



Industry Newsletter

3rd Quarter of 2025

Volume 5, Issue 3

Welcome to Volume Five, Issue Three of the Raisin Industry News

This edition showcases the activities carried out during the third quarter (July - September) of 2025.

The Raisin Administrative Committee (RAC), under a federal marketing order, engages in promotional activities across 17 countries. This is made possible through a combination of funding from RAC assessments and government programs, including the Market Access Program (MAP) and the Regional Agricultural Promotion Program (RAPP).

The newsletter is released quarterly, featuring marketing efforts undertaken by the RAC in key export markets.

If you wish to join our email distribution list, kindly visit our website at www.raisins.org. Click on the “Sign Up For Our Newsletter Here” button located in the top right corner to register your name and email address. Alternatively, you can call Murphy Jones at the RAC Office at (559) 225-0520 to provide your name and email or mailing address.

We appreciate your interest in RAC activities that promote the growth of California raisin exports globally.

Warm regards,
The RAC Staff

In This Issue

Page 2

- 2024/25 Export Results
- Study Tour & Industry Dinner

Page 3

- Canada
- Hong Kong

Page 4

- Japan
- Korea

Page 5

- Mexico
- Scandinavia

Page 6

- SE Asia

Page 7

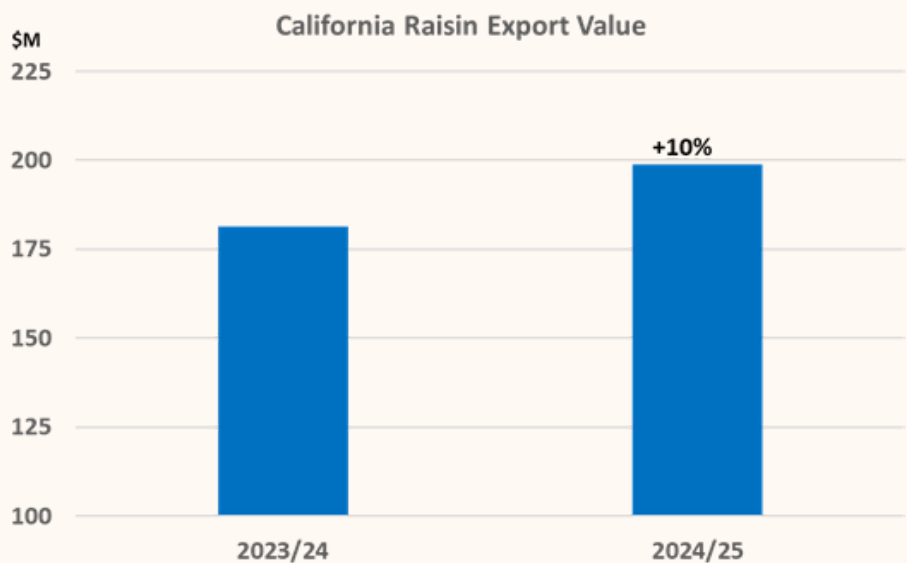
- Taiwan
- Vietnam

Page 8

- Contact Us

2024/25 EXPORT RESULTS

California Raisin export value increased by 10% to \$199 million in fiscal 2024/25. Volume grew 6% to 59,000 tons, much faster than the 1% volume growth for all raisin exports from producing countries. Seven of the nine markets that we support with marketing funds grew California Raisin export value with Korea (+18%), SE Asia (+13%) and Taiwan (+10%) posting double digit growth. California Raisin export value share averages 45% in funded markets, 4.5 times higher than our worldwide share. Unaided and aided brand awareness also grew by 7 pts across funded markets to 29% and 61% respectively.

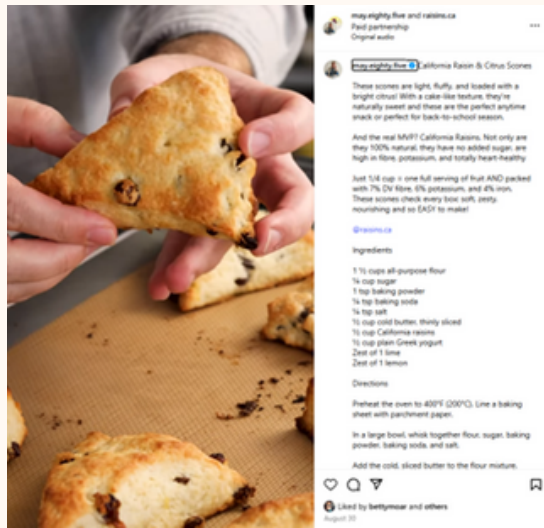


STUDY TOUR & INDUSTRY DINNER

Winners of the 2025 California Raisin Bakery Contest from Japan and chef/influencers from SE Asia visited Fresno in August. The study tour included visits to two California Raisin packers and vineyards. The visit culminated with the California Raisin Industry dinner at the Sunnyside Country Club on August 26 where breads and bonbons made by the SE Asia chefs were available for tasting. Thanks to all of the industry members who joined us for the dinner.



RAC Canada kicked off our 2025/26 influencer campaign with posts in August and September. Influencer and recipe developer Christopher Rivest shared a recipe for California Raisin and Citrus Yogurt Scones. California Raisins contribute natural sweetness, a wholesome alternative to refined sugars in this recipe. In September, influencer Olya Sapunkova highlighted California Raisins in her innovative California Raisins Caramel Latte, capturing the cozy, comforting vibe of early autumn. Both recipe videos were re-posted on our California Raisins Instagram page and yielded over 1 million impressions.



HONG KONG

Social Media

RAC Hong Kong continued our social media campaign in Q3 with posts on Facebook and a new California Raisin page on Little Red Book, a popular social site in Hong Kong. Posts highlighted the nutrition benefits of California Raisins and creative snacks, meals and desserts made with them. Impressions for the quarter topped 500 thousand.



JAPAN

Student Cooking Classes

RAC Japan sponsored cooking classes at 49 junior high and high schools nationwide to encourage California Raisin consumption in the next generation. During the class, students watched an educational video with the nutrition value of California Raisins highlighted before starting cooking. California Raisin sample packages were also distributed to students. Approximately 3,000 students participated in the classes.



KOREA

Consumer Cooking Class

RAC Korea hosted a hands-on cooking class and seminar in collaboration with Honeybee Seoul, a premium pastry shop that also operates as a baking academy for aspiring pastry chefs and dessert lovers. During the event, two new dessert recipes were introduced, California Raisin Dacquoise and California Raisin Nut Tart. In addition, RAC Korea distributed promotional leaflets highlighting the benefits and usage ideas of California Raisins to all participants.



MEXICO

Baking Seminar

RAC Mexico participated in a baking seminar with Irving Quiroz, our baking ambassador, and Gluten Morgen, a renowned baker on social media with a total of 1.9 million followers. During the course, Chef Irving highlighted nutritional information, baking benefits, and quality of California Raisins. A Sourdough Bread with California Raisins was prepared during the seminar. There were 80 participants across four seminars who all received a California Raisin gift bag. The event was also featured on our social media channels.



SCANDINAVIA

Trade Show

RAC Scandinavia attended the BakeOn Show in the town of Uppsala, 30 miles north of Stockholm, during September. The BakeOn show is a strictly B2B event and is organized by the Swedish Bakery Association and includes many large Swedish and international ingredient suppliers and manufacturers in the Scandinavian bakery industry. California Raisins had a booth with baked goods and raisins for sampling. Over 350 companies attended which yielded 12 trade leads including two of the largest ingredients suppliers in Sweden as well as one in Norway.



SE ASIA

Media Event

RAC SE Asia hosted a media event in July to highlight the versatility of California Raisins with Filipino cuisine. Held at the newly opened Offbeat Bistro in Makati City, Philippines, the four-course showcase featured dishes by James Beard Award-winning food influencer and restaurant owner Erwan Heussaff, cookbook author and chef Angelo Comsti, and celebrated chef Don Baldosano. Each course demonstrated how California Raisins can elevate local flavors with their natural sweetness. U.S. Ambassador MaryKay L. Carlson participated in the event, joining Heussaff in preparing a steak dish with a Raisin-enhanced Eggplant Sauce. Heussaff also served a swordfish appetizer with Coconut Cream and Raisin Tapenade. Chef Comsti presented sea bream with a Raisin-infused Kusido-style Sauce, and Chef Baldosano concluded the meal with a California Raisin Sorbet dessert, complemented by a milk tuile and Burnt Raisin Oil. The event showcased how California Raisins can bridge cultures, inspire innovation and add depth to traditional Filipino dishes.



TAIWAN

Consumer Advertorial

RAC Taiwan launched a consumer advertorial campaign in July alongside the Wu Pao-Chun Bakery promotion, featuring both an article and a promotional video that highlighted the use of California Raisins. Wu Pao-Chun, a renowned Taiwanese baker, is celebrated for blending local ingredients with European bread-making techniques. Having won the Master de la Boulangerie in 2010, he is admired in Taiwan as a symbol of craftsmanship, perseverance and national pride. This campaign engaged consumers and elevated awareness of the in-store promotion.



Advertorial: <https://www.flavornews.com.tw/review/1648>

Video: <https://www.youtube.com/watch?v=B24zWFwC-KA&t=7s>



VIETNAM

Retail Promotion

RAC Vietnam participated in US Agricultural Week in Hanoi with a promotion at Mega Market in July. California Raisins were featured in displays of US food products and sampling was conducted. U.S. Ambassador – Marc E. Knapper and U.S. Agriculture Counselor – Ralph Bean attended the opening ceremonies for the event.



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