples store them in the refrigerator for up to three weeks. Be sure to store them away from foods with strong odors.
- Keep your California Apples from browning after cutting by tossing them with freshly squeezed lemon juice.
- California Apples are a great way to add pleasing sweet flavors and satisfying crunch to leafy green salads.
- Make your next glass of California Sparkling Wine extra festive by placing finely diced California Apples in the glass; the apples provide additional surface area that will keep the wine bubbles appearing longer.
- California Apples love to be paired with the following foods and flavors: celery, cheddar cheese, ginger, lemon, red onion, sweetpotatoes, and vanilla.

SAMPLE SOCIAL MEDIA POSTS

1 #DYK One medium California Apple provides 20% of your daily fiber needs. #fiber #CAGrown #CAapples @CalApples #haveaplant

2 #DYK California Apple peels are loaded with beneficial nutrients. The peel contains 2/3 of the antioxidants! #antioxidants #CAGrown #CAapples @CalApples #haveaplant

3 California Apples provide many heart health benefits including aiding in weight loss, reducing inflammation, promoting healthy blood pressure, and reducing LDL "bad" cholesterol levels. #hearthealth #CAGrown #CAapples @CalApples #haveaplant

4 What's in season? California Apples are available July through January. #whatsinseason #CAGrown #CAapples @CalApples #haveaplant

5 California Apples love to be paired with celery, cheddar cheese, ginger, lemon, red onion, sweetpotatoes, and vanilla. #foodpairing #CAGrown #CAapples @CalApples #haveaplant

FOR MORE INFORMATION, PLEASE VISIT

CalApple.org



California Almonds

California Almonds are a perfect snack that offers nutrition and health benefits as well as long-lasting energy from healthy fats, protein, and fiber. California Almonds are always in season and always on the shelf. They are also a flavorful and versatile ingredient from appetizers, salads, and entrees to sides, baked goods, and desserts. California Almonds can be cross promoted with other CA GROWN products like Real California Cheese, California Prunes, and fresh or dried California Figs to highlight as part of charcuterie boards.

Nutrition Facts	
Serving size 1 ounce (28g), about 23 almonds	
Amount per serving	
Calories	160
	% Daily Value *
Total Fat 14g	18%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0g	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 4g	14%
Total Sugar 0g	
Includes 0g Added Sugars	0%
Protein 6g	
Vitamin D 0 mcg	0%
Calcium 76 mg	6%
Iron 1.1 mg	6%
Potassium 208 mg	4%
Vitamin E 7.5 mg	50%
Magnesium 77 mg	18%
Phosphorus 136 mg	11%

* The % Daily Value (DV) tells you how much of a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

FUN FACTS

- The California Almond industry is made up of 7,600 almond farms, of which 90% are family owned and operated, and 100 almond processing companies.
- Almonds are California's top agriculture export and the largest tree nut crop in terms of total value and acreage.
- Almond farming is a long-term commitment. California Almond trees produce for about 25 years, yielding their first crop three years after planting.
- California is the largest producer of almonds, growing about 80% of the world's supply.
- California Almond production has been increasing, now reaching 3 billion pounds of almonds grown, harvested, and processed, shipped each year. That equates to 48 billion servings of almonds for the world to enjoy!



DIET & LIFESTYLE FIT

California Almonds fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving of California Almonds (23 almonds) contains 160 calories, 6 grams of protein, and 4 grams of fiber.



One serving of California Almonds (23 almonds) provides half your Daily Value for vitamin E.



Research supports the role of California Almonds in promoting heart health, supporting weight management, reducing risk of Type 2 diabetes, and aiding in blood sugar regulation when eaten as part of an overall healthful eating pattern.



California Almonds are an excellent source of vitamin E and a good source of magnesium and phosphorus.



California Almonds provide more fiber (4 grams per serving) compared to other tree nuts like cashews or hazelnuts.



SEASONAL AVAILABILITY

California Almonds are available year-round.

KITCHEN & CULINARY TIPS

- Whole, sliced, diced, slivered, chopped, or as almond oil, almond butter or almond flour, California Almonds are a versatile ingredient that can be used to add fiber, protein, and flavor to a wide variety of recipes.
- California Almond croutons? You bet! Add a handful of California Almonds to your favorite salad to boost protein and fiber and add crunchy appeal.
- Did you know you can make your own gluten-free almond flour by grinding whole almonds in your blender? One cup of almonds turns into one cup of almond flour.
- You can replace part of the all-purpose flour in quick breads or muffins with California Almond flour to boost protein and fiber while reducing carbohydrate content.
- It is best to store California Almonds in airtight containers in your refrigerator or freezer. This protects the “good-for-you” fats and helps maintain the best flavor.
- Hosting a party? Put out a bowl of raw, roasted, or seasoned California Almonds for snacking or include them in a charcuterie board.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Almonds are a perfect snack that offers nutrition and health benefits like protein, fiber, vitamin E, and magnesium.
- What’s a serving of California Almonds? Think 1-2-3: 1 ounce or 23 almonds.
- Worked out this morning? Give yourself a protein snack. A handful of California Almonds make an awesome post-workout recovery snack.
- You can use California Almonds as crunchy, protein-packed croutons on your salads featuring California Grown vegetables.
- Craving more crunch at lunch? Swap your chips for a handful of California Almonds.

SAMPLE SOCIAL MEDIA POSTS

- 1 #DYK One serving of California Almonds (23 nuts) contains 160 calories. #nutrition #calories #CAalmonds #nuts #CAGROWN
- 2 Take your morning oatmeal from “meh” to “mmm” by sprinkling on some California Almonds. #whole #slivered #sliced #CAalmonds #CAGROWN #nuts
- 3 Throwing a party? Pour a dish of California Almonds for your guests to nosh or add them to your charcuterie board. #party #charcuterie #CAalmonds #nuts #CAGROWN
- 4 Two more hours until dinner? That’s nuts. Instead of dipping into your secret stash of chips, grab a handful of California almonds to power you through the PM. #secretstash #snack #PM #CAalmonds #CAGROWN
- 5 California Almonds can help you crush (or crunch, rather) late-night cravings. Chocolate-covered California Almonds, anyone? #latenight #cravings #snack #CAalmonds #CAGROWN #nuts

FOR MORE INFORMATION, PLEASE VISIT

Almonds.com



California Artichokes

Artichokes are the official vegetable of the Golden State. Consider promoting California Artichokes in beautiful, bountiful displays and pair them next to other CA GROWN ingredients like California Extra Virgin Olive Oil and California Lemons with tips for making a fresh aioli dipping sauce to pair with grilled or steamed artichokes.

Nutrition Facts	
Serving size 1 artichoke, cooked (120g)	
Amount per serving	
Calories 65	
	% Daily Value *
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0g	0%
Sodium 210mg	3%
Total Carbohydrate 14g	2%
Dietary Fiber 7g	25%
Total Sugar 1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 9mg	10%
Iron 0.7mg	4%
Potassium 340mg	7%
Folate 110mcg	28%
Magnesium 50mg	12%

* The % Daily Value (DV) tells you how much of a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

FUN FACTS

- Nearly 100% of all commercially grown U.S. artichokes are grown in California, making artichokes one of California's most beloved vegetables.
- On April 10, 2013, artichokes were named California's official vegetable.
- California Artichoke production occurs year-round, but nearly one-third of the crop is harvested between March and May.
- Castroville, CA, a town with a population of 5,000 and located in Monterey County, is the self-proclaimed "Artichoke Center of the World" because three out of four California Artichokes are grown there.
- Artichokes are flower buds of a plant from the thistle family. At full maturity, the plant grows to a width of about 6 feet and a height of 3 feet. If not harvested, the bud will eventually blossom into a beautiful, blue-violet flower, which is not edible.



DIET & LIFESTYLE FIT

California Artichokes fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One medium California Artichoke contains 65 calories.



California Artichokes are an excellent source of fiber and folate, and a good source of calcium and magnesium.



Cooking artichokes, especially when they are steamed, increases the amount of beneficial antioxidants that can be used by the human body.



California Artichokes contain no fat and no cholesterol.



The folate and magnesium in California Artichokes promote heart health.



California Artichokes contain both prebiotics and probiotics that promote gut health, which may boost immunity, improve digestion, and increase nutrient absorption.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- One medium California Artichoke contains just 65 calories. California Artichokes are an excellent source of fiber.
- The folate and magnesium in California Artichokes promote heart health. California Artichokes like cool temperatures! Store in the produce drawer of your refrigerator set between 34-38°F.
- Use kitchen shears to trim the thorny tips of the outer artichoke leaves and use a small paring knife to carefully peel the tough outer layer off the stem prior to steaming or boiling.
- California Artichokes love California lemons. Cut a lemon in half and drop it into the steam basket or kettle to cook with the artichokes. Remove and discard the lemon after cooking your artichokes.
- Baby California Artichokes are ideal for crudité and charcuterie boards, or sauteed with other vegetables for an entree side.

SAMPLE SOCIAL MEDIA POSTS

1 #DYK One medium California Artichokes contains 65 calories. #CAartichokes #CAGROWN #nutrition #vegetable #calories

2 California Artichokes are an excellent source of fiber. #CAartichokes #fiber #CAGROWN

3 Keep your California Artichokes fresh by keeping them cool. Set your produce drawer to 34-38°F. #refrigerator #coolstorage #CAartichoke #CAGROWN

4 California Artichokes love a party! Add marinated or grilled California Artichokes to charcuterie boards or veggie platters. #party #marinate #grill #CAartichoke #charcuterie #CAGROWN

5 California Artichokes love California lemons. Add California Lemons to the cooking water and to mayonnaise to make a quick aioli-style dipping sauce for your steamed or grilled artichokes. #CAartichokes #easyrecipe #aioli

SEASONAL AVAILABILITY

California Artichokes are available year-round, with peaks in spring and fall.

KITCHEN & CULINARY TIPS

- California Artichokes like cool temperatures! Store in the produce drawer of your refrigerator set between 34-38°F.
- Use kitchen shears to trim the thorny tips of the outer artichoke leaves and use a small paring knife to carefully peel the tough outer layer off the stem prior to steaming or boiling.
- California Artichokes love California lemons. Cut a lemon in half and drop it into the steam basket or kettle to cook with the artichokes. Remove and discard the lemon after cooking your artichokes.
- If you love the smoky flavor of grilled artichokes, steam them and cut them in half lengthwise prior to grilling for 5 to 10 minutes on the cut side.
- Large artichokes can be stuffed and baked after steaming. Just cut them in half and add stuffing to the center cup. Drizzle the stuffing with California Extra Virgin Olive Oil to add healthy fats and flavor.
- Artichokes are fun to eat. Use your teeth to pull the pulp off each leaf. More tender leaves near the heart can be eaten whole, and you can also eat the stem.
- California Artichokes can be frozen after cooking. Place in zip-top plastic bags, push out as much air as possible, and place in your refrigerator. Thaw, drop in hot water for a few minutes, or grill and enjoy!

FOR MORE INFORMATION, PLEASE VISIT

Artichokes.org



California Avocados

California Avocados are sold fresh in produce and used in prepared items like guacamole. Consider promotional programs in various parts of the store that play up the versatility of California Avocados. For example, if your stores offer freshly made sandwiches, promote California Avocados as a creamy, nutrient-rich addition to any sandwich.

Nutrition Facts	
Serving size	1/3 medium (50g)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.3mg	2%
Potassium 250mg	6%
Vitamin A 0mcg	0%
Vitamin C 4mg	4%
Vitamin E 1mg	6%
Vitamin K 11mcg	10%
Thiamin 0.04mg	4%
Riboflavin 0.1mg	8%
Niacin 1mg	6%
Vitamin B ₆ 0.1mg	6%
Folate 45mcg DFE (0mcg folic acid)	10%
Pantothenic Acid 0.7mg	15%
Phosphorus 30mg	2%
Magnesium 15mg	4%
Zinc 0.3mg	2%
Copper 0.1mg	10%
Manganese 0.1mg	4%

FUN FACTS

- Hass avocados are one of 8 varieties commercially produced in California.
- The Hass avocado is a fruit that is native to California.
- There are about 3,000 Hass avocado growers in the Golden State who care for avocado trees on approximately 50,000 acres from San Diego to Monterey.
- California's coastal climate provides ideal growing conditions to produce California Avocados with exceptional flavor, texture, and nutrition.
- June is California Avocado Month.



DIET & LIFESTYLE FIT

California Avocados fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

NUTRITION & HEALTH INFORMATION



One serving of California Avocado is equal to 1/3 of a medium avocado (50 g), which contains 80 calories.



One serving of California Avocado contributes nearly 20 vitamins and minerals, making it a nutrient-dense choice.



California Avocados are a heart-healthy superfood.



California Avocados are a good source of dietary fiber.



The good fats in California Avocados act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, E, and K.



Diets rich in potassium help control blood pressure; one serving of California Avocados provides 250 mg of potassium or about 6% of the Daily Value.



California Avocados are naturally sodium-free, cholesterol-free and trans fat-free.



SEASONAL AVAILABILITY

California Avocados are the perfect avocados for food-focused holidays from Cinco de Mayo and Memorial Day to the Fourth of July and Labor Day.

- California Avocados are available spring through summer.
- California Avocado season generally starts in March and goes through September.

KITCHEN & CULINARY TIPS

- California Avocados offer a creamy texture that can be used in place of mayonnaise for sandwich spreads, salad dressings, and dips.
- Adding California Avocados to salads adds beneficial fats that help boost nutrient absorption from other salad ingredients like bell peppers, carrots, tomatoes, and dark leafy greens.
- You can speed up the avocado ripening process by placing avocados in a paper bag with an apple or kiwifruit for a day or two. Apples, kiwifruit, and avocados all produce ethylene, a natural plant hormone that triggers the ripening process.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Avocados perfectly pair fantastic flavor and great nutrition.
- California Avocados are that must-have good-for-you fruit that makes everyday meals special.
- California Avocados provide the good fats that love you back!
- California Avocados—where healthy meets delicious.

SAMPLE SOCIAL MEDIA POSTS

- 1** Did you know creamy, delicious California Avocados are a good source of fiber? #DYK #CaliforniaAvocados #CAGROWN #nutrition #fiber @ca_avocados
- 2** The good fats in California Avocados help increase the absorption of fat-soluble nutrients like vitamins A, D, E, and K. Add California Avocados to your salads to get the most nutrient bang for your buck! #CaliforniaAvocados #CAGROWN #nutrition @ca_avocados
- 3** California Avocados are a heart-healthy superfood that are naturally sodium-free, cholesterol-free, and trans fat-free. #CaliforniaAvocados #CAGROWN #inseason #nutrition @ca_avocados
- 4** Striving to boost your fruit intake? Add one-third of a California Avocado to your daily routine! #CaliforniaAvocados #CAGROWN #inseason #nutrition #HaveAPlant @ca_avocados
- 5** Creamy California Avocados can be used in place of mayonnaise for sandwich spreads, salad dressings, and dips. #kitchenhacks #CaliforniaAvocados #CAGROWN #inseason #HaveAPlant @ca_avocados

FOR MORE INFORMATION, PLEASE VISIT

CaliforniaAvocado.com



California Blueberries

The vast majority of California Blueberries are available fresh; very limited supplies are available in the frozen form. If your bakery department is using fresh California Blueberries in baked items like muffins or scones, consider promoting them there. Promoting fresh California Blueberries in the cereal aisle prompts shoppers to think about an easy way to add a serving of fruit to a breakfast or snack. Don't forget about the deli department; fresh California Blueberries can contribute great colors and flavors to deli salads, offering another promotional opportunity!

Nutrition Facts	
Servings per container	
Serving size 1 cup (140g)	
Amount per serving	
Calories	80
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 3g	11%
Soluble Fiber 0g	
Insoluble Fiber 3g	
Total Sugars 14g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 0mg	0%
Potassium 108mg	2%
Vitamin A 4mcg	0%
Vitamin C 14mg	15%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- California Blueberries are cultivated, highbush blueberries, which differ from their wild, lowbush "cousins" that grow in the northeastern United States and Canada.
- California Blueberry bushes produce berries of all sizes from small (190-250 berries per cup) to extra-large (<90 berries per cup).
- July is National Blueberry Month.
- California Blueberries are grown throughout California by 80 producers in 28 counties on nearly 9,000 acres.

DIET & LIFESTYLE FIT

California Blueberries fit with today's most popular eating patterns, including the Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan. In fact, California Blueberries are one of the only fruits approved for consumption when on the keto diet!

California Blueberries are an essential food for the MIND Diet, an eating pattern associated with promoting brain health and possibly reducing risk of dementia.



NUTRITION & HEALTH INFORMATION



One serving of California Blueberries equals one cup of berries (140 grams).



One cup of California Blueberries contains 80 calories.



California Blueberries are a good source of dietary fiber and vitamin C.



California Blueberries get their gorgeous blue color from natural plant compounds called anthocyanins, which are associated with promoting cardiovascular health.



California Blueberries are certified a heart-healthy food by the American Heart Association.



KITCHEN & CULINARY TIPS

- California Blueberries are a fun, convenient snack.
- You can freeze fresh California Blueberries so you have them on hand well beyond the time they're in season and in store.
- Add fresh or frozen California Blueberries to your favorite muffin or pancake batter to boost color and nutrition.
- Add fresh or frozen California Blueberries to your morning smoothie to create a thicker, more luscious texture as well as gorgeous color.
- Heading out on vacation before you finish your fresh California Blueberries? Freeze the rest to use after vacation.
- Add California Blueberries to your favorite lettuce salad to add gorgeous color, great flavor, and a boost of beneficial nutrients.

SEASONAL AVAILABILITY

Fresh California Blueberries are available April through July

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Blueberries are a fun, convenient snack.
- California Blueberries are a certified heart-healthy food by the American Heart Association.
- California Blueberries are an essential food for the MIND Diet, an eating pattern associated with promoting brain health and possibly reducing risk of dementia.
- You can add fresh or frozen California Blueberries to your morning smoothie to create a thicker, more luscious texture as well as gorgeous color.
- Add California blueberries to your favorite lettuce salad to add gorgeous color, great flavor, and a boost of beneficial nutrients.

SAMPLE SOCIAL MEDIA POSTS

- 1 Add fresh or frozen California Blueberries to your favorite muffin or pancake batter to boost color and nutrition. #easyhack #CABlueberries #CAGROWN #inseason #HaveAPlant @CalBlueberries
- 2 Add fresh or frozen California Blueberries to your morning smoothie to create a thicker, more luscious texture as well as gorgeous color. #smoothie #easyrecipe #CABlueberries #CAGROWN #inseason #HaveAPlant @CalBlueberries
- 3 Heading out on vacation before you finish your fresh California Blueberries? Freeze the rest to use after vacation. #foodwaste #CABlueberries #CAGROWN #inseason @CalBlueberries
- 4 Add fresh California blueberries to your favorite lettuce salad to add gorgeous color and a boost of beneficial nutrients. #CABlueberries #CAGROWN #inseason #HaveAPlant #easyhack #salads @CalBlueberries
- 5 Did you know that 1 cup of California Blueberries contains just 80 calories and is a good source dietary fiber and vitamin C? #DYK #nutritionfacts #CABlueberries #CAGROWN #inseason #HaveAPlant @CalBlueberries
- 6 California Blueberries are one of the only fruits approved for consumption when on the keto diet. #DYK #CABlueberries #keto #HaveAPlant @CalBlueberries

FOR MORE INFORMATION, PLEASE VISIT

CALIFORNIA BLUEBERRIES - CalBlueberry.org | [Blueberry Nutrition Toolkit - USHBC](#)



California Cantaloupe

California Cantaloupe's long season provides ample opportunities for promoting these luscious melons throughout spring and summer and well into the fall months.

Nutrition Facts	
Serving size	1 cup (156g)
Amount Per Serving	
Calories	50
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 13g	5%
Dietary Fiber 1g	4%
Total Sugars 12g	
Includes 0g Added Sugars	0%
Protein 1g	2%
Vitamin D 0mcg	0%
Calcium 14mg	2%
Iron 0mg	0%
Potassium 417mg	8%
Vitamin A 3150mcg	30%
Vitamin C 57mg	60%
Vitamin K 4mcg	4%
Niacin 1.14mg	8%
Vitamin B6 0.112mg	6%
Folate 33mcg	8%
Pantothenic Acid 0.164mg	4%
Phosphorus 23mg	2%
Magnesium 19mg	4%
Zinc 0.28mg	2%
Selenium 0.6mcg	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- California Cantaloupe growers produce about 75% of the nation's cantaloupe.
- How do you know if you're buying a sweet, delicious California Cantaloupe? California cantaloupe farmers are required to test their melons for sugar content before they harvest. They do this by measuring brix, which is a measurement of sugar content. The minimum requirement is 12 brix at harvest, but most California Cantaloupe are harvested at a higher brix or sugar level, meaning you'll always get a sweet melon when you buy CA GROWN Cantaloupe!
- Traditional breeding methods are creating new California Cantaloupe varieties that last longer in stores as well as at home, which helps reduce food waste. The new varieties have harder exteriors and firmer flesh.



DIET & LIFESTYLE FIT

California Cantaloupe fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving of California Cantaloupe (1 cup) contains about 50 calories.



California Cantaloupe is a fat-free, cholesterol-free food that is also very low in sodium.



California Cantaloupe is an excellent source of vitamins A and C. One cup provides 30% of the Daily Value for vitamin A and 60% of the Daily Value for vitamin C.



One serving of California Cantaloupe (1 cup) contains about 400 milligrams of potassium, or 8% of the Daily Value. Potassium helps maintain healthy blood pressure levels.



SEASONAL AVAILABILITY

California Cantaloupe are available April through December.

KITCHEN & CULINARY TIPS

- When you bring California Cantaloupe home after grocery shopping, you can store it whole on your counter for one week or in your refrigerator for up to three weeks.
- To promote food safety, California Cantaloupe should be washed under running tap water before cutting and eating. You can use a soft scrub brush on the melon rind during the washing process.
- To maintain the best flavor, cut cantaloupe right before you're ready to eat it.
- A cantaloupe that has been cut should be wrapped in plastic (if the rind is still on it) or a tightly sealed container (if cut into slices, cubes, or melon balls) and stored in the refrigerator.
- Sweet California Cantaloupe loves to be paired with salty foods like feta cheese and prosciutto.
- Wrapping slices of cantaloupe with thinly sliced prosciutto is an easy appetizer for summer entertaining.
- Add cubes of California Cantaloupe to leafy green salads to add gorgeous color and satisfying sweetness.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- Cut a California Cantaloupe in half, scoop out the seeds, and you have a sweet treat that comes with its own bowl!
- Be sure to store cut California Cantaloupe in your refrigerator.
- Sweet California Cantaloupe loves to be paired with salty foods like prosciutto. Wrapping slices of cantaloupe with thinly sliced prosciutto is an easy appetizer for summer entertaining.

SAMPLE SOCIAL MEDIA POSTS

- 1 #DYK One serving of California Cantaloupe (1 cup) contains about 50 calories. #nutrition #calories #fruit #CAGrown #CACantaloupe @CalCantaloupes #haveaplant
- 2 To promote #foodsafety, California Cantaloupe should be washed under running tap water before cutting and eating. You can use a soft scrub brush on the melon rind during the washing process. #foodsafety #fruit #CAGrown #CACantaloupe @CalCantaloupes #haveaplant
- 3 Add cubes of California Cantaloupe to leafy green salads to add gorgeous color and satisfying sweetness. #easyrecipes #healthyeating #salad #CAGrown #CACantaloupe @CalCantaloupes #haveaplant
- 4 Sweet California Cantaloupe loves to be paired with salty foods like feta cheese and prosciutto. #foodpairing #CAGrown #CACantaloupe @CalCantaloupes #haveaplant
- 5 Cut a California Cantaloupe in half, scoop out the seeds, and you have a sweet treat that comes with its own bowl! #easyhack #easysnack #snack #CAGrown #CACantaloupe @CalCantaloupes #haveaplant

FOR MORE INFORMATION, PLEASE VISIT

CaliforniaCantaloupes.com



California Citrus Fruit

California is the largest citrus-product state in the nation. California Citrus Fruit includes navel oranges, tangerines and mandarins, grapefruit, lemons, and many other specialty varieties of citrus. California Citrus Fruit is always in season, which creates endless opportunities for promoting a wide variety of these familiar, versatile fresh fruits.

CITRUS FRUIT	California Grapefruit	California Lemons	California Navel Oranges	California Mandarins & Tangerines	California Valencia Oranges
Serving Size	½ medium	1 medium	1 medium	1 medium	1 medium
Weight	154 grams	58 grams	154 grams	88 grams	121 grams
Calories	65	20	80	50	60
Total Fat, g	0	0	0	0	0
Sat. Fat, g	0	0	0	0	0
Trans Fat, g	0	0	0	0	0
Cholesterol, mg	0	0	0	0	0
Sodium, mg	0	1	1	2	0
Total Carb., g	17	6	19	12	14
Dietary Fiber, g	2	2	3	2	3
Total Sugars, g	11	2	13	9	10
Protein, g	1	1	1	1	1
Vitamin D, mcg (DV)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Calcium, mg (DV)	34 (3%)	17 (1%)	66 (7%)	33 (3%)	48 (5%)
Iron, mg (DV)	0.12 (<1%)	0.39 (2%)	0.2 (1%)	0.13 (<1%)	0.11 (<1%)
Potassium, mg (DV)	210 (4%)	90 (2%)	256 (5%)	146 (3%)	217 (5%)
Vitamin C, mg	48 (52%)	34 (38%)	91 (100%)	24 (27%)	59 (66%)
Folate, mcg (DV)	20 (5%)	7 (2%)	52 (13%)	14 (4%)	47 (12%)

Data Source: U.S. Department of Agriculture, Agricultural Research Service. FoodData Central. fdc.nal.usda.gov.

FUN FACTS

- Citrus fruits were introduced in California by Spanish missionaries in the 1760s, the first orchard was planted at a mission east of Los Angeles in 1804, and the first commercial orchard was planted in Los Angeles in 1841.
- Today California is the largest citrus-producing state in the nation.
- California Citrus growers produce more than 60 percent of the total U.S. citrus supply, and more than 90% of the citrus fruit sold as fresh fruit.
- California Citrus farmers harvest oranges year-round; other types of California Citrus Fruit have more limited availability.

- California Citrus growers care for about 270,000 acres of citrus orchards located in three distinct growing regions; the coastal region where most of the state's lemons are grown; the desert region where grapefruit and lemons thrive; and the San Joaquin Valley where three-quarters of the state's citrus acreage is located, producing primarily oranges, mandarins, and lemons.



DIET & LIFESTYLE FIT

California Citrus Fruits fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



The calories in a serving of California Citrus Fruits vary based on the type and size of the fruit, but they all provide less than 80 calories per serving.



One-half of a California Grapefruit provides 65 calories and half of your Daily Value for vitamin C.



All California Citrus Fruits are fat, sodium, and cholesterol free.



Eating citrus fruits can promote heart health and support a healthy immune system when consumed as part of an overall healthful eating pattern.



One medium California Navel Orange contains about 80 calories, is a good source of fiber, and provides 100% of your Daily Value for vitamin C.



Easy-to-peel California Mandarins and Tangerines provide about 50 calories per fruit.



All California Citrus Fruits like grapefruit, lemons, navel oranges, mandarin oranges, and Valencia oranges, are all excellent sources of vitamin C.



SEASONAL AVAILABILITY

- California Oranges are available year-round.
- Other California Citrus Fruits are available from October through April.

KITCHEN & CULINARY TIPS

- California Citrus Fruits prefer cool, dark storage, which makes the produce drawer in your refrigerator the perfect place for citrus.
- California Citrus Fruits like navel oranges, tangerines, and mandarins are ideal fresh fruit snacks any time of day.
- At room temperature, California Citrus Fruits can maintain peak quality for about a week. When stored in the fridge, they can stay fresh for about a month. If you don't plan to eat them within the month, consider peeling and freezing your citrus fruit.
- Frozen California Orange sections can be frozen for up to a year and used to add flavor and a thicker consistency for fruit smoothies.
- Chopped fresh citrus fruit like California Oranges and California Grapefruit can be added to cakes and muffins, and citrus zest can perk up the flavor of vinaigrettes, pasta salads, steamed rice, and more!
- Add segmented, chopped California Navel Oranges to leafy green salads to add bright color and a pleasing sweet flavor.
- Thinly slice your favorite California Citrus Fruits and add them to your ice water for a deliciously fresh twist.
- Want to make freshly squeezed orange juice? Pick California Valencia Oranges. Three medium California Valencia Oranges will produce about a cup of juice, while three California Navel Oranges of the same size will yield a third of a cup of juice.
- If you want to get the most juice from your California Lemons, roll them gently but firmly with the palm of your hand on your counter for 10 seconds before juicing. You can also microwave a lemon for 10 seconds to help it release more juice.
- Want to reduce food waste in your home? Zest all your California Citrus Fruit with a microplane before peeling and use the zest to add extra flavor to fruit salad, vinaigrettes, rice, and many other dishes.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- All California Citrus Fruits are excellent sources of vitamin C. Eating California Citrus Fruit every day as part of a healthful eating pattern can promote heart health.
- What's the difference between California Navel Oranges and California Valencia Oranges? Navel oranges have a sweeter taste, seedless flesh, and slightly thicker peel, while Valencia oranges have thinner skin, more seeds, and are juicier.
- Easy-to-peel California Mandarins and Tangerines are the perfect fresh fruit snack for any time of day.
- Add segmented, chopped California Navel Oranges to leafy green salads to add bright color, a pleasing sweet flavor, and important nutrients like vitamin C and fiber.

SAMPLE SOCIAL MEDIA POSTS

1 California is the largest citrus-producing state in the nation. #CAGROWN #california #citrus #thankafarmer

2 #DYK One medium California Navel Orange provides 100% of your daily vitamin C needs. #vitaminC #nutrition #CAoranges #CAGROWN

3 All California Citrus Fruits are rich in vitamin C and are naturally fat-free, sodium-free, and cholesterol-free. #CAcitrus #nutritionfacts #CAGROWN

4 Easy-to-peel California Mandarins and Tangerines are the perfect fresh fruit snack for any time of day. #snackideas #fruit #easysnack #CAGROWN

5 What's in season? California Oranges are available year-round, with peak availability November through June. #whatsinseason #CAoranges #CAGROWN

FOR MORE INFORMATION, PLEASE VISIT

CaliforniaGrown.org



California Dates

Naturally sweet and delightfully delicious, California Dates are a burst of sunshine in every bite! California Dates are available year-round, which means you can incorporate them into promotions in both the produce and baking section of your stores for every season and holiday.

Nutrition Facts	
Serving size ¼ cup (40g)	
Amount per serving	
Calories 115	
	% Daily Value *
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0g	0%
Sodium 0mg	0%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	12%
Total Sugar 25g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 16mg	2%
Iron 0.4mg	2%
Potassium 260mg	6%
Folate 8mcg	2%

* The % Daily Value (DV) tells you how much of a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

FUN FACTS

- The date palm is one of the oldest cultivated fruits in human history, "date-ing" back 8,000 years.
- California Dates are grown in the optimal conditions of the sun-drenched Coachella Valley in Southern California, benefiting from the region's unique climate and soil, which contribute to their exceptional taste and texture.
- California Dates are nature's only naturally dry fresh fruit! Fresh California Dates do not undergo a drying process after harvesting. They are washed, sorted, packaged, and shipped.
- California Dates are harvested September through December. Some dates are sold as fresh fruit, and most are dehydrated and packaged to provide year-round availability.
- California Date producers grow more than 14 varieties of dates, including Medjool, Deglet Noor, and Barhi.



DIET & LIFESTYLE FIT

California Dates fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving of California Dates (1/4 cup, 40 grams, or about 2 Medjool or 5-6 Deglet Noor dates) contains 115 calories.



California Dates are a good source of dietary fiber; one serving (1/4 cup) provides 12% of the Daily Value.



California Date sugar (also known as date flakes or crystals) contains about 10% fewer calories per measure compared to granulated white sugar or brown sugar.



California Dates are naturally fat, sodium, and cholesterol free.



California Dates are a low glycemic index food, which means they have a minimal impact on blood sugar levels.



California Dates are a part of the American Heart Association Heart-Check program, indicating they are a smart choice for heart-health promoting eating patterns.



SEASONAL AVAILABILITY

California Dates are available year-round.

KITCHEN & CULINARY TIPS

- Nicknamed the King of Dates, Medjool dates are a larger, more delicate date variety known for rich caramel flavor and dark color.
- Deglet Noor dates are known as the Queen of Dates. They are lighter in color than Medjool dates and their denser texture makes them a great binder or ingredient in product formulations for items like energy bars.
- California Barhi Dates are a special treat when purchased fresh. They have a soft, creamy texture and honey, caramel and butterscotch flavors.
- Dehydrated California Date flakes or crystals can be used in place of granulated or brown sugar in baking.
- To maintain freshness, California Dates should be stored in an airtight container or resealable bag.
- California Dates tend to become drier when stored. To refresh a few dates after a long storage, place them in a microwavable bowl with no more than a tablespoon of water and microwave on high for 20 seconds.
- To soften California Dates before adding them to fresh, cooked or baked recipes, simply fill a bowl with boiling water, and soak the dates for 10 minutes. Strain the dates and pat dry before adding them to the recipe.
- To freeze California Dates purchased as fresh dates, first clean and pit the dates. Store them in airtight containers or freezer bags, squeezing out excess air to prevent freezer burn. Freeze at temperatures below 32°F.
- California Dates love to be paired with other CA GROWN ingredients like California Almonds and California Walnuts.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

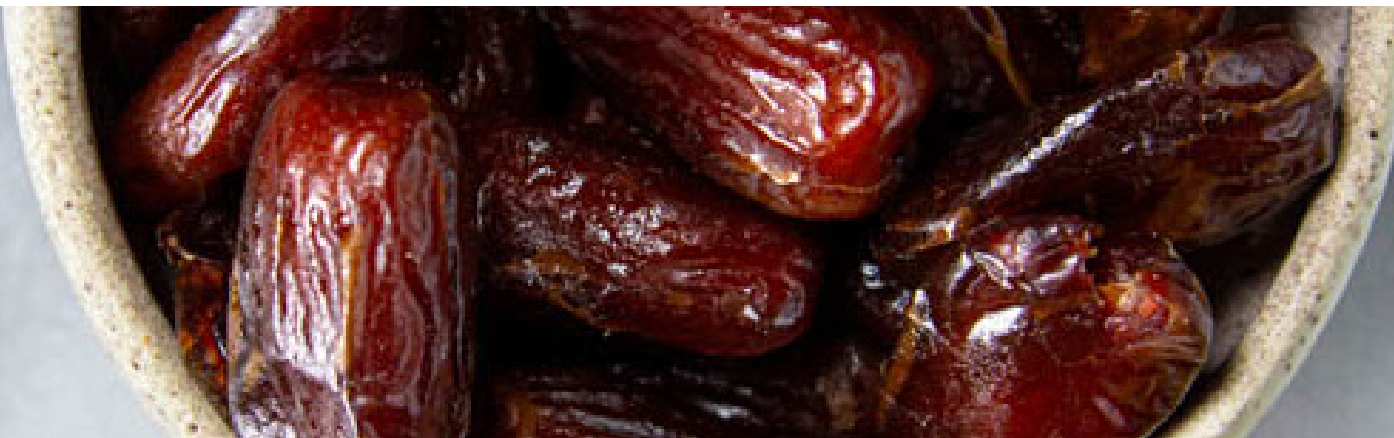
- Fresh California Dates can be found in the produce section of grocery stores. Dried California Dates, which have a longer shelf life than fresh dates, can be found in the baking section.
- California Dates are a good source of fiber and a low glycemic index food, which means they raise your blood sugar level more slowly.
- California Dates are available as fresh or dried whole fruit, date paste, or date sugar (also known as date flakes or crystals).
- California Medjool Dates are a larger, more delicate date variety known for rich caramel flavor and dark color while California Deglet Noor Dates are lighter in color and have a denser texture.
- California Dates can be stuffed with many different foods to create the perfect appetizer, charcuterie board, or unique dessert.
- Stuff California Dates with California Almond butter and dip in dark chocolate to create a nutrient-rich sweet treat.
- Add chopped California Dates to leafy green salad for a touch of sweetness.
- Create a delicious dessert by stuffing California Dates with Real California Cheese like mascarpone or ricotta cheese, drizzle with California Honey, and sprinkle cinnamon on top or drizzle with melted dark chocolate and sprinkle grated California Orange zest on top.

SAMPLE SOCIAL MEDIA POSTS

- 1 Did you know California Dates are nature's only naturally dry fresh fruit? Fresh California Dates do not undergo a drying process after harvesting. They are washed, sorted, packaged, and shipped. #DYK #CAGROWN #CaliforniaDates #fruit
- 2 California Dates can be used in place of granulated sugar in a variety of recipes to add natural sweetness and fiber. #nutrition #fiber #recipes #CaliforniaDates #CAGROWN
- 3 Enhance the flavor of smoothies, energy bars, sides, main courses, or desserts with delicious California Dates! #flavor #smoothie #energybar #side #maincourse #dessert #CaliforniaDates #CAGROWN
- 4 #DYK California Dates have 10% fewer calories per measure than refined, processed sugar. #calories #nutrition #CaliforniaDates #CAGROWN
- 5 California Dates pair well with a variety of Real California Cheeses such as brie, goat cheese, Manchego and blue cheeses. #charcuterie #appetizers #cheese #CaliforniaDates #CAGROWN

FOR MORE INFORMATION, PLEASE VISIT

CaliforniaDates.com



California Extra Virgin Olive Oil

California Extra Virgin Olive Oil is a CA GROWN product you can promote year-round, helping shoppers appreciate the great flavor, nutrition, and potential health benefits of a specialty crop produced by family farmers throughout the state.

Nutrition Facts

Serving Size 1 Tbsp (15mL)

Amount Per Serving	
Calories 120	Fat Cal. 120
% Daily Value*	
Total Fat 14g	21%
Saturated Fat 2g	9%
Trans Fat 0g	
Polyunsaturated Fat 1.5g	
Monounsaturated Fat 10g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein 0g	

Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium, and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

FUN FACTS

- Olives are fruit, which means olive oil is fruit juice.
- There are more than 400 olive tree farmers in California who manage more than 37,000 acres dedicated to the production of extra virgin olive oil.
- More than 75 olive varieties are grown in California for olive oil production, resulting in blends with flavors and other sensory properties that are unique to California.
- "Extra Virgin" is the highest grade of quality an olive oil may be awarded.
- Buying extra virgin olive oil certified as "extra virgin" by the California Olive Oil Council (COOC) means you are truly getting the highest quality oil; all oils with the COOC seal must undergo chemical analysis as well as an evaluation by a trained sensory panel.



DIET & LIFESTYLE FIT

California Extra Virgin Olive Oil fits with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving (1 tablespoon) of California Extra Virgin Olive Oil contains 120 calories.



The vast majority (82%) of fat in extra virgin olive oil is unsaturated.



Extra virgin olive oil is a common ingredient in the Mediterranean Diet, a plant-forward eating pattern associated with reduced risk of cardiovascular disease.



The healthy fats in extra virgin olive oil boost the nutrient absorption of other beneficial compounds of plant-based foods. For example, research shows that cooking tomatoes in extra virgin olive oil increases the bioavailability of lycopene, a natural plant compound associated with breast and prostate health.



Extra virgin olive oil contains natural plant compounds called phenols that contribute flavors and provide antioxidant and anti-inflammatory benefits.



Phenols with antioxidant properties protect the integrity of the beneficial fatty acids in extra virgin olive oil. This is especially important when you use extra virgin olive oil to cook; the phenols protect the oil from losing some of its potential cardio-protective benefits when heated.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- Mild California Extra Virgin Olive Oils work well in baked goods or with fish and shellfish. Medium California Extra Virgin Olive Oils are delicious when drizzled on grilled poultry, used for sautéing vegetables, or incorporated into pasta sauces, especially ones with cheese. Robust California Extra Virgin Olive Oils pair well with grilled red meat as well as in salad vinaigrettes, risottos, and bruschetta.
- Yes, you can cook with California Extra Virgin Olive Oil. Extra virgin olive oil has a smoke point of about 400° Fahrenheit, which means it can be used for sautéing, frying, and baking.
- Sautéing vegetables in California Extra Virgin Olive Oil is a great way to develop great flavors and boost the nutrients you get from the veggies.
- You can bake with California Extra Virgin Olive Oil. A medium to robust oil will work well in chocolate cakes and brownies while a mild oil pairs well with lemon desserts.
- Adding extra virgin olive oil to cocktails is a great way to boost flavor and nutrition. Try adding a tablespoon or so to your next Gin & Tonic, Dirty Martini, or Bloody Mary.

SAMPLE SOCIAL MEDIA POSTS

- 1 Always check the harvest date before buying California Extra Virgin Olive Oil. The fresher the oil, the higher its nutrient profile. #EVOO #CAGROWN #nutrition #fresh #foodquality @CaliforniaEVOO
- 2 California Extra Virgin Olive Oil should be purchased within 12 to 18 months of its harvest date. Look for the harvest date embedded in the California Olive Oil Council (COOC) Seal or noted somewhere on the bottle label. #EVOO #CAGROWN #nutrition #fresh #foodquality @CaliforniaEVOO
- 3 Extra virgin olive oil contains natural plant compounds called phenols that contribute flavors and provide antioxidant and anti-inflammatory benefits. #EVOO #CAGROWN #nutrition #phenols @CaliforniaEVOO
- 4 The healthy fats in extra virgin olive oil boost the nutrient absorption of other beneficial compounds of plant-based foods. Cooking fresh tomatoes and processed tomato products with extra virgin olive oil increases the bioavailability of lycopene, a natural plant compound associated with breast and prostate health. #EVOO #CAGROWN #nutrition #healthyfats @CaliforniaEVOO
- 5 Yes, you can cook with California Extra Virgin Olive Oil! Extra virgin olive oil has a smoke point of about 400° Fahrenheit, which means it can be used for sautéing, frying, and baking. #EVOO #CAGROWN #healthycooking #healthyfats @CaliforniaEVOO
- 6 Adding California Extra Virgin Olive Oil to cocktails is a great way to boost flavor and nutrition. Try adding a tablespoon or so to your next Gin & Tonic, Dirty Martini, or Bloody Mary. #CAGROWN #EVOO #cocktails #happyhour @CaliforniaEVOO

SEASONAL AVAILABILITY

- Olives are typically harvested in the fall and olive mills across the state press olives to make California Extra Virgin Olive Oil right after harvest. Freshly harvested oils are bottled and shipped to retailers beginning in the late fall and early winter.
- California Extra Virgin Olive Oil is available year-round, providing ample opportunity for seasonal promotions tied to holiday cooking and baking or health-related events like National Heart Month in February and National Mediterranean Diet Month in May.

KITCHEN & CULINARY TIPS

- There are three main flavor descriptors for California Extra Virgin Olive Oil—mild, medium, and robust—which refer to flavor intensity and the amount of beneficial phenols. The more robust the flavor the more robust the potential health benefits!
- Mild California Extra Virgin Olive Oils work well in baked goods or with fish and shellfish. Medium California Extra Virgin Olive Oils are delicious when drizzled on grilled poultry, used for sautéing vegetables, or incorporated into pasta sauces, especially ones with cheese. Robust California Extra Virgin Olive Oils pair well with grilled red meat as well as in salad vinaigrettes, risottos, and bruschetta.
- Always check the harvest date before buying California Extra Virgin Olive Oil. The fresher the oil, the higher its nutrient profile.
- California Extra Virgin Olive Oil should be purchased within 12 to 18 months of its harvest date. Look for the harvest date embedded in the California Olive Oil Council (COOC) Seal or noted somewhere on the bottle label.
- Look for California Extra Virgin Olive Oil in dark brown or green bottles; the colored glass helps preserve freshness and quality.
- Store California Extra Virgin Olive Oil in a cool, dark place (like a pantry) with a tightly closed bottle lid to preserve quality at home.
- Once opened, try to use your California Extra Virgin Olive Oil within 3 months.
- Extra virgin olive oil has a smoke point of about 400° Fahrenheit, which means it can be used for sautéing, frying, and baking.

FOR MORE INFORMATION, PLEASE VISIT

California Olive Oil Council - Extra Virgin Olive Oil - cooc.com



California Figs

California Fresh Figs are typically available May through November while California Dried Figs are available year-round. This means you can incorporate California Figs into promotions throughout the year. Consider featuring California Fresh or Dried Figs in the deli section of your store as well as cross promotions with California dairy products like Real California Cheese or California grown American Pistachios.

NUTRITION FACTS FOR FRESH FIGS

Nutrition Facts	
Serving size	3 figs (150g)
Amount Per Serving	110
Calories	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 29g	11%
Dietary Fiber 4g	14%
Total Sugars 24g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 53mg	4%
Iron 1mg	6%
Potassium 348mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

NUTRITION FACTS FOR DRIED FIGS

Nutrition Facts	
Serving size	3 figs (42g)
Amount Per Serving	120
Calories	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 28g	10%
Dietary Fiber 5g	18%
Total Sugars 21g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 1mg	6%
Potassium 260mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- Did you know that 100% of the dried figs and 98% of the fresh figs commercially grown in the U.S. come from California?
- Spanish and Portuguese missionaries introduced figs to California; this is the origin of the name "Mission" for dark purple figs.
- Most California Figs are grown in the San Joaquin Valley from Merced to Fresno where full sunlight, warm temperatures, and perfect soil conditions prompt fig trees to produce sweet, plump fruit.

DIET & LIFESTYLE FIT

California Figs fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.



NUTRITION & HEALTH INFORMATION



One serving of California Fresh Figs (3 figs) contains 110 calories.



One serving of California Dried Figs (3 figs) contains 120 calories.



Both California Fresh and Dried Figs are good sources of fiber.



One serving of either California Fresh or Dried Figs provides at least 260 milligrams of potassium, a mineral that promotes healthy blood pressure levels.



Like most other fruits and vegetables, California Figs are a naturally fat-free, cholesterol-free, and sodium-free food.



California Figs support gut health; they have prebiotic properties that promote the growth of beneficial bacteria.



SEASONAL AVAILABILITY

- California Fresh Figs are available May through November.
- California Dried Figs are available year-round.

KITCHEN & CULINARY TIPS

- You don't need to peel California Figs. Gently pull off the stem and enjoy the amazing flavors, aromas, and textures of California Fresh Figs.
- California Figs are naturally sweet; adding California Figs to favorite foods like cereal or Greek yogurt is a smart way to add natural sweetness without adding sugar.
- Both California Fresh and Dried Figs can be used in baking to add sweetness without using added sugar.
- Store California Fresh Figs in your refrigerator and eat them within seven days of buying them to ensure the best flavor and texture.
- You can freeze California Fresh Figs for up to six months in sealed containers or plastic zip-close bags.
- Keeping California Dried Figs on hand is a great way to make sure you always have fruit available for yourself and your family. You can store California Dried Figs at room temperature in a cabinet or pantry for up to six months.
- California Fresh Figs are great as a snacking fruit, but you can also add them to leafy green salads, grilled cheese sandwiches, creamy pasta dishes, or pizzas and flatbreads.
- California Dried Mission Figs have a sweet, smoky flavor that pairs well with other savory ingredients, like salty cheeses, prosciutto, and cocoa.
- California Dried Golden Figs have a nutty, buttery flavor that pairs well aromatic ingredients like lavender, pine nuts and fennel, as well as roast chicken and pork.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Figs are a good source of dietary fiber.
- California Figs are a source of potassium, a mineral that promotes healthy blood pressure levels.
- California Figs are a great way to add sweetness to favorite foods without adding sugar.
- Store your California Fresh Figs in the refrigerator and eat them within seven days of buying them to ensure the best flavor and texture. If you can't eat them within seven days, you can freeze them.
- Keeping California Dried Figs on hand is a great way to make sure you always have fruit available for yourself and your family.

SAMPLE SOCIAL MEDIA POSTS

1 California Fresh Figs are in season May through November. #CaliforniaFigs #CAGROWN #HaveAPlant #whatsinseason

2 California Figs are naturally sweet; adding California Figs to favorite foods like cereal or Greek yogurt is a smart way to add natural sweetness without adding sugar. #CaliforniaFigs #naturallysweet #CAGROWN #HaveAPlant

3 Store California Fresh Figs in your refrigerator and eat them within seven days of buying them to ensure the best flavor and texture. #CaliforniaFigs #CAGROWN #HaveAPlant

4 Keeping California Dried Figs on hand is a great way to make sure you always have fruit available for yourself and your family. #CaliforniaFigs #CAGROWN #HaveAPlant #healthysnacks

5 Both California Fresh and Dried Figs can be used in baking to add sweetness without using added sugar. #CaliforniaFigs #naturallysweet #CAGROWN #HaveAPlant #baking

6 California Fresh Figs are great as a snacking fruit, but you can also add them to leafy green salads, grilled cheese sandwiches, creamy pasta dishes, or pizzas and flatbreads. #CaliforniaFigs #CAGROWN #HaveAPlant #whatsfordinner

7 California Figs are a great addition to charcuterie or snack boards. Fresh or dried, you'll add fun and flavor to the trend! #CaliforniaFigs #CAGROWN #HaveAPlant #charcuterie #snackboard

FOR MORE INFORMATION, PLEASE VISIT

CaliforniaFigs.com



California Honey

California Honey is a natural sweetener that consumers are increasingly seeking at retail. California Honey can be promoted in many areas of the store and cross-promoted with other products, including dairy products made with Real California Milk and CA GROWN foods like fresh vegetables, fresh fruit, dried fruit, and nuts. September is National Honey Month, a great time to call attention to this amazing natural sweetener!

Nutrition Facts	
Serving size	1 Tbsp. (21g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 17g	
	34%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- Honey is produced by bees that visit millions of blossoms during their lifetimes, pollinating plants and collecting nectar to bring back to the hive.
- Honey may be produced from nectar of many different plants or it may come from one predominant nectar source. These honeys are called varietal or monofloral honeys.
- Honeycomb is an edible, natural wax-based structure in bee hives made by bees and where bees store honey.
- California is the third largest honey-producing state in the country after North Dakota and Montana.
- On average, one bee hive will produce more than 50 pounds of surplus honey each year. Surplus honey is the honey the bees don't need to survive.
- Honeybees are an essential part of our food system; they pollinate plants that produce more than a quarter of the foods we eat.
- Honeybees are essential for pollinating many CA GROWN crops including almonds, blueberries, cucumbers, kiwifruit, pumpkins, and watermelon.

DIET & LIFESTYLE FIT

California Honey fits with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, plant-based, and vegetarian.



NUTRITION & HEALTH INFORMATION



One serving of California Honey (1 tablespoon) contains 60 calories.



Honey is up to 50% sweeter compared to other sweeteners like table sugar, which means you can use less and achieve the same desired level of sweetness in your favorite foods and beverages.



Honey is a natural source of many diverse compounds that provide antibacterial and antioxidant benefits.



Did you know the American Academy of Pediatrics and the World Health Organization both recommend honey as a natural cough suppressant?



Honey is a prebiotic that helps promote digestive health by feeding beneficial bacteria in the gut.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- Honey is 50% sweeter than sugar.
- California Honey has antibacterial and antioxidant properties.
- California Honey is a natural cough suppressant.
- The color, aroma, and flavor of California Honeys depend on the nectar the bees used to make the honey.
- California Honey is a wonderful sweetener to add to coffee, tea, cereal, and yogurt, and to use in cooking and baking.
- California Honey loves to be paired with California cheeses, nuts, and dried fruit.

SAMPLE SOCIAL MEDIA POSTS

- 1 Honeybees are essential for pollinating many CA GROWN crops including almonds, blueberries, cucumbers, kiwifruit, pumpkins, and watermelon. #CaliforniaHoney #Honey #CAGROWN #honeybees
- 2 The color, aroma, and flavor of California Honeys depend on the nectar the bees used to make the honey. #CaliforniaHoney #Honey #CAGROWN
- 3 Did you know that due to its natural antibacterial properties honey never spoils; it lasts forever at room temperature! #CaliforniaHoney #Honey #CAGROWN #natural
- 4 California Honey is a wonderful sweetener to add to coffee, tea, cereal, and yogurt, and to use in cooking and baking. #CaliforniaHoney #Honey #CAGROWN #naturalsweetener
- 5 California Honey loves to be paired with California cheeses, nuts, and dried fruit. #CaliforniaHoney #Honey #CAGROWN #foodpairing

SEASONAL AVAILABILITY

California Honey is available year-round.

KITCHEN & CULINARY TIPS

- Due to its natural antibacterial properties honey never spoils; it lasts forever at room temperature.
- If your honey develops crystals and hardens a bit, you can place a sealed jar or container in a bowl of warm water for a few minutes to soften and liquify the honey.
- The color, aroma, flavor, and aftertaste of honey differs, depending on the nectar of flowers visited by the bees that made it.
- What's in a name? California Orange Blossom Honey has a floral, orange blossom aroma, but surprisingly its flavor is similar to brown sugar and toffee.
- Honeycomb can be eaten on its own or used in baking muffins, cakes, and cookies.
- Honeycomb is a fun addition to share boards that include nuts, dried fruit, and cheese.

TIPS FOR USING HONEY IN PLACE OF SUGAR

- If a recipe calls for less than 1 cup of sugar, you can replace it with an equal amount of honey.
- If a recipe calls from 1 cup of sugar or more, use $\frac{3}{4}$ cup of honey for every 1 cup of sugar.
- If a quick bread, muffin, or cake recipe calls for $\frac{1}{4}$ cup of sugar or more and you want to use honey instead, add a pinch of baking soda. Honey is denser than sugar; adding the baking soda lightens the texture of baked goods.
- If you're using more than 1 cup of honey in a recipe, decrease added liquids by $\frac{1}{4}$ cup for every cup of honey.
- Honey speeds up the browning process in baked goods; it's wise to reduce your oven temperature by 25°F when baking with honey.

FOR MORE INFORMATION PLEASE VISIT

Honey.com | Honey.ucdavis.edu



California Leafy Greens

California Leafy Greens are a versatile category of ingredients with year-round availability that can be promoted with other CA GROWN ingredients like California Almonds, California Citrus Fruit, California Apples, and Real California Cheese.

	Arugula	Cabbage, Green	Chard	Endive	Iceberg	Kale	Red Leaf	Romaine	Spinach
Weight of 1 cup shredded or 1 cup small leaves	20g	90g	36g	50g	72g	21g	28g	47g	30g
Water content	18g	83g	33g	47g	69g	19g	27g	45g	27g
Percent water by weight	92%	92%	93%	94%	96%	90%	96%	96%	91%
Calories	5	20	10	10	10	10	5	10	10
Total Fat	0g	0	0	0	0	0	0	0	0
Saturated Fat	0g	0	0	0	0	0	0	0	0
Trans Fat	0g	0	0	0	0	0	0	0	0
Cholesterol	0mg	0	0	0	0	0	0	0	0
Sodium	5mg	16	77	11	7	11	7	4	24
Total Carbohydrate	<1g	5	1	2	2	1	1	2	1
Dietary Fiber	<1g	2	1	2	1	1	<1	1	1
Total Sugars	0g	3	0	0	1	0	0	1	0
Protein	0.5g	1	1	1	1	1	<1	1	1
Vitamin D	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Calcium	32 (2%)	36 (3%)	18 (1%)	26 (2%)	13 (1%)	53 (4%)	9 (<1%)	16 (1%)	30 (2%)
Iron	0.29 (2%)	0.42 (2%)	0.65 (4%)	0.41 (2%)	0.3 (2%)	0.34 (2%)	0.34 (2%)	0.46 (3%)	0.81 (5%)
Potassium	74 (2%)	153 (3%)	136 (3%)	157 (3%)	102 (2%)	73 (2%)	52 (1%)	116 (2%)	167 (4%)
Folate	19 (5%)	39 (10%)	5 (1%)	36 (9%)	21 (5%)	13 (3%)	10 (3%)	64 (16%)	58 (15%)
Vitamin A	24 (3%)	5 (<1%)	110 (12%)	27 (3%)	18 (2%)	51 (6%)	105 (12%)	205 (23%)	141 (16%)
Vitamin C	3 (3%)	33 (37%)	11 (12%)	3 (3%)	2 (2%)	20 (22%)	1 (1%)	2 (2%)	8 (9%)
Vitamin K	22 (18%)	69 (58%)	299 (250%)	116 (96%)	17 (14%)	82 (68%)	39 (33%)	48 (40%)	145 (121%)

FUN FACTS

- California is the largest lettuce-producing state in the country, growing more than 70% of what is eaten by consumers.
- Lettuce is one of the top five crops produced in California based on crop value.
- Based on acreage, lettuce and spinach are the top California Grown organic vegetable crops.
- California farmers grow more than 15 types of leafy greens, including arugula, cabbage, chard, endive, escarole, kale, various types of leaf lettuce (e.g., butter, green leaf, red leaf), iceberg lettuce, romaine lettuce, and spinach.

DIET & LIFESTYLE FIT

California Leafy Greens fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.



NUTRITION & HEALTH INFORMATION



California Leafy Greens contain between 5-20 calories per 1 cup serving.



California Grown cabbage, romaine lettuce, and spinach are good sources of folate, a nutrient that promotes heart health.



Research suggests eating just one serving a day of California Leafy Greens may promote healthy aging and reduce the risk of dementia.



Consuming California Leafy Greens with cooked eggs can enhance carotenoid absorption. Carotenoids are natural plant compounds that give red, yellow, and orange color to many fruits and vegetables and may also provide health benefits.



Many California Leafy Greens, including cabbage, chard, kale, and spinach are excellent sources of vitamin K, a nutrient associated with bone health.



Years of nutrition research shows that California Leafy Greens can play an important role in improving health. Eating salads, in particular, can have tremendous health benefits for a number of reasons... primarily because salads get people to eat more vegetables!



People who eat California Leafy Greens have higher intakes of fiber, total fat, unsaturated fatty acids, and vitamins.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California farmers grow more than 15 types of leafy greens, including arugula, cabbage, chard, endive, escarole, kale, various types of leaf lettuce heads lettuces like iceberg and romaine, and spinach.
- If your salads have become a bit boring, try using a greater variety of California Leafy Greens as the base for your salads.
- Contrary to popular belief, California Grown Spinach is not rich in iron, but it is a good source of essential nutrients folate, vitamin A, and vitamin K.
- California Grown Arugula can add a peppery flavor to salads and sandwiches.
- California Grown Kale can be used with California Grown Cabbage to make coleslaw for topping fish or shrimp tacos.

SEASONAL AVAILABILITY

California Leafy Greens are available year-round.

KITCHEN & CULINARY TIPS

- Whole heads of California Leafy Greens can last as long as 2 weeks if properly stored in the produce drawer of your refrigerator.
- After washing California Leafy Greens in cold water, use a salad spinner to dry them quickly or pat leaves dry with paper towels.
- California Leafy Greens love to be combined; try adding a variety of leafy greens to your salads to add more nutrients, colors, and textures.
- Delicate California Leafy Greens like arugula and butter lettuce are best used in salads and on sandwiches, while heartier California Leafy Greens like cabbage, chard, kale, and spinach can be eaten raw or cooked.
- California Grown Cabbage can be paired with other California Grown vegetables like carrots and onions to make coleslaw for topping fish or shrimp tacos.
- While California Romaine Lettuce is most often consumed raw in salad, it's also delicious grilled! Simply cut a romaine head in half, brush with California Extra Olive Oil and place cut-side down on grill. Cook for approximately 5 minutes until lettuce is wilted and slightly charred. Serve with your favorite dressing.

SAMPLE SOCIAL MEDIA POSTS

- 1 California is the largest lettuce producing state in the country, growing more than 70% of what is eaten by consumers. #DYK #CAGROWN #leafygreens
- 2 Based on acreage, lettuce and spinach are the top California Grown organic vegetable crops. #DYK #CAGROWN #leafygreens #organic
- 3 Many California Leafy Greens are rich in vitamin K, a nutrient that supports bone health. #DYK #nutrition #bonehealth #CAGROWN
- 4 California Leafy Greens are naturally sodium-free, cholesterol-free, and fat-free. #superfoods #nutrition #CAGROWN #leafygreens
- 5 To promote food safety, California Leafy Greens should be washed under running tap water before cutting and eating. #foodsafety #CALeafyGreens #CAGROWN

FOR MORE INFORMATION, PLEASE VISIT

LettuceInfo.org | Lgma.ca.gov



California Ripe Olives

Olives, the fruit of olive trees, can be promoted year-round in many areas of your stores, including the deli, the bakery, and the canned foods section as well as in produce. Look for ways to cross-promote California Ripe Olives with other CA GROWN products like Real California Cheese, California Grown American Pistachios, and California Walnuts to showcase as part of charcuterie or share boards.

Nutrition Facts

2 servings per container	
Serving size	4 olives (15g)
Amount Per Serving	
Calories	15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Sodium 200mg	9%
Total Carbohydrate less than 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	

Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- Historians believe Spanish missionaries planted the first olive trees in California in 1769 at the San Diego Mission.
- California produces more than 95% of the olives grown in the US.
- California olives are grown on nearly 15,000 acres of land managed by family farmers throughout the state.
- California Ripe Olives come from one of two varieties: Manzanillo and Sevillano. These two varieties produce different sizes of olives, giving consumers a choice ranging from small to colossal.
- California Ripe Olives are processed in two state-of-the-art canning facilities.
- California Ripe Olives are picked green. The processing steps include soaking in lye to remove bitter flavors, adding oxygen to create the dark color, pitting, cooking, and canning.

DIET & LIFESTYLE FIT

California Ripe Olives fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, vegan, and Whole 30.



NUTRITION & HEALTH INFORMATION



California Ripe Olives contain about 1 calorie per gram.



The calories in a serving of California Ripe Olives depends on their size.



Four large California Ripe Olives weigh 15 grams and contain 15 calories.



California Ripe Olives contains natural plant compounds called phenols.



Nearly all the calories in California Ripe Olives comes from fat, but they contain very little fat by weight. Like other fruits, olives are mostly water; just 10% of the weight of an olive comes from fat, and most of the fat is the "good for you" monounsaturated type.



California Ripe Olives as part of your fruit intake gives you a convenient, year-round option to add more variety to your daily fruit intake.



California Ripe Olives to boost your fruit intake! A high intake of fruits and vegetables has been shown to be associated with reduced risk of a number of chronic diseases, including cardiovascular disease.



SEASONAL AVAILABILITY

California Ripe Olives is a canned product available year-round.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

KITCHEN & CULINARY TIPS

- Keeping cans of California Ripe Olives in your pantry creates opportunities for snacking, adding to salads, savory quick breads, and yeast breads, or using in savory recipes anytime of the year.
- You can use the canning liquid from California Ripe Olives to add flavor to soups, stews, and braising liquids.
- We all know California Ripe Olives are great on pizza, but they are also a wonderful ingredient to add to pasta dishes, braised beef or lamb dishes, sautéed chicken recipes, and cocktails.
- California Black Olives love to be paired with canned artichoke hearts on pizza, in pasta dishes, and in chicken and fish dishes.

- Keeping cans of California Ripe Olives in your pantry creates opportunities for snacking, adding to salads, savory quick breads, and yeast breads, or using in savory recipes anytime of the year.
- Eat California Ripe Olives to boost your fruit intake! A high intake of fruits and vegetables has been shown to be associated with reduced risk of a number of chronic diseases, including cardiovascular disease.
- Nearly all the calories in California Ripe Olives comes from fat, but they contain very little fat by weight. Like other fruits, olives are mostly water.

SAMPLE SOCIAL MEDIA POSTS

- 1 Did you know? California Ripe Olives are picked green. The processing steps include soaking in lye to remove bitter flavors, adding oxygen to create the dark color, pitting, cooking, and canning. #CalRipeOlives #CAGROWN #DYK #foodprocessing @CalRipeOlives
- 2 California Ripe Olives are the perfect fruit choice for today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, vegan, and Whole 30. #CalRipeOlives #CAGROWN #mediterranean #diet #glutenfree #keto #paleo #plantbased #vegan #haveaplant @CalRipeOlives
- 3 Got California Ripe Olives? Awesome! Grab some Bloody Mary Mix and vodka and make some perfectly garnished cocktails for brunch! #CalRipeOlives #CAGROWN #cocktails #BloodyMary #brunch @CalRipeOlives
- 4 Nearly all the calories in California Ripe Olives comes from fat, but they contain very little fat by weight. Like other fruits, olives are mostly water. #CalRipeOlives #CAGROWN #fat #healthyfats #nutritionfacts #fruit @CalRipeOlives
- 5 Olives love to be paired with canned artichoke hearts on pizza, in pasta dishes, and in chicken and fish dishes. #CalRipeOlives #CAGROWN #foodpairing #cooking #haveaplant #pizza #pasta @CalRipeOlives

FOR MORE INFORMATION PLEASE VISIT

CalOlive.org | OliveCenter.UCDavis.edu



American Pistachios

American pistachios, the vast majority of which are grown in California, are available year-round. American pistachios can fit into a variety of promotional themes, including health observances (Heart Month), holidays and entertaining.

Nutrition Facts

Serving size 1oz/49 kernels (28g)

Amount per serving		160
Calories		
		% Daily Value*
Total Fat	13g	17%
Saturated Fat	1.5g	8%
TransFat	0g	
Polyunsaturated Fat	4g	
Monounsaturated Fat	7g	
Cholesterol	0mg	0%
Sodium	120mg	5%
Total Carbohydrate	8g	3%
Dietary Fiber	3g	11%
Total Sugars	2g	
Includes 0g Added Sugars		0%
Protein	6g	10%

Vitamin D	0mcg	0%	Calcium	30mg	2%
Iron	1mg	6%	Potassium	290mg	6%
Thiamin	0.2mg	15%	Riboflavin	0.1mg	6%
Vitamin B6	0.3mg	20%	Phosphorus	133mg	10%
Magnesium	31mg	8%	Copper	0.4mg	40%
Manganese	0.4mg	15%			

*The % Daily Values (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

FUN FACTS

- More than 98% of all pistachios produced in the U.S. are grown in California.
- Experts believe pistachios trees were first planted in California in the early 1880s.

DIET & LIFESTYLE FIT

Pistachios fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.



NUTRITION & HEALTH INFORMATION



A 1-oz. serving of pistachios contains 160 calories.



According to the FDA, "Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pistachios, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease."



Pistachios are a plant-based source of complete protein.



According to recent research, certain nutrients in pistachios may support heart health by lowering LDL (bad) cholesterol, blood pressure, oxidative stress and inflammation, and improving endothelial cell function in arteries, making the arteries more elastic.



A 1 oz serving of pistachios (49 nuts) is a good source of protein and contains as much protein (6 grams) as a large egg.



Pistachios contain 10% or more of the Daily Value (DV) of protein, dietary fiber and essential vitamins and minerals like B6, thiamin, copper, and phosphorus.



Research shows choosing in-shell pistachios (opposed to unshelled) may result in reduced calorie intake due to the visual cue of empty pistachio shells.



A 1-oz. serving of pistachios equals 49 nuts – more per serving than any other snack nut.



KITCHEN & CULINARY TIPS

- Pistachios can be stored at room temperature; just be sure to keep them in a tightly sealed bag or container. Exposure to air can shorten their shelf-life.
- Pistachios are great for snacking, but they also work well in a wide variety of sweet and savory applications.
- Add pistachios to your next salad to boost protein and add pleasing crunch.
- Want to boost the protein content of your morning smoothie? Throw in a small handful of American pistachios.
- Hosting happy hour? Put out some pistachios for snacking.

SAMPLE SOCIAL MEDIA POSTS

1 American pistachios are a convenient snack that offers a plant-based source of complete protein. #AmericanPistachios #CAGROWN #PistachioPower #nutrition #plantbased #protein #snacks #vegan

2 American pistachios are a great salad topping that adds protein and pleasing crunch. #AmericanPistachios #CAGROWN #PistachioPower #nutrition #plantbased #protein #haveaplant #salad #vegan

3 Want to boost the protein content of your morning smoothie or bowl of cereal? Throw in a small handful of American pistachios. #AmericanPistachios #CAGROWN #PistachioPower #nutrition #plantbased #protein #breakfast #vegan

4 A 1 oz. serving of American pistachios is considered a good source of protein and contains as much protein (6 grams) as a large egg. #AmericanPistachios #CAGROWN #PistachioPower #nutrition #plantbased #protein #vegan #CAGROWN #nutrition #healthyfats

SEASONAL AVAILABILITY

Depending on weather conditions during the growing season, American pistachios are harvested anywhere from late August to early October when the fruit is mature, and the shell has split.

American pistachios are available year-round either in-shell or shelled.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- Pistachios are a convenient snack that offers a plant-based source of complete protein.
- Pistachios are a great salad topping that adds protein and pleasing crunch.
- Want to boost the protein content of your morning smoothie or bowl of cereal? Throw in a small handful of American pistachios.
- Hosting book club, bunco, or happy hour soon? Put out some American pistachios for snacking.

FOR MORE INFORMATION, PLEASE VISIT

The Power of Pistachios - American Pistachio Growers - AmericanPistachios.org



California Pomegranates

California Pomegranates have been cherished for their exquisite beauty, flavor, color, and potential health benefits for centuries. They are symbolic of prosperity and abundance in virtually every civilization. Fortunately, this treasure's versatility and possibilities are abundantly available. Display California Pomegranates prominently in your produce section and consider breaking a few open on the display to showcase their gloriously beautiful insides.

Nutrition Facts	
Serving size ½ cup arils (87g)	
Amount per serving	
Calories	70
% Daily Value *	
Total Fat 1g	1%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	
Cholesterol 0g	0%
Sodium 0mg	0%
Total Carbohydrate 16g	6%
Dietary Fiber 3g	11%
Total Sugar 12g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0 mcg	0%
Calcium 9 mg	1%
Iron 0.3 mg	2%
Potassium 205 mg	4%
Vitamin C 9 mg	10%

* The % Daily Value (DV) tells you how much of a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

FUN FACTS

- California grows nearly 100% of all pomegranates in the United States.
- Each California Pomegranate holds about 840 crunchy, juicy seeds called arils.
- A California Pomegranate tree can live for 200 years.
- The name "pomegranate" derives from the French term "pomme garnete," which means "seeded apple."
- The pomegranate's botanical name, *Punica Granatum*, translates as "apple with many seeds."



DIET & LIFESTYLE FIT

California Pomegranates fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving (1/2 cup) of California Pomegranate arils provides 70 calories.



California Pomegranates contain natural antioxidant and anti-inflammatory compounds that may contribute to health benefits, including promoting heart health, joint health, gut health, and healthy aging.



California Pomegranates are a good source of dietary fiber and vitamin C.



Research suggests California Pomegranates may enhance exercise performance, endurance, and strength performance, and accelerate post-exercise recovery.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Pomegranates are a good source of dietary fiber and vitamin C.
- California Pomegranates contain natural antioxidant and anti-inflammatory compounds that may contribute to health benefits, including promoting heart health, joint health, gut health, and healthy aging.
- California Pomegranate arils can be eaten on their own or used to top yogurt, ice cream, cereal, or added to fruit salads or leafy green salads.
- Looking for a post-workout snack? Research suggests California Pomegranates may enhance exercise performance, endurance, and strength, and accelerate post-exercise recovery.

SEASONAL AVAILABILITY

California Pomegranates are available August through December.

KITCHEN & CULINARY TIPS

- California Pomegranates are picked when ripe, so they are ready to enjoy as soon as you buy them and bring them home.
- The arils—crunchy, juicy red seeds—of a California Pomegranate can be eaten fresh, juiced, or cooked. The rind and the white membranes surrounding the arils are bitter and are not recommended for eating.
- Whole California Pomegranates keep well at room temperature and away from sunlight for several days and up to 3 months when refrigerated in plastic bags. Arils can be refrigerated for up to 3 days.
- How to Seed a California Pomegranate in 3 Easy Steps:
 1. Cut off the crown, then cut the pomegranate into four sections.
 2. Place the sections in a bowl of water, then gently roll out the arils with your fingers.
 3. Strain the water, and enjoy the arils whole, seeds and all.
- California Pomegranate arils can be eaten on their own or used to top yogurt, ice cream, cereal, or added to smoothies, fruit salads, or leafy green salads.

SAMPLE SOCIAL MEDIA POSTS

- 1** #DYK The sweet juicy seeds from California Pomegranates are called arils. One serving (1/2 cup) of California Pomegranate arils provides 70 calories. #CAPomegranates #nutrition #CAGROWN
- 2** California Pomegranates are in season from August through December. #CAPomegranates #inseason #CAGROWN
- 3** California Pomegranates love to be paired with CA GROWN fruits and Real California Dairy products like yogurt. #CAPomegranate #foodpairing #CAGROWN
- 4** Sweet juicy California Pomegranate arils can be eaten whole, juiced, and cooked. #CAPomegranates #easysnackidea #CAGROWN
- 5** California Pomegranates contain natural antioxidant and anti-inflammatory compounds that may contribute to health benefits, including promoting heart health, joint health, gut health, and healthy aging. #CAPomegranates #antioxidants #hearthealth #healthyaging #CAGROWN

FOR MORE INFORMATION, PLEASE VISIT

Pomegranates.org



California Prunes

California Prunes are available year-round creating promotional opportunities to tie them to months with health themes like American Heart Month in February, National Mediterranean Diet Month and National Osteoporosis Month in May, and National Fruits & Veggies Month in September. California Prunes can also be promoted and celebrated in October as part of California Farmer & Farmworker Month to celebrate the farmers and workers who hand-tend each plum tree to cultivate perfect plums that after drying become prunes.

Nutrition Facts	
Varied Servings Per Container	
Serving size	4 prunes (38g)
Amount per serving	
Calories	90
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 24g	9%
Dietary Fiber 3g	11%
Total Sugars 14g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0.4mg	2%
Potassium 280mg	6%
Vitamin A 10mcg	2%
Vitamin C 0mg	0%
Vitamin K 23mcg	20%
Riboflavin 0.1mg	8%
Niacin 0.9mg	6%
Vitamin B6 0.1mg	6%
Pantothenic Acid 0.2mg	4%
Magnesium 15mg	4%
Copper 0.1mg	10%
Manganese 0.1mg	4%

FUN FACTS

- Not all plums can be prunes, but all prunes are plums!
- California Prunes are grown specifically to be dried - known as the Improved French variety, an offshoot from the Petit d'Agen variety, which was brought to California from France during the Gold Rush.
- California is the world's largest producer of prunes and supplies over 90% of the U.S. prune crop each year and 40% of the global crop.



DIET & LIFESTYLE FIT

California Prunes fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One-serving of California Prunes (4 prunes) contains 90 calories



The soluble fiber in California Prunes helps lower cholesterol in the bloodstream.



California Prunes are a low glycemic index fruit.



The potassium, copper, vitamin K, and other nutrients in prunes promotes bone health in multiple ways.



Research suggests prunes may help preserve bones by inhibiting bone breakdown.



Research shows California Prunes contain natural plant compounds called polyphenols with antioxidant and anti-inflammatory properties beneficial for the body.



The fiber in California Prunes (3 grams per serving) supports gut health.



The satiating power of nutrient dense prunes can calm your appetite, which may help with weight management.



California Prunes are a good source of dietary fiber and copper and an excellent source of vitamin K, a nutrient essential for bone health.



KITCHEN & CULINARY TIPS

- California Prunes are available as whole prunes, pitted prunes, diced prunes, and prune juice.
- Shelf stable California Prunes are a convenient fruit to have on hand for snacking, cooking, and baking.
- California Prunes love to be paired with lemon and cardamom.
- Creating a share board? Add California Prunes for a sweet treat that pairs well with many types of cheeses and nuts.
- California Prunes add natural sweetness, moisture, and texture to your favorite recipes.
- California Prunes rich flavor compliments sweet, savory, and salty dishes

SEASONAL AVAILABILITY

The plums that become California Prunes are typically harvested in late August.

California Prunes are available year-round.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Prunes are a versatile ingredient that can be used in sweet and savory recipes.
- California Prunes are a portable and convenient snack – ready to eat, no prep or refrigeration required, easily tossed in a bag, and 4 prunes counts as a serving of fruit.
- California Prunes support bone health and gut health.
- California Prunes are a great option when you're craving something sweet after a meal.
- Creating a share board? Add California Prunes for a sweet treat that pairs well with many types of cheeses and nuts.

SAMPLE SOCIAL MEDIA POSTS

1 Did you know that California Prunes support bone health and gut health? #CAPrunes #prunes #CAGROWN #nutrition #health #guthealth @caprunes

2 California Prunes are a great option when you're craving something sweet after a meal. #CAPrunes #prunes #CAGROWN #nutrition #healthytreats #HaveAPlant @caprunes

3 Creating a share board or nibbles for your next happy hour gathering? Add California Prunes for a sweet treat that pairs well with many types of cheeses and nuts. #CAPrunes #prunes #CAGROWN #happyhour #HaveAPlant @caprunes

4 Seeking a sweet, satisfying snack under 100 calories? One-serving of California Prunes (4 prunes) contains just 90 calories. #CAPrunes #prunes #CAGROWN #nutrition #snack #fruit #HaveAPlant @caprunes

FOR MORE INFORMATION, PLEASE VISIT
[California Prunes - Prunes. For life.](#)



California Raisins

California Raisins are a naturally sweet snack and ingredient—100% fruit, dried by the sun with no added sugar or juice. Available year-round, California Raisins can be promoted in the shelf-stable fruit section of your store as well as in snacks, the baking aisle, produce, and your bakery. Consider cross-promotions with other CA GROWN ingredients like California Walnuts.

Nutrition Facts

1 servings per container	
Serving size	1/4 cup (40g)
Amount Per Serving	
Calories	120
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 32g	12%
Dietary Fiber 2g	7%
Total Sugars 26g	
Includes 0g Added Sugars	0%
Protein 1g	2%
Vitamin D 0mcg	0%
Calcium 25mg	2%
Iron 0.7mg	4%
Potassium 298mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- California produces 100% of all raisins in the U.S.
- California Raisins are simply dried seedless grapes that have no sweeteners added to them; they are naturally sweet!
- California Raisins that are brown are dried by the sun while California Raisins that are golden color are mechanically dried. Both types are 100% fruit and do not contain any added sweeteners.
- 2,000 family farms sustainably grow the grapes that turn into California Raisins in the fertile, sun-drenched San Joaquin Valley of California.



DIET & LIFESTYLE FIT

California Raisins fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving of California Raisins (1/4 cup) contains 120 calories.



Like many other fruits, California Raisins are a very low sodium food that contains no fat and no cholesterol.



California Raisins are a great choice for adding natural sweetness and more fruit to any snack or meal.



Eat California Raisins to boost your fruit intake! Research shows that people who eat the most fruits and vegetables, including dried forms, have the lowest risk of cardiovascular disease. (Wallace T, et al. Critical Reviews in Food Science & Nutrition, 2020)



One 1/4 cup serving of California Raisins has fiber (7% DV), potassium (6% DV) and iron (4% DV).



SEASONAL AVAILABILITY

California Raisins are available year-round.

KITCHEN & CULINARY TIPS

- California Raisins are an economical and convenient fruit option for busy families.
- California Raisins are a shelf-stable product that offers an easy way to add fruit to any occasion.
- California Raisins are the ultimate convenience product; they require no preparation and create no waste.
- California Raisins are so easy to use. They require no washing, peeling, or chopping.
- California Raisins are a smart way to add natural sweetness to cold and hot cereal, yogurt, salads, and baked goods.
- California Raisins can contribute essential nutrients, flavor, texture, and color to a wide variety of sweet and savory recipes.
- California Raisins love to be paired with whole grains like brown rice, bulgur, and quinoa and in salads, side dishes, and stuffings.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Raisins are an all-natural 100% fruit snack with fiber (7% DV), potassium (6% DV) and iron (4% DV) in one ¼ cup serving.
- California Raisins are dried grapes that come by their sweetness naturally; they contain no added sugar or other added ingredients.
- California Raisins are a 100% natural way to treat yourself to a sweet everyone loves to eat!
- A snack size box of California Raisins fits perfectly in a purse or backpack for easy snacking at school, work, the gym, or in the car.

SAMPLE SOCIAL MEDIA POSTS

- 1 Did you know? California Raisins that are brown are dried by the sun while California Raisins that are golden color are mechanically dried. Both types are 100% fruit and do not contain any added sweeteners. #CalRaisins #CAGROWN #natural #noaddedsugar
- 2 California Raisins are a great choice for adding natural sweetness and more fruit to any snack or meal. One ¼ cup serving contains fiber (7% DV), potassium (6% DV) and iron (4% DV). #CalRaisins #CAGROWN #natural #noaddedsugar #naturallysweet #fruit #haveaplant
- 3 Like many other fruits, California Raisins are a very low sodium food that contains no fat and no cholesterol. #CalRaisins #CAGROWN #fruit #nutrition #nutritionfacts
- 4 California Raisins are so easy to use. They require no washing, peeling, or chopping. Just open the box and enjoy! #CalRaisins #CAGROWN #easy #convenient #kitchenhack #haveaplant
- 5 California Raisins are dried grapes that come by their sweetness naturally; they are 100% fruit and contain no added sugar or other added ingredients. #CalRaisins #CAGROWN #natural #fruit #noaddedsugar

FOR MORE INFORMATION PLEASE VISIT

CalRaisins.org



California Sweetpotatoes

California Sweetpotatoes are harvested in the fall and stored in temperature and humidity-controlled storage units for year-round availability. While commonly associated with fall holiday cooking, California Sweetpotatoes can be used in sweet and savory cooking throughout the year, including summer grilling season, making them a produce item worth promoting throughout the year.

Nutrition Facts

Serv. size 1 Med Sweetpotato (114g)

Amount per serving
Calories 100

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 32g	11%
Dietary Fiber 4g	16%
Total Sugars 7g	
Includes 0g Added Sugars	0%

Protein 0g	
Vitamin D 0mcg	0%
Calcium 43mg	4%
Iron 0.79mg	4%
Potassium 542mg	15%
Vitamin A 3,667 U	73%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- Yes, it's true. Sweetpotato is one word.
- While there are dozens of different sweetpotato varieties, ranging from white and mild to deep red and super sweet, there are only five types grown commercially in California, as listed below in order of popularity at retail.
 - 1 Red Sweetpotatoes are red skinned, orange-fleshed sweetpotato. When cooked, the flesh is very sweet and moist.
 - 2 Orange Sweetpotatoes have orange skin and orange flesh. Like red sweetpotatoes, when cooked, the flesh is super-sweet and very moist.
 - 3 Japanese Sweetpotatoes are purple skinned with pale yellow or white flesh. They have a mild sweet taste and firmer, drier texture compared to orange-fleshed varieties.
 - 4 White Sweetpotatoes have pale yellow skin and pale yellow or white flesh. This type is like a Russet-type potato; it has a mildly sweet taste and a firmer, drier texture compared to the orange-fleshed varieties.
 - 5 Purple Sweetpotatoes have dark purple skin and with either light purple or dark purple flesh that intensifies in color when cooked. This newest type has been increasing in popularity and with its uniquely dry texture and color, it adds a completely different eating experience compared to other types of sweetpotatoes.
- California sweetpotato farmers are also making organically grown sweetpotatoes available to the retail market.



DIET & LIFESTYLE FIT

California Sweetpotatoes fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, plant-based, vegetarian, and vegan.

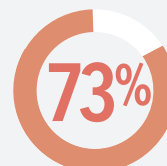
NUTRITION & HEALTH INFORMATION



One medium sweetpotato (114 g) contains 100 calories.



Sweetpotatoes are a good source of fiber and potassium and an excellent source of vitamin A.



One medium sweetpotato (114 g) provides nearly three-quarters (73%) of the Daily Value for vitamin A.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- One medium California Sweetpotato contains about 100 calories.
- California Sweetpotatoes are a good source of fiber and potassium and an excellent source of vitamin A.
- California Sweetpotatoes are a very versatile vegetable that can be baked, roasted, steamed, boiled, sautéed, microwaved, and grilled.
- California Sweetpotatoes can be peeled, spiralized, and turned into gluten-free noodles.
- For quicker baked California sweetpotatoes, microwave on high for 4 minutes, then bake at 400°F until tender, 10 to 20 minutes.

SEASONAL AVAILABILITY

California Sweetpotato farmers harvest sweetpotatoes in the fall and store them the rest of the year, making them available for year-round enjoyment. Special storage units with perfect temperatures and humidity preserve their quality throughout the year.

KITCHEN & CULINARY TIPS

- The five main types of California Sweetpotatoes (i.e., Red, Orange, Japanese, White, and Purple) have similar cooking times and can be used interchangeably in recipes. However, if a recipe calls for a specific type, it's probably best with that type. If it doesn't specify the type, the choice is yours.
- California Sweetpotatoes are a very versatile vegetable that can be baked, roasted, steamed, boiled, sautéed, microwaved, and grilled.
- California Sweetpotatoes can be spiralized and turned into gluten-free noodles.
- For quicker baked sweetpotatoes, microwave on high for 4 minutes, then bake at 400°F until tender, 10 to 20 minutes.
- For the best quality, try to use sweetpotatoes within a week or two after purchase.
- Store sweetpotatoes in a cool, dry place, ideally with some ventilation but never in the refrigerator.
- To maintain quality, it's best to not wash sweetpotatoes until you're ready to cook with them.

SAMPLE SOCIAL MEDIA POSTS

1 California Sweetpotatoes are a good source of fiber and potassium and an excellent source of vitamin A. #CaliforniaSweetpotatoes #CAGROWN #nutrition #fiber #HaveAPlant

2 California Sweetpotatoes are a very versatile vegetable that can be baked, roasted, steamed, boiled, sautéed, microwaved, and grilled. #CaliforniaSweetpotatoes #CAGROWN #whatsfordinner #HaveAPlant

3 In a hurry to get dinner on the table? Speed up the baking time of your California sweetpotatoes by microwaving on high for 4 minutes, then bake at 400°F until tender, 10 to 20 minutes. #CaliforniaSweetpotatoes #CAGROWN #whatsfordinner #kitchenhacks #HaveAPlant

FOR MORE INFORMATION, PLEASE VISIT

California Sweetpotatoes - There's More to Love About Them - CASweetPotatoes.com



California Table Grapes

Grapes from California are available nine months of the year, from May through January, providing many opportunities throughout the year to promote them for snacking, cooking, baking, and more!

Nutrition Facts	
Serving Size 3/4 cup (126g/4.5 oz.)	
Amount Per Serving	
Calories 90	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0g	0%
Sodium 15mg	1%
Potassium 240mg	7%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	4%
Sugars 20g	
Protein 0g	

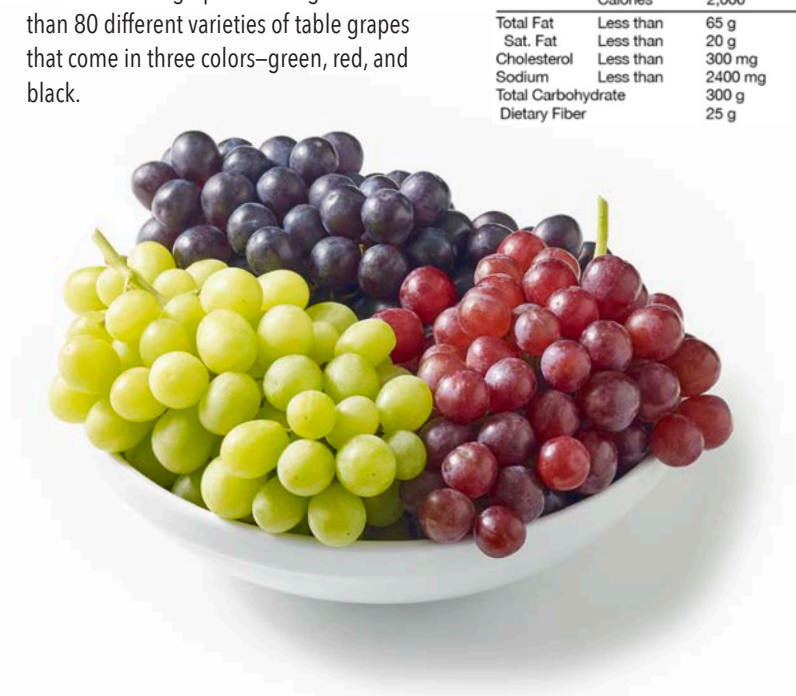
Vitamin A 0% • Vitamin C 2%
 Calcium 2% • Iron 0%
 Vitamin K 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

		2,000	2,500
Total Fat	Less than	65 g	80 g
Sat. Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2400 mg	2400 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g

FUN FACTS

- Grapes are a berry.
- The first California table grape vineyard was planted near Los Angeles in 1839.
- Today more than 99% of grapes commercially grown in the U.S. are grown in California.
- There are more than 330 table grape operations in California.
- California table grape farmers grow more than 80 different varieties of table grapes that come in three colors—green, red, and black.



DIET & LIFESTYLE FIT

California Table Grapes fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



A ¾ cup serving of grapes contains just 90 calories.



A ¾ cup serving of grapes provides 240 mg of potassium (7% of the Daily Value), a mineral that helps maintain healthy blood pressure levels.



Grapes are a heart-healthy food.



Grapes are a natural source of beneficial plant compounds called polyphenols that are associated with numerous health benefits, including promoting heart health and healthy aging.



Grapes contain no fat, no cholesterol, and virtually no sodium.



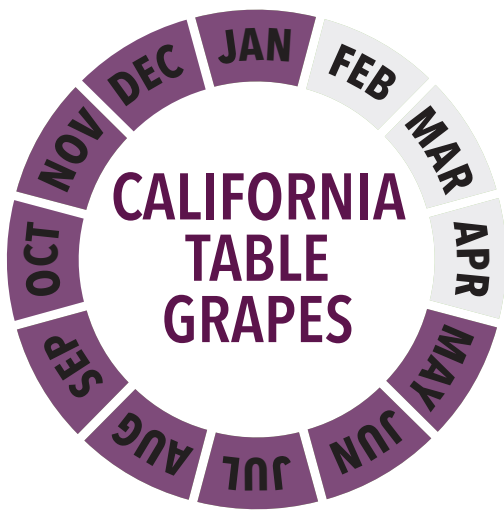
Grapes are a good source of vitamin K, a vitamin linked to heart and bone health.



Grapes of all colors are a natural source of the polyphenol resveratrol, which has been widely studied for its potential health benefits.



Frequent grape consumption may help protect against UV damage to skin.



SEASONAL AVAILABILITY

California Table Grapes are available nine months of the year, from May through January.

KITCHEN & CULINARY TIPS

- Grapes should be stored in the refrigerator; to maintain the best quality it's best to wait to wash them until you're ready to use them.
- Grapes can be frozen and used to thicken smoothies, chill beverages, or served as a snack on hot summer days.
- Roasting grapes intensifies their flavor; try roasting grapes with extra virgin olive oil and fresh rosemary to add great flavor to whole grains like brown rice or use them as a pizza or flatbread topping.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Table Grapes come in more than 80 varieties that offer variety in colors, flavors, shapes, and textures.
- California Table Grapes are available in green, red, and black, with varying shades of each.
- California Table Grapes offer varying levels of sweetness, flavor, and texture.
- California Table Grapes come in many shapes and sizes including round, oval, oblong, cylindrical, elongated, and more.
- California Table Grapes are considered berries with an average of 100 berries on each bunch.
- California Table Grapes promote heart health in many ways, including promoting the relaxation of blood vessels to help maintain healthy circulation.
- California Table Grapes can be frozen and used to thicken smoothies, chill beverages, or served as a sweet, refreshing snack on hot summer days.

SAMPLE SOCIAL MEDIA POSTS

1 Munch on this: California Table Grapes provide just 90 calories in a ¾ cup serving. What a great snack option!
 #GrapesfromCA #CAGrown #grapes #fruit #snack #healthysnack #HaveAPlant #snackideas

2 California Table Grapes come in three colors—green, red, and black. Try them all to experience their different flavors and textures.
 #GrapesfromCA #CAGrown #grapes #fruit #flavor #HaveAPlant

3 California Table Grapes support heart health in many ways, including promoting the relaxation of blood vessels to help maintain healthy circulation. #GrapesfromCA #CAGrown #grapes #fruit #hearthealth #HaveAPlant

4 Roasting grapes intensifies their flavor; try roasting California Table Grapes with EVOO and fresh rosemary to add to whole grains like brown rice or roast with EVOO and balsamic vinegar to add to a leafy green salad. #GrapesfromCA #CAGrown #grapes #fruit #kitchenhack #salad #HaveAPlant

FOR MORE INFORMATION, PLEASE VISIT
[Grapes from California](http://GrapesfromCalifornia.com)



California Processed Tomatoes

California Processed Tomatoes are a diverse group of foods available year-round that can be used across all day parts and meal parts, providing abundant opportunities for CA GROWN promotions tied to health and wellness, major holidays, and celebrations like National Pizza Day (date varies year to year), National Blood Mary Day, which is always January 1, or September for National Fruits & Veggies Month.

FUN FACTS

- California produces more than 90% of the nation's processed tomatoes and nearly half of the world's total processed tomato crop.
- California Processed Tomatoes differ from fresh tomatoes in that they are harvested ripe by machines. Fresh market tomatoes are picked by hand and often picked green to lessen damage during shipping.
- California Processed Tomatoes are harvested and processed within 6 hours of being on the vine. Processing includes washing, steaming, peeling, and then chopping, dicing, pureeing, juicing, or concentrating, and finally canning, processes that preserve the quality and enhance the flavor and health-promoting properties of tomatoes.

Processed Tomato Product	Diced Tomatoes in Juice	Tomato Juice	Tomato Paste	Crushed Tomato Puree	Tomato Sauce	Tomato Soup	Tomato Salsa
Serving Size	½ cup	1 cup	2 tablespoons	¼ cup	¼ cup	½ cup	2 tablespoons
Calories	25	40	30	20	15	40	10
Total Fat, g	0	1	0	0	0	0	0
Sat. Fat, g	0	0	0	0	0	0	0
Trans Fat, g	0	0	0	0	0	0	0
Cholesterol, mg	0	0	0	0	0	0	0
Sodium	Varies	Varies	Varies	Varies	Varies	Varies	Varies
Total Carb., g	5	9	6	4	3	9	2
Dietary Fiber, g	1	1	1	1	1	0.5	0.5
Total Sugars, g	3	6	4	2	2	5	1
Protein, g	1	2	1	1	1	1	0.5
Vitamin D, mcg	0	0	0	0	0	0	0
Calcium, mg	40	24	12	20	9	10	10
Iron, mg	0.72	0.95	0.98	0.72	0.59	0.36	0.13
Potassium, mg	450	530	330	200	180	340	90

Data Source: U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov. Serving sizes are based on Food & Drug Administration RACC (Reference Amounts Customarily Consumed) serving sizes.

- Technically speaking, tomatoes are a fruit, but most people think of them as a vegetable due to how we typically eat them.

DIET & LIFESTYLE FIT

California Processed Tomatoes fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.



NUTRITION & HEALTH INFORMATION



Many processed tomato products are "low calorie" foods that contain 40 calories or less per serving.



Many processed tomato products have lower sodium or no added sodium versions, which give shoppers seeking less sodium more options.



The lycopene in cooked and processed tomatoes like tomato sauce, tomato paste, tomato salsa, and diced, canned tomatoes is more available for absorption in the body compared to lycopene in raw tomatoes. Why? Lycopene is stored in the cell walls of tomatoes; processing bursts the cell walls making the lycopene easier to absorb.



Adding good-for-you fat from sources like extra virgin olive oil to processed tomato products further enhances the body's ability to absorb lycopene, a phytonutrient associated with promoting cardiovascular health.



Processed tomato products may also promote cognition, likely due to the positive effects of lycopene on cardiovascular wellness and brain flow in the brain.



TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Processed Tomatoes are a convenient and versatile way to add more vegetables to every meal.
- Having a variety of California Processed Tomato products on hand makes it easy to add vegetables to every meal.
- California Processed Tomatoes love to be paired with pasta; keep both on hand for quick, easy meals.

SEASONAL AVAILABILITY

California Processed Tomato products are available year-round.

KITCHEN & CULINARY TIPS

- California Processed Tomatoes are a convenient and versatile way to add more vegetables to every meal.
- Keep a variety of California Processed Tomatoes on hand to use in cooking for breakfast, lunch, and dinner or for using in cocktails like Bloody Marys and Micheladas.
- California Processed Tomatoes can be used in recipes from cuisines from around the world, including Mexican, Indian, and Italian.
- California Processed Tomatoes love to be paired with pasta; keep both on hand for quick, easy meals.

SAMPLE SOCIAL MEDIA POSTS

1 California Processed Tomatoes can be used in recipes from cuisines from around the world, including Mexican, Indian, and Italian. Did someone say, "Pizza!"?
 #CaliforniaProcessedTomatoes
 #CAGROWN #cooking #pizza
 #whatsfordinner #HaveAPlant

2 California Processed Tomatoes love to be paired with pasta; keep both on hand for quick, easy meals.
 #CaliforniaProcessedTomatoes
 #CAGROWN #cooking #italian
 #pasta #whatsfordinner
 #HaveAPlant

3 Many California Processed Tomato products are "low calorie" foods that contain 40 calories or less per serving.
 #CaliforniaProcessedTomatoes
 #CAGROWN #tomatoes
 #calories #HaveAPlant

4 Adding good-for-you fat from sources like California Extra Virgin Olive Oil to California Processed Tomato products further enhances the body's ability to absorb lycopene, a phytonutrient associated with promoting cardiovascular health. #CaliforniaProcessedTomatoes
 #CAGROWN #tomatoes
 #tomatowellness #HaveAPlant

FOR MORE INFORMATION, PLEASE VISIT

California Tomato Growers Association - ctga.org | Tomato Wellness Council - Let's Talk Tomato



California Walnuts

California Walnuts are a year-round ingredient that can be promoted in many ways throughout your store. From displays in the deli section for shoppers who want to build beautiful charcuterie or share boards for parties to bins inviting people to include California Walnuts in their produce purchases for the week, California Walnuts are an item that can drive greater sales as well as better health! Consumer research from the California Walnut Commission in 2021 shows that 76% shoppers are more likely to buy walnuts when displayed with fresh fruits and vegetables.

Nutrition Facts	
Serving Size 1oz. (28g / about ¼ cup)	
Amount Per Serving	
Calories	190
% Daily Value*	
Total Fat 18g	23%
Saturated Fat 1.5g	8%
<i>Trans</i> Fat 0g	
Polyunsaturated Fat 13g	
Monounsaturated Fat 2.5g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	7%
Total Sugars 1g	
Incl. 0g Added Sugars	0%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 0.8mg	4%
Potassium 130mg	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- More than 99% of all walnuts grown for commercial sale in the U.S. are grown in California.
- More than 4,000 family farms throughout California's Central Valley grow walnuts.
- California walnuts are the oldest tree food known to man, dating back to 7,000 B.C.
- The entire walnut can be utilized, from using the shell as an energy source, abrasive, and filler, to composting the protective green hull that covers the shell until harvest.
- California Walnuts are typically harvested in September and October, then stored in atmosphere-controlled facilities until they get shelled, packed, and shipped to customers around the world.

DIET & LIFESTYLE FIT

California Walnuts fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant-based, vegetarian, and vegan.



NUTRITION & HEALTH INFORMATION



One serving of California Walnuts (1-ounce, 1/4 cup, 12 to 14 walnuts halves, or a small handful) contains 190 calories and 4 grams of plant-based protein.



Nearly all the fat in California Walnuts is good-for-you unsaturated fat, including ALA omega-3 (2.5 grams per ounce).



California Walnuts are an American Heart Association Heart-Check Certified Food.



Studies suggest that eating California Walnuts may play a role in gut health in many ways, including increasing the amount of beneficial bacteria in the gut.



Walnuts are the only nut that provide a significant source of plant-based ALA omega-3, an essential fat that promotes heart health.



Eating California Walnuts can boost longevity. Published research (by Li et al) from the Harvard T.H. Chan School of Public Health in August 2021 show participants who reported eating five or more servings (about ¼ cup or a small handful) of walnuts per week had a gain of about 1.3 years of life expectancy compared to those who reported no walnut consumption.



Eating California Walnuts promotes heart health. Many studies over 30 years have shown that regularly eating walnuts is associated with lower cholesterol levels and a lower risk of cardiovascular disease.



SEASONAL AVAILABILITY

California Walnuts are available year-round.

KITCHEN & CULINARY TIPS

- Store California Walnuts in your refrigerator or freezer to protect the beneficial omega-3s and maintain the best flavor.
- The cheese drawer in your refrigerator is the optimal location for storing California Walnuts after you bring them home from the store.
- It's best to not chop or toast California Walnuts until you're ready to use them. Chopping creates more surface area and toasting speeds up oxidation of the good-for-you omega-3s.
- Oven-toasting California Walnuts is a great way to boost their appealing nutty flavor. Place walnuts on a baking sheet and toast in a 350°F oven for 8-10 minutes.
- California Walnuts can be used in many culinary applications from baking and beverages to salads, sauces, and plant-based meat alternatives like walnut chorizo.
- Spiced or candied California Walnuts are a wonderful swap for croutons on salads.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Walnuts are the only nut that provide a significant source of plant-based ALA omega-3, a type of essential fat that promotes heart health.
- Store California Walnuts in your refrigerator or freezer to protect the beneficial omega-3s and maintain the best flavor.
- The cheese drawer in your refrigerator is the optimal location for storing California Walnuts after you bring them home from the store.
- Maintain the great flavor California Walnuts by not chopping or toasting them until you're ready to use them.

SAMPLE SOCIAL MEDIA POSTS

- 1 California Walnuts are the only nut that provide a significant source of plant-based ALA omega-3, a type of fat that promotes heart health. #CAWalnuts #CAGROWN #hearthealth #goodfats #omega3 @CAWalnuts
- 2 Maintain the quality and fresh flavor of California Walnuts by keeping them cold. The best place to store them is in your freezer or the cheese drawer of your refrigerator. #CAWalnuts #CAGROWN #kitchenhack #flavor @CAWalnuts
- 3 Boost the nutrient power of your next salad by swapping spiced or candied California Walnuts for croutons. #CAWalnuts #CAGROWN #kitchenhack #nutrition @CAWalnuts
- 4 Oven-toasting California Walnuts is a great way to boost their appealing nutty flavor. Place walnuts on a baking sheet and toast in a 350°F oven for 8-10 minutes. #CAWalnuts #CAGROWN #kitchenhack #easyrecipe #flavor @CAWalnuts
- 5 Add some California Walnuts to your morning yogurt to make your gut happy. California Walnuts may play a role in gut health in many ways, including increasing the amount of beneficial bacteria in the gut. #CAWalnuts #CAGROWN #guthealth @CAWalnuts

FOR MORE INFORMATION, PLEASE VISIT

Walnuts.org



California Wild Rice

Wild rice is classified a whole grain by the U.S. Food & Drug Administration. Research by the International Food Information Council shows that consumers seek out whole grains for various health and well-being benefits. Promoting California Wild Rice as part of health-promoting, delicious eating patterns is a smart move for any retailer whose shoppers are seeking foods that boost energy, support weight loss, cardiovascular health, immunity, and gut health.

Nutrition Facts	
Serving size	1/4 cup dry (45g)
Amount per serving	
Calories	160
% Daily Value*	
Total Fat 0g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 34g	12%
Dietary Fiber 3g	10%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 7g	
Vitamin D 0mcg	0%
Calcium 9mg	0%
Iron 1mg	4%
Potassium 192mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

FUN FACTS

- California is the leading global producer of cultivated wild rice.
- California farmers have been commercially producing wild rice for more than 50 years; production in the Golden State started in 1972.
- California Wild Rice is an aquatic grass that grows in water-filled areas called paddies.
- Wild rice thrives in the colder climates of Northern California counties like Shasta County, the largest producing region in the state.



DIET & LIFESTYLE FIT

California Wild Rice fits with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, paleo, plant-based, vegetarian, and vegan.

NUTRITION & HEALTH INFORMATION



One serving of California Wild Rice (1/4 cup cooked) contains 160 calories.



California Wild Rice is a fat-free, cholesterol-free, and sodium-free food.



California Wild Rice is a good source of dietary fiber.



California Wild Rice is a good source of plant-based protein; one serving contains 7 grams or 14% of the Daily Value for protein.



Research supports the role of California Wild Rice as part of an overall healthful eating pattern in promoting cardiovascular benefits, including reducing LDL "bad" cholesterol levels in adults.



One serving, or 1/4 cup, of California Wild Rice contains 7 grams of protein, the same as a large egg.



SEASONAL AVAILABILITY

California Wild Rice is available year-round.

KITCHEN & CULINARY TIPS

- California Wild Rice is a shelf stable product you can keep in your pantry year-round to make sure you always have an awesome whole grain food on hand.
- Wild rice triples after cooking; if you start with 1 cup of dry California Wild Rice after cooking, you'll have about 3 cups of wild rice.
- Cooking California Wild Rice is quite easy; for every 1 cup of wild rice add 3 cups of water and cook over medium high heat for 45 minutes.
- California Wild Rice takes longer to cook than white or brown rice, but soaking can help reduce cooking time. Soak California Wild Rice in tap water for 2 to 3 hours prior to draining and cooking in fresh tap water.
- California Wild Rice can be served as a simple side dish or added to other dishes like salads, casseroles, stuffings, and soups.
- California Wild Rice loves to be paired with other CA GROWN products like California Apples, California Walnuts, and California Extra Virgin Olive Oil.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Wild Rice is a whole grain that promotes heart health.
- Wild rice triples after cooking; if you start with 1 cup of dry California Wild Rice after cooking, you'll have about 3 cups of wild rice.
- California Wild Rice can be served as a simple side dish or added to other dishes like salads, casseroles, stuffings, and soups.
- California Wild Rice loves to be paired with other CA GROWN products like California Apples, California Walnuts, and California Extra Virgin Olive Oil.

SAMPLE SOCIAL MEDIA POSTS

- 1 California Wild Rice is a whole grain that supports gut health, immunity, and heart health. #CAGROWN #wildrice #wholegrain #guthealth #immunity #hearthealth @CalWildRice
- 2 California Wild Rice is an aquatic grass that grows in water-filled fields called paddies. #DYK #CAGROWN #wildrice @CalWildRice
- 3 Wild rice triples after cooking; if you start with 1 cup of dry California Wild Rice after cooking, you'll have about 3 cups of wild rice. #CAGROWN #wildrice #cookingtip @CalWildRice
- 4 Did you know soaking California Wild Rice prior to cooking can reduce the cooking time? Soak for 2-3 hours, then cook in fresh water. #DYK #kitchenhack #CAGROWN #wildrice @CalWildRice
- 5 California Wild Rice can be served as a simple side dish or added to other dishes like salads, casseroles, stuffings, and soups. #CAGROWN #wildrice #wholegrain #cooking @CalWildRice

FOR MORE INFORMATION, PLEASE VISIT

CalWildRice.org

